



MEMBERS' NEWSLETTER

WINTER 2018

What's been happening?

New Station Manager

It is with great pleasure that I officially welcome our new Station Manager, Peter Perrin, to Sunshine FM. It is an exciting time for the Station having such an experienced radio man at the helm. Peter, and his wife Christine, have settled into their home in Buderim and are looking forward to being an integral part of the Sunshine Coast community. It is always par for the course that with any new appointment come changes and I ask that everyone embrace the changes that will undeniably occur at Sunshine FM. Working together as a team we can achieve the dream that we all have to make Sunshine FM the No. 1 radio station on the Sunshine Coast. I am looking forward to the challenges ahead. More about Peter below.

Ken O'Flaherty, President

Sunshine FM acknowledges the ongoing support of the Buderim Foundation.



Engaging With Our Community



Once again the ukulele festival at Kenilworth was a great success.



In May, CAFÉ 65 & Sunshine FM hosted Australia's Biggest Morning Tea at Buderim for over 150 listeners. The event raised nearly \$3000 for the Cancer Council. From all of us at SUNSHINE FM, THANK YOU FOR CARING AND SUPPORTING THIS IMPORTANT CAUSE.

Sunshine FM Radio Association, Inc., business

Sunshine FM - Presidents Report

It has been a busy, and interesting, couple of months since I accepted the position of President in March 2018.

I would like to thank the management committee for keeping the ship on course over the past six months in particular Michael Shapter, Kath Tegg and Diane Herd. It is never easy being thrust into a position in an emergency but each has done a tremendous job. Thank you.

The next six months might be just as difficult, as a new Station Manager takes the helm, and we will all need to adjust to make the transition as easy as possible.

The Station appears to be in a good position financially at this point but we need to be mindful that we have a budget to achieve our goals and we must support our sales team in reaching their targets.

I am looking forward to the challenges ahead and to retaining our special place in the media mix on the Sunshine Coast.

Ken O'Flaherty



New Station Manager, Peter Perrin

After 40 years in radio and television as a broadcaster, programmer, news presenter and general manager both in Australia and Singapore, Peter has made the sea change to the Sunshine Coast as Station Manager at 104.9 Sunshine FM. Prior to the move Peter was General Manager at South Coast and Highlands Broadcasters, operators of NSW radio stations 2ST, Power FM and Hot Country and their digital services and the quarterly glossy South Coast Style magazine. Before that move Peter managed Charles Darwin University broadcasting license Territory FM in Darwin and maintained his broadcast production interests and hosting commitments.

Survey Results

A Listener Survey has been posted on our website for a couple of years. These are the final results of that survey. The results give a 'snapshot' of 104.9 FM through our listeners' eyes. A new survey concerning our website is online if you would like to participate.

Survey analysis

Number: N = 204 listeners

Listeners in household

One listener 40%
Two listeners 49%
More than 2 11%

Listening hours per day

Less than 1 hour 3%
Two hours 18%
3-5 hours 32%
6-10 hours 28%
10-15 hours 5%
15-20 hours 2%
All day, every day 12%

Days listened

Every day 71%
week days 13%
weekends 4%
no response 12%

Timeslots listened to

(more than 1 listener listens to various timeslots)

Breakfast 57%
Morning/afternoon 68%
Drive 63%
Early evening 36%
late evening 18%
Midnight-dawn 9%

Favourite timeslot

Breakfast 45%
Morning/afternoon 41%
Drive 26%
Early evening 25%
late evening 11%
Midnight-dawn 6%

Other stations listened to

No other 41%
ABC 35%
Other community 10%
Commercial 26%

Reason for listening to 104.9 FM

Music 94%
Presenters 60%
Relevance 25%
News 25%

Favourite music

(listeners have more than 1 favourite)

Easy Listening 77%
Pop 63%
Rock 'n' Roll 76%
Rock 55%
Soul 33%
Blues 40%
Jazz 22%
Disco 30%
Funk 12%
Country 35%
World 10%

Places listened

Home 82%
Car 81%
Work 30%

Source

FM radio 90%
Mobile phone 16%
online 33%

Member's Discount Scheme

A list of participating businesses is featured on the 'Members' page of our website with details of their discounts. Here is a sample...



Arabella Guest House

297 Mooloolaba Road, Buderim 4556

Phone: (07) 5478 1339

Offer: 10% discount on any purchase for member's who presents their card at the Guest house.



Buderim Pest Control

Phone: 0400 459586

Offer: 10% off the normal price of General Pest Control and Termite Inspections. Current prices at 1st June 2016 are:
Termite inspection \$200, after discount \$180.
General Pest Control on 3-4 bedroom house \$150, after discount \$135.
Both General Pest and Inspection done at the same time \$300, after discount \$270.



Caloundra Discount Tyres

15 Daniel Street, Caloundra West 4551

Phone: (07) 54915504

Offer: 10% discount on purchases from the shop.



the silva spoon

The silva spoon

Shop 1, 27 Cotton Tree Parade, Cotton Tree

Phone: (07) 5443 882

Offer: 10% discount on any purchase.



Sunstate Jewellers

2 Allen Street, Moffat Beach 4551

Phone: 1300 808 881

Offer: An additional 7% paid above the daily rate for all gold and metal buying or a complimentary professional jewellery item cleaned, hand polished and check/mini service valued at \$30

