

Sponsorship



King Island Radio 100.5 FM

Let's make waves together

WHO IS INVOLVED WITH KING ISLAND RADIO?

Tourism
Agribusiness & Environment
Local services
Clubs & Associations
Cultural Development
Economic Development
Health & Wellbeing
Events
Youth
Schools, Education, Training
Small Business & Commerce
Volunteers
Sporting bodies
Special Interest Groups
Facilitators, Communicators

Emergency Infrastructure/Services
King Island Infrastructure/Services

King Island Radio Reception

King Island Community Radio 100.5FM

Other – ABC, SBS - Receivers
(Dependent on contract & localized reception)

Communications

King Island Community Radio 100.5FM

Other - Telstra sole Telecommunications Carrier
NBN satellite – few providers

52%

listeners want
local news, local
information

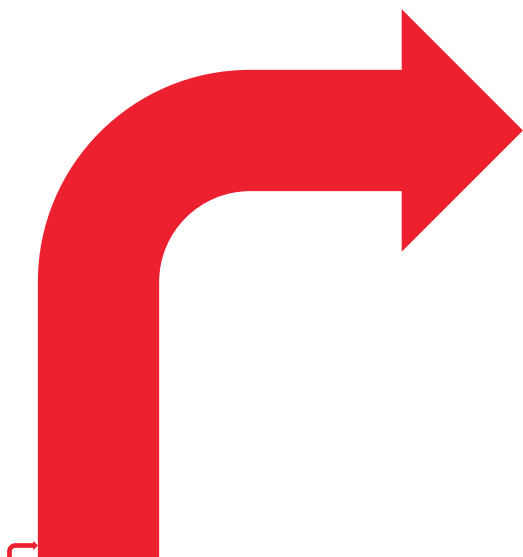
83%

Of the Australian
population listen to
Radio

>1/4

Of the Australian
population listen to
Community Radio
weekly

Men 55%
Women 45%



Nationally Radio
is still the most
used media in
the morning.

79%

Rural & Regional
listen to local
radio

Roy Morgan Research Mar 2015

WHO IS LISTENING TO KING ISLAND RADIO?

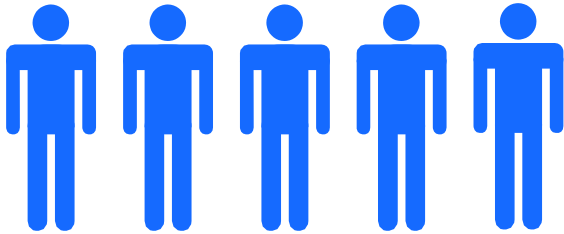
DEMOGRAPHIC

Target Audience

Residents & Visitors to King Island Tasmania



LISTENERSHIP



Permanent King Island Resident
Population: ~1500
65% Working Age (15 -65)
Median Age 46 years
**Temporary Resident & Visitor
Population** - exponential growth
over next 5 years

COMMUNITY

Besides the target audience, **off island listeners** tune in to King Island Radio via podcast, social media links on a regular basis.

No public transport- **resident and hire cars are tuned into King Island Radio 100.5 FM as only alternative to public broadcaster**

The Big Mix plays 24/7, interspersed with live to air programming & program encores

Retail, café, restaurant premises – no copyright issues, continuous play

New Australian music, programmed music & content diversity

5.1 Million

PEOPLE LISTEN TO COMMUNITY
RADIO EVERY WEEK

*ACCORDING TO MCNAIR INGENUITY RESEARCH FROM 2015

HOURS =

24/7

 IS THE TUNE IN TIME
FOR KICR LISTENERS PER WEEK

Listeners of King Island Radio 100.5 FM are able to **listen to online radio and podcast programs.**

HISTORY, VALUES, PLATFORMS

HISTORY VALUES

King Island Radio 100.5FM is a mirror reflecting the essence of King Island and serves the community.

KICR as a vital resource - for building and sustaining our isolated Bass Strait island community; in times of emergency; airing locally relevant information and entertainment to listeners; being independent through serving the community; for promotion of the King Island brand.

King Island Community Radio was formed in January 2014.

After an intense 8 month period focused on lobbying and then raising dollars to purchase and set up the necessary startup infrastructure, KICR successfully obtained a broadcast license from ACMA. The first radio station on King Island since settlement in the 1800s and the first located in Bass Strait.

King Island Radio 100.5 FM commenced permanent broadcasting at midday on the 14th of March 2015 from the newly established studio located in the King Island District High School in Currie.

April 2016 commenced transmitting & permanent broadcast to the whole island.

King Island Radio 100.5 FM is a member of the Community Broadcasting Association of Australia.

King Island Radio 100.5FM is moving into an exciting future, embracing new technologies, fostering creativity and always staying true to our purpose: providing a locally relevant communications platform for fast dissemination of information, education, entertainment and employment by serving and creating training and broadcast opportunities for King Islanders & others.

