



Media

Kit 2024



CMH

Christian Media Hub
Regional

Pulse 94.1 | Life FM Bathurst | Dubbo's 94.3 | 1035fm Orange | Wagga's Life FM

Version 20180727 v1.1



Why CMH - Regional?



Listener funded media – it's personal and it's everywhere!

Across Australia listener funded media connects people; it speaks their language; it knows them – and gets them.

It's media by the people, for the people.

CMH provides this; nowhere more so than in regional areas. It's a strategic platform for you to reach a local audience with authenticity and purpose. Listener funded media works! and CMH has the research to prove it. Nationally, we have our listeners attention, they know us, they trust us and they respond to messages they receive from us, up to 74% more than messages they receive from commercial station advertisers. .

Who we are:

5
Radio
Stations
with other's
joining

1
Centralised
Service
Hub



Station General Manager

Gavin Brett
ceo@cmhnsww.org



Business Manager

Warren Melville
warren.melville@cmhnsww.org



Content

Louise Mathieson
louise@cmhnsww.org



Sponsorship

sponsorship@cmhnsww.org



Program Co-ordinator

Mackena Dennis
mackena@cmhnsww.org



Admin

Hannah James
hannah.james@cmhnsww.org



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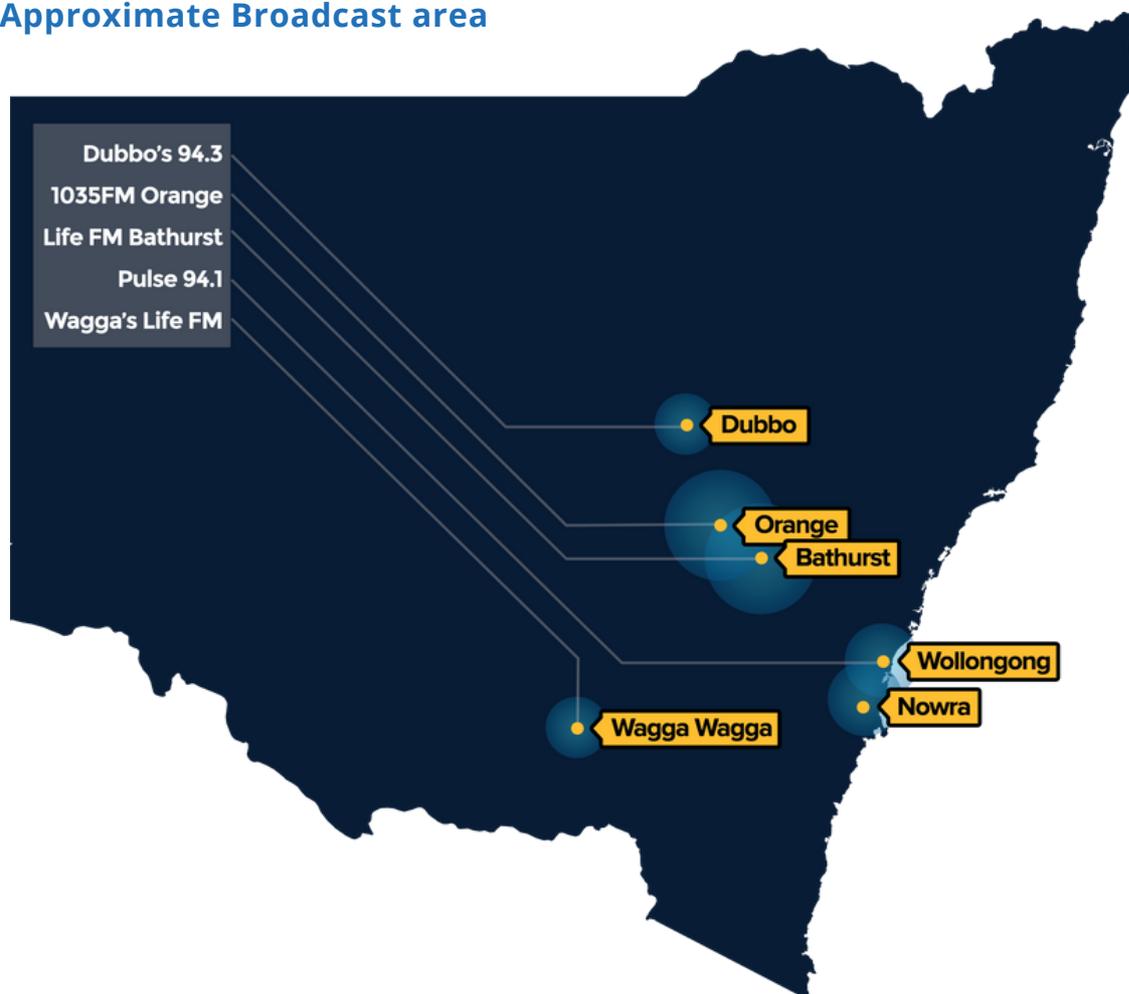
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900 thousand+ reach
Covering Regional like no one else!

