

**Office hours are 9am to 4pm  
Monday to Friday.**

**On air 24/7**



All enquiries to the President of Hobart FM Inc

Office phone: (03) 6244 1900

Mobile: 0427 441 900

[president@hobartfm.org.au](mailto:president@hobartfm.org.au)

[www.hobartfm.org.au](http://www.hobartfm.org.au)

17 Alma Street Bellerive TAS 7018

GPO Box 1324 HOBART. 7001



COMMUNITY  
BROADCASTING  
ASSOCIATION OF  
AUSTRALIA



*Hobart FM Inc acknowledges the support of the  
Community Broadcasting Foundation and the  
Community Broadcasting Association of Australia.*

**Community Radio  
can work for you**

Hobart FM Inc.

## About Hobart FM Inc - 96.1 and 92.1

Hobart FM was one of the first community radio stations licensed in Australia, and the first in Tassie (founded in 1977). It is a listener supported station and has a dedicated group of volunteers (87 in total) who keep it on air. These volunteers provide the expertise in presentation, technical and administrative roles.

The station supports Hobart's ethnic communities by making its facilities available to these communities to engage with their members. Multi-Cultural programs are part of our Specialist programming.

Hobart FM is on air live and locally for at least 18 hours a day. Our growing band of valued listeners choose and trust Hobart FM as our presenters are all local and involved in the Southern Tasmanian community.

Hobart FM is the station of choice to those in the community the other stations have forgotten. We present a selection of chart topping hits from all eras (focusing on the 1950's to the noughties), contemporary country music, popular jazz and a range of specialised music programs.

## Why Hobart FM?

Because we are about community. We are not big business, we are not political, we are non-judgemental, we connect with people exclusively in our community...your community.

We are totally a volunteer organisation. We encourage people of all ages, sexes, cultures and disabilities to be a part of our radio family.

YOU and YOUR business can be a part of this family. This is a chance for you to connect with potential customers and at the same time give something back to the community.

This is called sponsorship; you can right it off as advertising or as a donation, we have Deductible Gift Recipient status.

Our sponsor announcements (advertisements) fees are very competitive when compared with commercial radio which saturates air time with constant commercials.



Broadcast regulations restrict paid sponsorships to a total of 5 minutes per hour, and all sponsorship announcements must be tagged with a message of support of Hobart FM 96.1 and include the word "Sponsor" i.e. "Sponsors of Hobart FM 96.1".

"Proud Sponsor of Hobart FM 96.1" or similar wording.

## Sponsorship rates (all 6months)

Branding Package *	Radom spots	\$330.00
Specialist Program	Specified program	\$390.00

### Or purchase a "Spot on Package"

20 spots + 10 Bonus	30 spots total	\$220.00
30 spots + 15 bonus	45 spots total	\$330.00
40 spots + 20 bonus	60 spots total	\$440.00
50 spots + 25 bonus	75 spots total	\$550.00

All prices include GST

Special rates can be quoted for not-for-profits and special packages long term and/or a large number of spots.

The standard sponsorship announcement is 30 seconds.

Sponsorships can be at random or at a Sponsor's request and can be placed in a specific program subject to the Committee of Management approval.

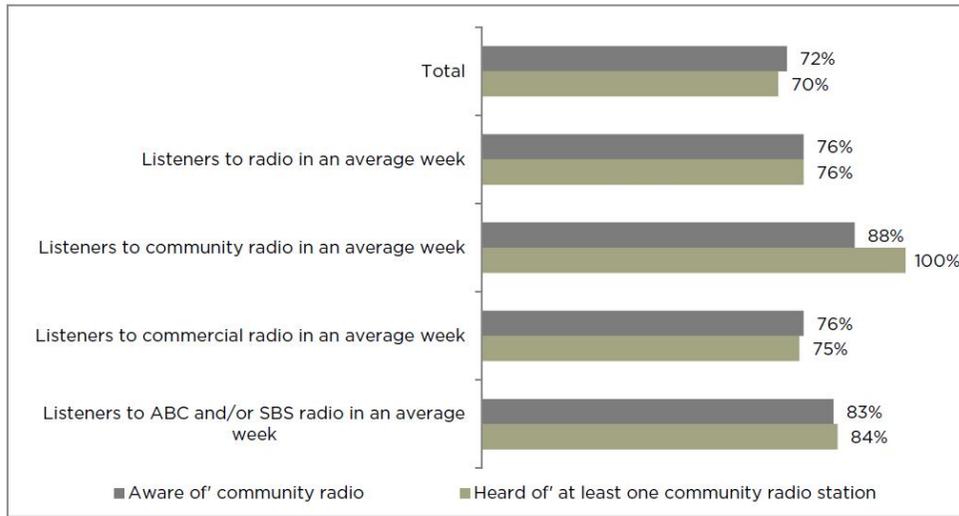
\* Recommended for not-for-profits

**Sponsorship enquiries should be directed to  
president@hobartfm.org.au or phone 6244 1900**



**Fig 1a. Community Radio Awareness – Australia**

Percentages are of the total population



*Fig 1a. Courtesy of McNair Research\_2017*

**Reasons for listening to community radio amongst evening listeners were particularly likely to include mention of “programs not available elsewhere/I hear something that I don’t hear anywhere else”, “local voices/local personalities” and “diversity in programming”.**



*Just some of our treasured volunteers*



## Who listens to the Radio?

In 2017 McNair Ingenuity Research completed a survey of radio listeners Australia Wide.