Access

KICR has open access and gives a voice to the King Island community that is immediately relevant and meaningful to their daily lives

Independence

KICR produces content free from commercial and other external pressures.

Participation

KICR supports people with training and governance to participate in producing their own programs and to maintain and reflect our local culture

Diversity

KICR actively encourages a range of perspectives, cultures and ideas.

Innovation

KICR celebrates community through creativity and offers flexibility in its programming and operations.

PLATFORMS

KICR programming is dynamic and diverse, **adapting and tapping directly into a constantly changing culture.**

FIND US ON
100.5 FM,
kingislandradio.com
facebook.com/kingislandradio

KING ISLAND RADIO SPONSORSHIP RATES

If you're running a business, event or organisation and you want to reach people, you should take advantage of KICR's on-air sponsorship packages. Our radio and web audiences are engaged. Send them your message by becoming a King Island Community Radio sponsor.

PRODUCTION

CSA Production
1x 30 sec spot

PRICE

\$100 + GST

BENEFITS

KICR can produce high-quality radio spots to promote your not-for-profit event or organisation (*conditions apply*).

Sponsorship Production
1x 30 second Radio spot

\$250 + GST

KICR can produce high-quality radio spots to suit your needs and target audience.

Already have your own broadcast quality Radio ad ready? No problem! Simply send it in with your sponsorship request.

INDIVIDUAL SPOT RATE

PRICE

BASIC PACKAGE*

\$20 GST Incl
\$300 GST Incl

Peak 30 sec Radio spot
20 x 30 sec Radio spot
Program choice and/or
Big Mix 24x7
*ACMA Sponsorship Regs apply

King Island Small Business – Exclusive**

Discounted Package Rate \$100

10 x 30 sec Radio spot

****Free Production**
**ACMA Sponsorship Regs apply

NETWORK PACKAGE

Facebook Page (Public) \$165

www.facebook.com/kingislandradio
Promote your business or product to fans including KICR's supporters, members, fans, trainees and partners. Please email kicomradio@gmail.com

Website

www.kingislandradio.com
Sponsorship page acknowledgement & business logo
Sponsorship inclusion online podcasts

Podcasts

EVENT SPONSORSHIP

Sponsorship presence at King Island Radio awards, specific events & promotions

If you wish to be an event sponsor please email kicomradio@gmail.com

KING ISLAND RADIO PROJECT SPONSORSHIP



Maybe you not only want to reach people, but also want to make a real difference. A difference which is measurable and sustainable. You should take advantage of KICR Project Sponsorship. KICR Project Sponsorship is strategic, long lasting and contributes directly to the social, economic & wellbeing of the King Island Community.

Send the Community your message by becoming a KICR Project Sponsor

SPONSOR PARTNER PROJECTS

Role & Purpose of King Island Community Radio Incorporated

Inform, engage, enhance the wellbeing of listeners & participants through the diversity of experiences of all the people that live, work and play on King Island.

Offer the King Island community & visitors localised independent community radio fulfilling their needs which cannot be met by commercial or government radio broadcasting.

Provide

- Locally-produced content and give relevant & meaningful voice to the King Island community;
- A vital communication resource & platform for building and sustaining our isolated Bass Strait island community;
- A critical service in times of emergency

Allow, and encourage individuals or groups to participate to maintain and reflect their local culture;

Increase, empower & strengthen skill capability, facilitate creativity & innovation

Disseminate information designed to improve social, emotional wellbeing & connectedness.

Promote the King Island brand & support the growth in Tasmanian tourism, agribusiness & local services

Our small relatively isolated island community in Bass Strait represents a microcosm of the much larger island continent of Australia. We believe that the fabric of our culture is stronger & richer when all its people have the opportunity & the access to broadcast media in order to express their interests, concerns and points of view. Local radio on King Island is integral to connections within the community, for Tasmania, Australia and the world via the internet. It can and strives to inform, create confidence, credibility and pride in local achievements, unique experiences and places them in context with our Australian society as a whole.

KING ISLAND RADIO PROJECT SPONSORSHIP



Why Project Partner Sponsorship?

In less than 18 months we have proven our abilities by obtaining a broadcasting licence, established a studio and we are broadcasting 24/7. We have developed programs and have created broadcasting opportunities which have never been available on King Island. We have attracted and trained local King Island presenters and involved the community. We have proven our capabilities by setting up and now operating a sophisticated radio station that reaches everyone. We provide the community with a high standard of broadcasting & program content. The increased output & listener access to programming means that we are placed to support on and off island sponsorship & membership of our association.

The Commonwealth Broadcasting Act (1991) for Community Broadcast Licences only permits revenue to be generated via grants, donations, sponsorship and memberships. We cannot derive income from advertising. We cannot exist without the support of our community and sponsors. We offer wide across island listener coverage & accessibility for those listeners & sponsors.