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Regional coverage

Approximate Broadcast area



Market Statistics

Market	Station	Population	Format
Bathurst	Life FM 100.1	47,783	Christian Format
Orange	1035FM	58,991	Mixed Format
Dubbo	Dubbo's 94.3 FM	71,138	Mixed Format
Wagga Wagga	101.9 Wagga's Life	95,644	Mixed Format
Wollongong	Pulse 94.1	415,429	Mixed Format



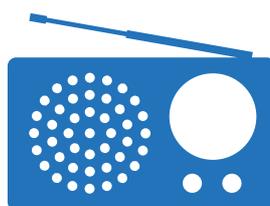
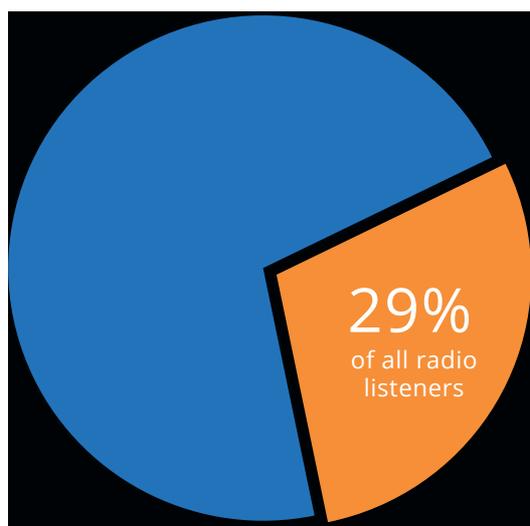
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Why community radio?



1.7 million

Australians in non-metro areas listen to radio

640 thousand

Australians in non-metro areas listen to communityradio

How long are they listening?

Community radio listeners are dedicated, spending an average of 13 hours listening each week!

Why do they listen?

The number one reason Australians listen to community radio is for local content - local information / local news.

When do they listen?

Community radio listeners are dedicated and consistent, with listening spread strongly across all day parts – Breakfast 59%, Morning 56%, Afternoon 44%, Drive 60%, Evening 29%, Overnight 15%.

Who is listening?

Community radio reaches a wide cross-section of the Australian community of all ages, genders and employment types, with 76% of community radio listeners falling into the Main Grocery Buyer category.

How are they listening?

87% listen on AM/FM radio. 54% listen online, and 29% access podcasts. 12.3% listen on AM/FM & DAB+.

Community Radio receives a “highly valuable” rating by 94% of the audience

Radio puts your brand in the conversation!

Reference: + Research and infographic by McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