Community radio commands 28% of the radio listening audience in Australia; with Tasmanian Community Radio holding 28%. That is a fair chunk of the airwaves.

In the Hobart region we have three major community stations (including Hobart FM). Each station caters to a different demographic so there is no competition or crossover between stations. On the outskirts of Hobart there are three regional stations with limited range. Who listens to Hobart FM? Over the page you will see a pie chart of timeframes which depicts the percentage of listeners.

Hobart FM’s major demographic is the Baby Boomer and post war community and we are also the number one Multi-Cultural station with a firm hold on a culturally diverse audience.

This age bracket are the people with disposable income, time on their hands and looking for interesting things to do with their homes, with travel/holidays and planning their financial security and retirement.

We know who is listening when so we tailor the sponsorship to the suitable timeslots.

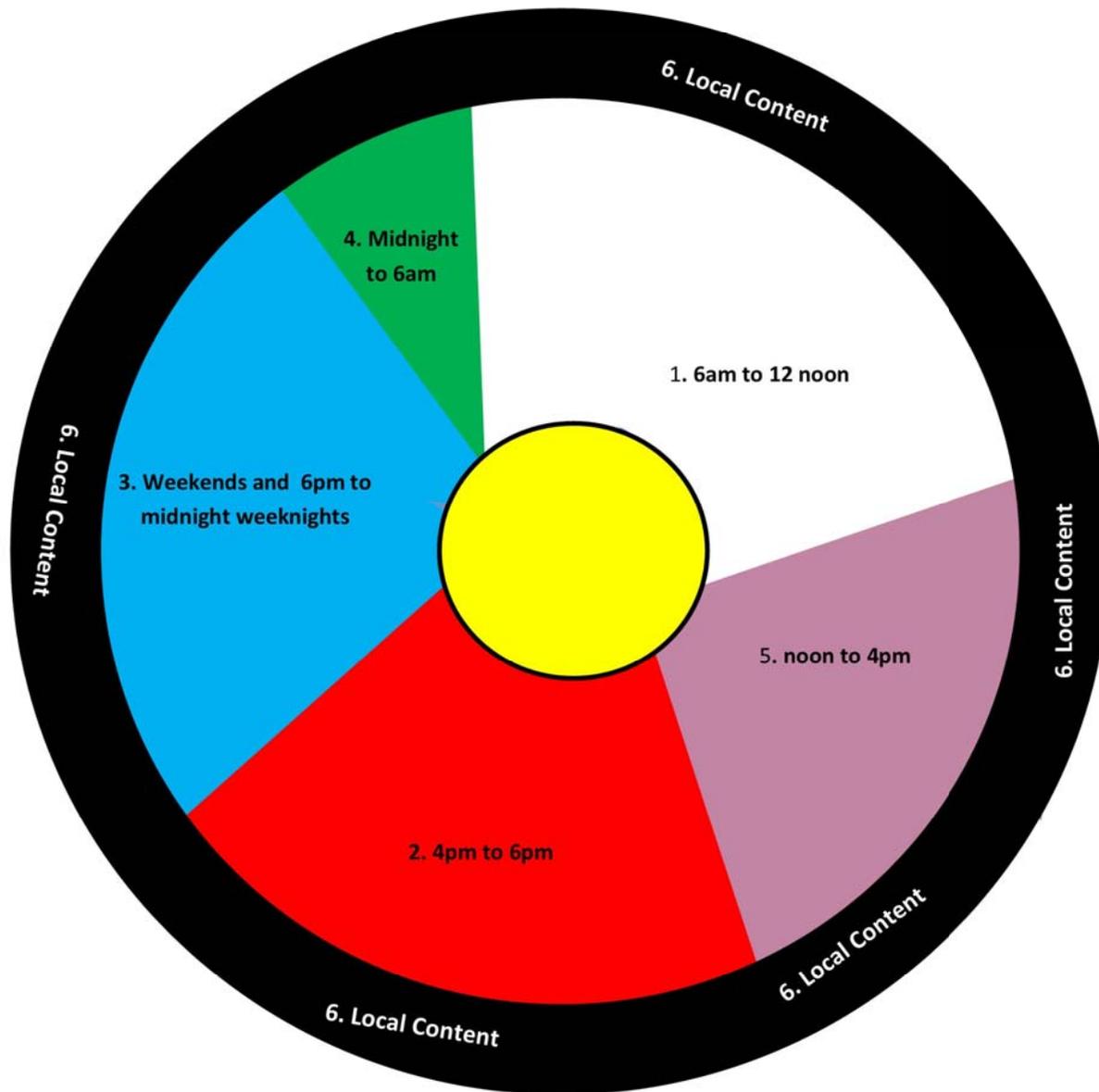
*This information is derived from the McNair survey and general comments to the station from listeners.*

### Demographic for our time slots.

- Breakfast and Drive general listening audience 45 and over
- Mornings 45 and older
- Afternoons 50 and over
- 6pm to 6am we tend to attract an older audience and those interested in special programs.
- Weekend daytime multicultural and mixed age groups



## Estimated percentage of listener over Hobart FM programming



Sources: McNair Ingenuity Research—National Listener Survey 2017, and feedback from local community and listeners.

1. Mornings (includes Breakfast)—6am to 12 noon weekdays
2. Drive time—4pm to 6pm weekdays
3. Specialists Programs
  - Multicultural
  - Information
  - Nostalgia
  - Jazz
  - Country music
  - Folk
  - Arts Program
4. Overnight—midnight to 6am
5. Afternoons—noon to 4pm
6. Local Content