King Island Radio is part of core King Island infrastructure. Our full island coverage is important for public service announcements and in particular during times of emergency or rapid response. We are unique in that we can offer across island listener coverage and accessibility for listeners, instrumentalities, sponsors and services.

*Upgrade of the King Island airport *opening of two internationally top ranked golf courses *expansion of business opportunities in all sectors *high demand for King Island products *growth in both tourism & agribusiness. King Island is on a wave of discovery.

Are our projects are innovative, proactive and good value for money?

Our projects provide the opportunity to engage & encourage the development of the growing skill base of our community organisation & become the foundation for an increased variety of programs with a much wider coverage which will in turn stimulate membership, attract & support diverse, value for money, attractive sponsorship opportunities. We will be able to offer more opportunities through sustainable growth & sponsorship reach. As members of Community Broadcasting Association of Australia, we have the opportunity to submit our programs to other community broadcasters around Australia. There is opportunity for training in a variety of areas - from broadcasting, technical, public performance, media, and social media, through fundraising & event management. These are on and off island transportable, valuable skills, suiting many fields of endeavour & work. Job Network providers and Centrelink have accepted KICR as a host or organisation where voluntary and 'Newstart' work hours completed by individuals are accepted as compliance for an individual's Employment Pathways Plan.

The island has & increasingly will have growth as well as labour fluctuations. Elsewhere it is recognised that 'flyin flyout' and short term residency has a social impact for both the individual and a community, particularly when there is fast social change. Through broadcasts a transient population, specifically on an isolated, rural island, will find familiarity and activity. The major growth in tourism will bring an exponential number of visitors & population changes. The only mobile communication is Telstra. We have the skills needed to broadcast 24x7 with news and entertainment and directly interact with diverse, often disparate groups.

Existing and planned on island events will grow & new events will emerge & broadcasts will support both on & off island activities.

Even though we are an 18 month old radio station on a temporary license with a group of 10 volunteers, we are already providing more than 8 hours per week of original

KING ISLAND RADIO PROJECT SPONSORSHIP



programs plus a mix of popular music (which includes a significant selection of new Australian Music), no repeat, 24 hours x 7 days per week. King Island is unable to receive commercial broadcasts from Mainland Australia or Tasmania.

King Island Radio is the communications platform which gets your message to the most number of people.

While the ABC is Australia's primary broadcaster in times of emergency, any communication will be from King Island to the ABC. Information would then be relayed back to King Islanders. Our full island coverage enables us to support emergency service information and messages to isolated residents and provide intra/inter linkage/connections to off island services/providers. Telecommunication blackspots & power outages which cut access to internet, fixed telephone and mobile networks are common in normal conditions. King Island Radio is a low cost, sustainable, environmentally sound long term infrastructure which integrates or supports all King Island social, economic and wellbeing endeavours. *King Island Radio offers unique sponsorship opportunities.*

What are the benefits to the Tasmanian and King Island communities?

Our projects central purpose is to increase the programs being broadcasted as well as improving the intrinsic quality and content of those programs, reaching every individual & organisation on King Island.

Our community radio station is reaching the island's permanent & visitor population and will be engaging it directly 'on-air' with the opportunity for talk-back with the listeners, announcers and guests on the programs whether they are entertainment, information, education, or issue based in content.

Increased, value-added activities and dialogue with the listening public will stimulate the community's engagement with current cultural, political issues, service or product providers and events on the island. This forum of opinion and discussion gives us a better sense of who we are and where we want to go as a community – Project partner sponsorship supports this endeavour & returns direct benefit to the sponsor.

Our King Island Radio projects are non-discriminatory, equitable and gives voice to minorities & those in isolation & rural environments who are often disadvantaged. They are inherently inclusive and give the community a strong sense of identity & cultural expression.

Program content also become artefacts, as all broadcasts are recorded. The oral histories, stories and King Islanders' life tapestry are digitally recorded and stored. These are available to organisations, researchers, or interested parties at no cost to the community.

There is no public transport and not all the population have internet, or have limited internet due to access or connection difficulties. They rely on others to be kept informed and to be connected. Isolation, loneliness & boredom, which directly impact health and wellbeing would be alleviated, particularly in an island aging population and farm based employment. *King Island Radio broadcasts would provide immediate connection with everyone on the island at the same time.* Extending our in studio broadcasts to Program Streaming & radio on demand would provide immediate connection off island & with the world at the same time.

KING ISLAND RADIO PROJECT SPONSORSHIP



How many people will directly and indirectly benefit from projects?