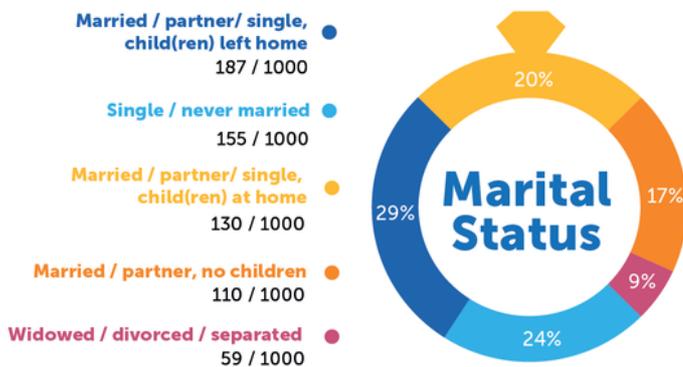
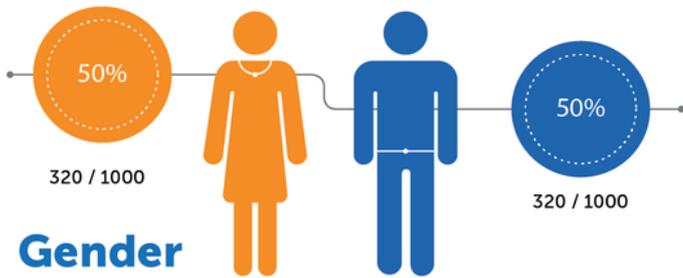
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Profile of weekly listeners in non-metro NSW



Highest level of Education

36% Primary, Secondary or High School
233 / 1000

35% Some tertiary / TAFE
226 / 1000

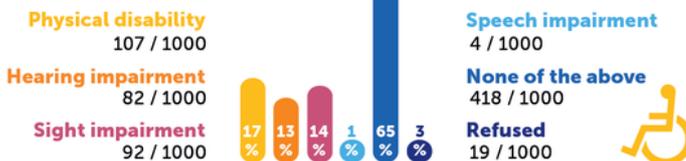
28% University (Bachelor or higher degree)
182 / 1000



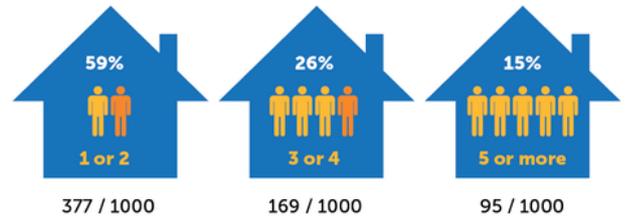
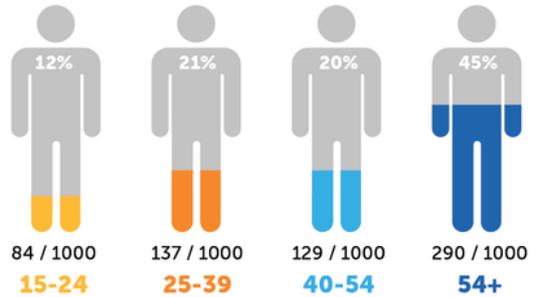
Lang. Other than English Spoken



Have Disabilities



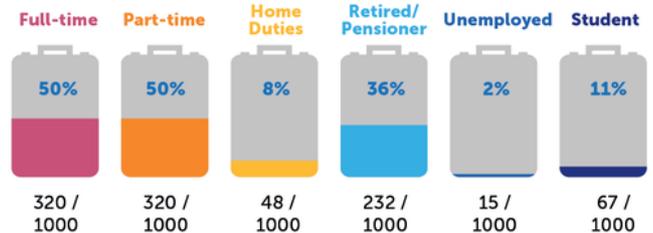
Age Groups



Value of Community Radio



Work Status



Business owner, self employed, sales or clerical
86 / 1000

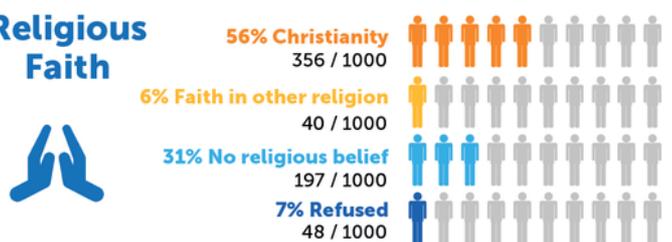


Professional, business manager or executive
70 / 1000

Not working
362 / 1000

Technical, skilled, semi-skilled or manual
122 / 1000

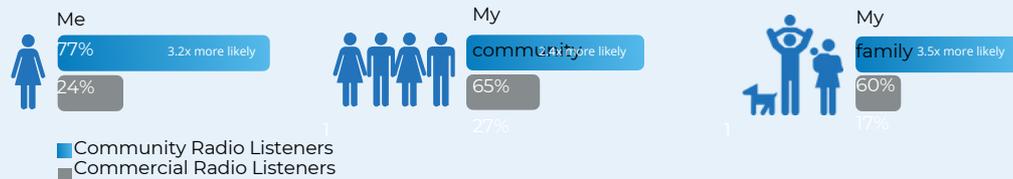
Religious Faith



Why people listen

Positive Benefit of Radio

My station has a "massive/significant" benefit for...



