

GLADSTONE'S COMMUNITY RADIO STATION

91.9
Fresh
FM

ywam
medicalships
gladstone



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

Fresh FM was first established in Gladstone as a temporary broadcaster in 1993. A full time broadcasting license was issued and the station started broadcasting from its current location at 8 Uniting Place, Telina. In 2022, a whole new leadership team took on the station after some difficult years, and it's a brand new day to broadcast to the nearly 60,000 people of the Gladstone region!

Who We Are

Your 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 Gladstone Region community, to a specific audience that is often overlooked by commercial or mass-media broadcasters. Fresh FM has broad appeal; it is operated, owned, and influenced by the communities we serve.

Care, Connect, Serve & Build

it's what we do...

**LOCAL
BROADCASTERS
FOR LOCAL
MATTERS**





ACHIEVING GREAT OUTCOMES TOGETHER

In 2021, after a series of leadership changes, Fresh FM approached YWAM Medical Ships and 99.9 Live FM about helping bring a new leadership team to Gladstone for a brand new season. Fresh FM's collaboration with YWAM has helped build up the station through:

Shared values

91.9 Fresh FM and YWAM Medical Ships shared motivation is to care, connect, serve and build the Gladstone region and build healthy lives, communities and nations. 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* enables YWAM Medical Ships and Fresh FM to provide students with an integrated, hands-on training program that is centred around maximising media as a tool to help build the Gladstone region.

Volunteers

Together with local volunteers, Fresh FM utilises YWAM Medical Ships strong team of young, passionate volunteers to assist with the station's daily operations, community events, and Outside Broadcasts.

Fresh FM and YWAM Medical Ships' collective 60 years of experience in serving the Gladstone region helps ensure that the station continues to remain strong in their objectives as a non-profit, community station.



FIT FOR
PURPOSE
STUDIOS

*CUA31020 (RTO Number 30614)

IT'S



45% OF AUSTRALIANS WILL EXPERIENCE A MENTAL ILLNESS IN THEIR LIFETIME.



GOOD



TO



1 IN 5 PEOPLE LIVING IN AUSTRALIA EXPERIENCE RACIAL DISCRIMINATION





SUICIDE IS THE LEADING CAUSE OF DEATHS IN AUSTRALIANS AGED 15-44



ALIVE

75% OF MENTAL HEALTH CONDITIONS OCCUR BEFORE THE AGE OF 25.