The island's population is around 1500. There is also a growing transient population of semi resident & visitors. These are tourists, business & trades people, temporary labour hire, off island property owners & investors. Every single person will in some way benefit from having a voice or listening to a voice that is local, immediate and relevant to where they live. The visitor and temporary population will have a communications, cultural and economic linkage on the island. *The sponsorship message on King Island Radio stands out & is remembered.*

There is no other organisation which provides a similar service or function. There are many worthwhile voluntary, community based or commercial organisations on the island. Our projects give them all a voice and a greater opportunity to interact with a broader range of people.

King Island Community Radio provides a perfect and uncomplicated platform to meaningfully communicate and connect at many levels while reinforcing the sense of belonging & messages.

What are projects objectives and how will the organisation know if the objectives have been achieved?

Each project objective is practical & simple. We provide quality programming that competes with the public broadcaster. King Island Radio is relevant to our community & visitors. We provide a service that is unique and stimulating to a broad cross-section & demographic. We conduct surveys to assess all aspects of the radio's performance via our Facebook page and also via printed material. Our program podcasts, accessed via our Facebook page and website are other ways that people who are listening on the island, in Tasmania, mainland Australia and overseas can be measured, analysed and reported. Our broadcast licensing requires us to measure technical, programming content & quality.

There are very few media opportunities where the Sponsorship message can be so precisely targeted & received.

No members of King Island Community Radio Incorporated will receive direct financial benefit/income from projects

SPONSORSHIP PROJECTS

KING ISLAND COMMUNITY RADIO OUTSIDE BROADCAST CARAVAN

King Island Radio 100.5FM wishes to provide live outside broadcasts. A caravan or similar unit facilitates outside radio broadcasts from locations other than from the King Island Radio studio in King Island District High School, Currie. Examples of outside/onsite broadcasts include golf tournaments, racing, football, Imperial 20, community events, shows, exhibitions, promotions, markets, school ...in fact any live cross or activity happening or of note on the island. This project is divided into 2 parts. Part A: the towable basic caravan and Part B the broadcast equipment fitout. The OB van would include King Island Radio logo and identify the van and/or equipment sponsor/s Please enquire.

KING ISLAND RADIO PROJECT SPONSORSHIP



KING ISLAND COMMUNITY RADIO MARQUEE

King Island Radio 100.5FM attends and will broadcast interviews and information for all island major events and activities. King Island Radio 100.5FM will have a presence. No other organisation is in this position. An all-weather marquee would incorporate the King Island Radio logo and identify the marquee sponsor. This resource would be made available to other community organisations and events. Please enquire.

UNINTERRUPTED POWER SUPPLY

Due to the nature of 'place' i.e. an island, while having a world model for renewable energy using hybrid technology, power disruptions occur. In these times an essential service is disrupted. It is our understanding that there are very few UPS units on King Island. It is essential that island wide communications be guaranteed & securing radio broadcast capability is of community benefit & sound risk management. Please enquire

EQUIPMENT UPGRADES

Initial start-up funds were raised through community donations, raffle and the station was successful in obtaining a small FRRR grant on start-up. We were awarded a Tasmanian Community Fund (TCF) grant primarily for Transmitter upgrade & associated to enable King Island Radio to broadcast to the whole island. The majority of community radio equipment grants require us to being operational for a minimum of 2 years before being eligible to apply. The assets used to setup King Island Community Radio are a combination of loan, 2nd hand or other radio station's obsolete/outdated/refurbished equipment. It will be necessary to replace & upgrade componentry & operational items. Please enquire

Project sponsors are acknowledged 'on air', on our website & in social media. We offer a variety of sponsorship acknowledgments & would be designed in consultation with the individual sponsor.

**Sponsorship enquiries & for further information please contact
Tel: 03 6461 201 Mob: 0413203706 or email kicomradio@gmail.com,**

KING ISLAND RADIO PROJECT SPONSORSHIP



STRUCTURE & CONTACTS

King Island Community Radio Incorporated – IA 11473
ABN – 45183557243
King Island Community Radio Frequency 100.5 FM

King Island Community Radio (KICR)
Mailing Address
PO Box 347, Currie. Tas. 7256.

Registered Business Address: 960 Pegarah Road King Island Tasmania 7256
Email: kicomradio@gmail.com

Website: www.kingislandradio.com
Facebook (main) www.facebook.com/kingislandradio

Office Bearers

President: Nubar Ghazarian
Deputy President: Wade Roskam
Deputy President: Ira Cooke
Secretary & Public Officer: Pam Rolley
Treasurer: Christine McLennan

Board of Management:

(Executive + 2 members)

Peter White (Technical)
(Elected member)

Station & Programming Manager: Wade Roskam

Sponsorship:

Pam Rolley
Wade Roskam

Telephone: 03 6461 1201 Mobile 0413 203706

Public documentation including Code of Conduct, Presenter's Agreement, Membership can be viewed or downloaded on website www.kingislandradio.com

Policy & Procedures Manual is available upon request.

KING ISLAND RADIO PROJECT SPONSORSHIP