Net Promoter Score (NPS)

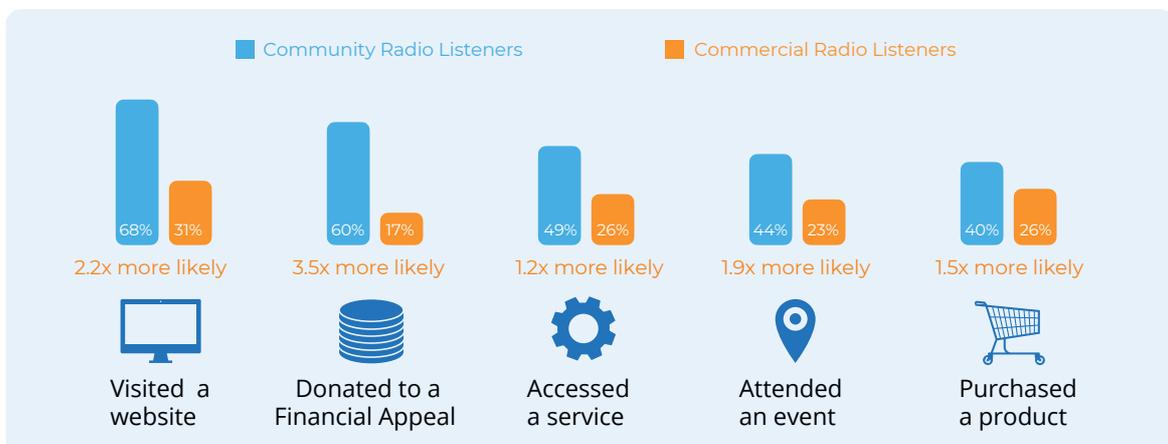
On a scale of 0-10, would you recommend your radio station to a friend or colleague?



NPS = Scores of (9+10) promoters - Scores of (0+1+2+3+4+5+6) detractors

The value of Listeners

Our listeners trust our stations



Reference: + Research and infographic by McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



94.1 PULSE

speaking life



Illawarra-Shoalhaven

The Illawarra-Shoalhaven region is framed by a spectacular escarpment and is home to part of the Sydney Drinking Water Catchment Area. Rich natural resources, including coal and minerals, support traditional mining and manufacturing sectors.

The major urban centres of Kiama, Nowra, Shellharbour and Wollongong provide residents with access to quality services, housing and employment options. Towns and villages including Berry and Kangaroo Valley are prime tourist hotspots featuring rolling agricultural landscapes and dairy industries.

Quick Facts

<p>Housing Median price \$811,000</p>	<p>Key Employment Prospects Top 5 areas of EMPLOYMENT</p>	<p>Key Business Opportunities \$\$\$\$\$\$</p>	<p>Retail Services 5 Shopping Centres</p>
<p>Population 393,204</p>	<p> Health Care and Social Assistance</p> <p> Education and Training</p>	<p><i>Illawarra-Shoalhaven is a region transformed.</i></p> <p>Traditionally known for its world-class steel making and coal mining industries, the region's economy is today driven by the advanced manufacturing, ICT and professional services and defence sectors.</p>	<p>Tertiary Education </p> <ul style="list-style-type: none"> University of Wollongong TAFE NSW
<p>Climate</p> <p> Summer avg 22°-28°</p> <p> Winter avg 8°-12°</p> <p> Rainfall avg 1200mm</p>	<p> Retail Trade</p> <p> Construction</p> <p> Accommodation and Food Services</p>	<p>Leisure and dining</p> <p> 247 Restaurants</p> <p> 125 Cafes</p> <p> 127 Licensed Hotels /Clubs</p>	<p>Schools</p> <p> 197 Primary schools</p> <p>38 High Schools</p> <p>73 Private Schools</p> <p>8 Special Care</p> <p>Health</p> <p>Bulli Hospital and Aged Care Centre, Coledale Hospital, David Berry Hospital, Milton Ulladulla Hospital, Port Kembla Hospital, Shellharbour Hospital, Shoalhaven Hospital, Wollongong Hospital. Aged care services and support facilities.</p>



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Bathurst

A vibrant regional city located just a few short hours west of Sydney, Bathurst is one of the region's most beautiful cities.