BE

APPROXIMATELY ONE IN THREE FIRST MARRIAGES END IN DIVORCE

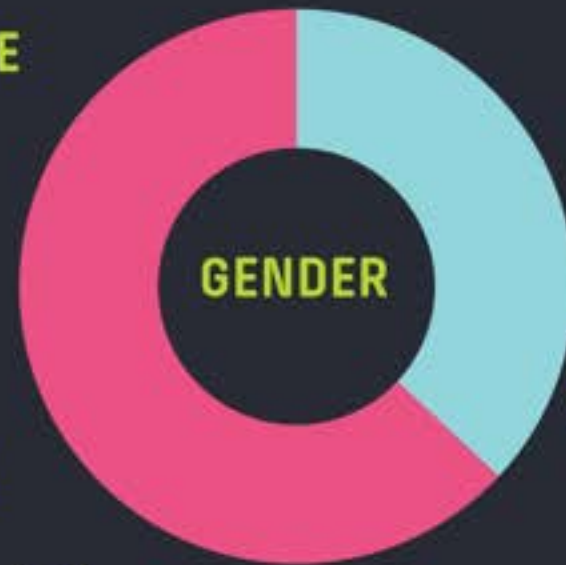


THE NUMBER OF DEATHS BY SUICIDE IN YOUNG AUSTRALIANS IS THE HIGHEST IT HAS BEEN IN 10 YEARS

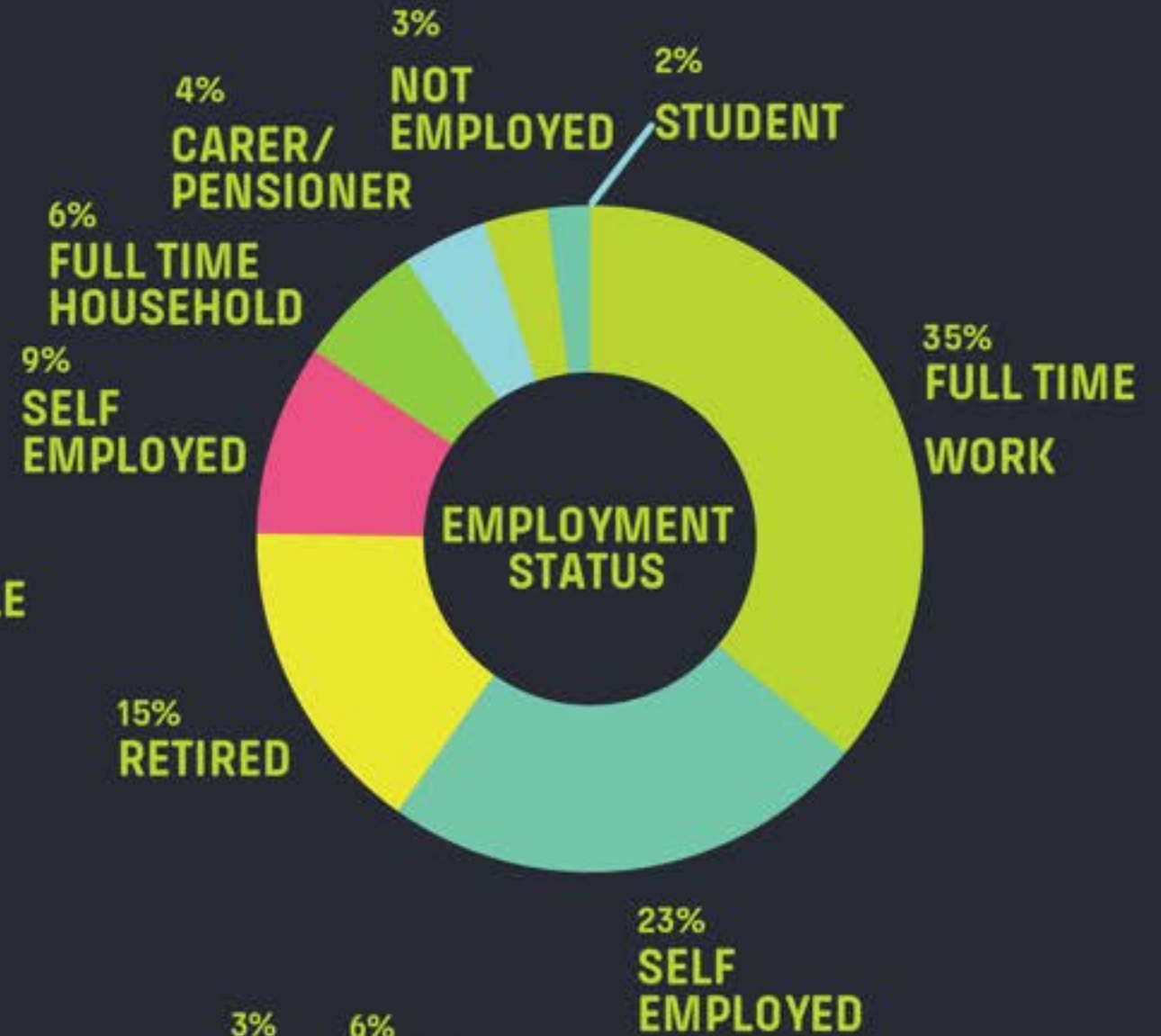


CHRISTIAN RADIO LISTENERS

63%
FEMALE



37%
MALE

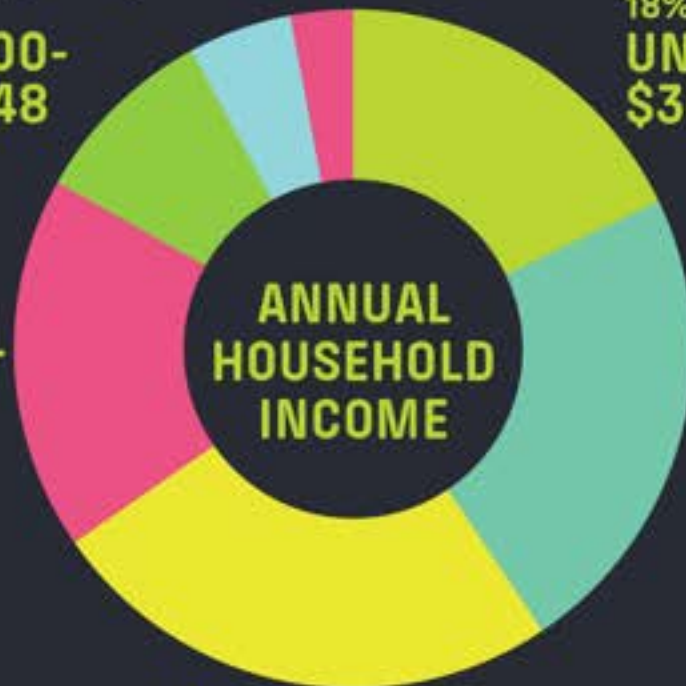


9%
\$156,000-
\$207,948

3%
MORE THAN
\$260,000

18%
UNDER
\$36,399

18%
\$104,000-
\$155,999



23%
\$36,399-
\$62,399

25%
\$62,400-
\$103,999

33%
57-75

3%
76+

6%
18-26

23%
27-41



33%
42-56

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%). Demographic from CMAA Listener Report, McCrindle (2022)

REGIONAL COVERAGE



**GLADSTONE
REGION**

**UP TO 60,000
LISTENERS**



91.9 Fresh FM

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



91.9 Fresh FM

GET INVOLVED



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 exclusively operated by volunteers who are passionate about serving the Gladstone 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 offers the Cert. III in Screen and Media (CUA31020 RTO Number 30614). The course is an integrated, hands-on training program that is centred around utilising media as a tool to help build the Gladstone region.



Tune in!

Tune into 91.9 Fresh FM and support the station that supports Gladstone. You'll find great, local content, fantastic competitions and, of course, the latest music with a positive message. You can also listen online at 919freshfm.com.au



Donate

91.9 Fresh 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 919freshfm.com.au.

VERSION: 11/01/24



Phone: 07 4979 3543
Email : admin@919freshfm.com.au
Web : www.919freshfm.com.au

GLADSTONE AND DISTRICT CHRISTIAN BROADCASTERS
ABN 93 688 579 272
8 Uniting Place, Telina, QLD 4680