With a strong, prosperous economy, a friendly multicultural community and vibrant cultural life, Bathurst is an ideal location for anyone.

Quick Facts

 <p>Housing Median price \$374,765</p>	<p>Key Employment Prospects</p> <ul style="list-style-type: none">  Health Sectors  Education  Retail Trade  Mining Support Services  Distribution Business 	<p>Key Business Opportunities</p> <p>\$\$\$\$\$\$</p> <ul style="list-style-type: none"> • Engineering, • Health and social service • Tradesperson sectors, • Specialist medical services, • Industrial development • Food manufacturing. 	<p>Tertiary Education </p> <ul style="list-style-type: none"> • Charles Sturt University, • Western Institute of Tafe, Adult education.
 <p>Population 42,231</p>	<p>Leisure and dining</p> <p> 32 Restaurants</p> <p> 20 Cafes</p> <p> 24 Licensed Hotels /Clubs</p>	<p>Retail Services</p> <p> 7 Shopping Centres</p>	<p>Schools</p> <p> 11 Primary Schools 8 Private Primary 2 High Schools 4 Private High + Special Care</p>
<p>Climate</p> <p> Summer avg 12°-27°</p> <p> Winter avg 1°-12°</p> <p> Rainfall avg 638mm</p>	<p>Health</p> <p>Bathurst Base Hospital and private hospital.</p> <p>Aged care services and support facilities.</p>		

DUBBO'S 94.3

DUBBO'S 94.3



Dubbo

The real heart of New South Wales, Dubbo is a dynamic, regional centre that offers the dual benefits of relaxation and space with the amenities of a major city.

Enjoy a quality lifestyle with affordable housing, career opportunities, high-quality health, educational and professional services.

Quick Facts

 <p>Housing Median price \$328,933</p>	<p>Key Employment Prospects</p> <ul style="list-style-type: none"> Engineering and Planning Education and Training (particularly maths & science teachers) Medical Specialists (doctors, dentists and nurses), Social Services Manufacturing and Labourers. 	<p>Key Business Opportunities \$\$\$\$\$\$</p> <ul style="list-style-type: none"> Healthcare Retail Building and development Mining services Manufacturing Transport and logistics Warehousing 	 <p>Retail Services 6 Shopping Centres <i>90+ speciality stores and CBD speciality shops.</i></p>
 <p>Population 41,934</p>			<p>Tertiary Education </p> <p>4 tertiary campuses:</p> <ul style="list-style-type: none"> Charles Sturt University, School of Rural Health (University of Sydney), TAFE NSW Western Institute Alesco Learning Centre.
<p>Climate</p> <ul style="list-style-type: none"> Summer avg 17°-31° Winter avg 3°-16° Rainfall avg 588mm 	<p>Leisure and dining 120+</p> <p>In excess of 120 eateries including licensed hotels and clubs, restaurants, cafes and food halls.</p>		 <p>Schools</p> <ul style="list-style-type: none"> 7 Primary schools 7 Private Primary 3 High Schools 3 Private High
			 <p>Health</p> <p>5 aged-care centres, 1 public, 1 private and 1 rehabilitation hospital.</p>



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103.5 FM Orange

1035 FM
ORANGE

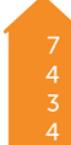


Orange

A major centre with a true provincial feel, Orange offers a remarkable array of sights, scenes and tastes to delight even the most cynical city resident.

Only 3.5 hours from Sydney, it boasts beautiful parks, historic street-scapes, award winning wineries and hatted restaurants.

Quick Facts

 Housing Median price \$338,315	Key Employment Prospects <ul style="list-style-type: none"> Civil, structural and mechanical engineering Mining industry Health and aged care, medical specialties Education, Administration + Accounting Metal trades 	Key Business Opportunities \$\$\$\$\$\$ <ul style="list-style-type: none"> Shopping centre developments Private hospital construction Cadia East gold-mine construction Retail franchise opportunities. 	Tertiary Education  <ul style="list-style-type: none"> Charles Sturt University - Agriculture and Health. TAFE Western Adult education colleges
 Population 41,809 59,111 Orange Region	Leisure and dining <ul style="list-style-type: none">  34 Restaurants  28 Cafes  30 Cellar Doors  20 Licensed Hotels /Clubs 	 Schools <ul style="list-style-type: none"> 7 Primary schools 4 Private Primary 3 High Schools 4 Private High 	 Health Orange Health Service, Bloomfield Campus (state of the art hospital and mental health facilities), Dudley Private Hospital and a new private hospital village proposed.
 Climate <ul style="list-style-type: none">  Summer avg 11°-27°  Winter avg 1°-11°  Rainfall avg 885mm 	 Retail Services 3 Shopping Centres		



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WAGGA'S Life FM 101.9



Wagga Wagga

The hub of the Riverina, Wagga Wagga is the largest regional city in NSW. Vibrant, cosmopolitan and welcoming, there is great natural beauty, period architecture, great shopping, career opportunities and aordable housing.

Quick Facts

 <p>Housing Median price \$322,818</p>	<p>Key Employment Prospects Top 5 areas of EMPLOYMENT</p> <ul style="list-style-type: none">  Medical & Allied health  Education and Training  Aviation  Engineering and Construction  Property & Business Services 	<p>Key Business Opportunities \$\$\$\$\$\$</p> <p>Professional and technical services, aviation, transport & storage, manufacturing, medical and dental services, trade and construction, retail.</p>	<p>Tertiary Education </p> <ul style="list-style-type: none"> • Charles Sturt University, • University of NSW, • University of Notre Dame, • Royal Australian Air Force Base, • Army Recruit Training Centre, • TAFE NSW – Riverina Institute, • Riverina Community College • Australian Airline Pilot Academy
 <p>Population 63,428</p>	<p>Leisure and dining</p> <ul style="list-style-type: none">  247 Restaurants  125 Cafes  127 Licensed Hotels /Clubs 	<p>Retail Services</p> <ul style="list-style-type: none">  7 Shopping Centres 2 Urban Malls 	<p>Schools</p> <ul style="list-style-type: none"> 197 Primary schools 38 High Schools 73 Private Schools 8 Special Care
<p>Climate</p> <ul style="list-style-type: none">  Summer avg 14°-32°  Winter avg 3°-14°  Rainfall avg 572mm 	<p>Health</p> <ul style="list-style-type: none"> • Wagga Rural Referral Hospital • Calvary Private Hospital 		



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Enquiries

Our listeners are waiting to hear from you!

Phone 02 5310 6961



Station Manager

Gavin Brett
ceo@cmhnsww.org



Business Manager

Warren.melville
warren.melville@cmhnsww.org



Content

Louise Mathieson
louise@cmhnsww.org



Sponsorship

sponsorship@cmhnsww.org



Program Co-ordinator

Mackena Dennis
mackena@cmhnsww.org



Admin

Hannah James
accounts@cmhnsww.org

research & integrity:

The information provided in this presentation has been taken from community radio research reports and market surveys. The majority of the information comes from publicly available Community Radio commissioned McNair Ingenuity Radio Listenership Studies and McCrindle Research; A national survey of CMA member station audiences. Comparisons between commercial and community radio are made only in respect of Cumulative Audiences or Reach. Research methodologies may vary across radio sectors, therefore all claims made are provided for illustrative purposes to give a context as to where Christian Media sits in the marketplace. Any comparisons are made as a guide and should not be relied upon in making any commercial assessment as audience numbers or as value for money.
McNair Ingenuity Research, National Listening to Christian Radio Network Stations Australia, Wave #1, July 2017. Cumulative Audience, Monday to Sunday, 5am to midnight, all people 15+
McCrindle Research; A national survey of CMA member station audiences. Also a national survey of commercial radio listeners. Research conducted March 2017.



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