

**Boomtown.**



# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

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# BOOMTOWN GUIDE. RETHINK REGIONAL.

## SECTION 1. BOOMTOWN

### 1.1 What is Boomtown?

Boomtown represents the 9.1m people living in regional Australia, outside of the 5 capital cities. Which means it is one of the largest and fastest growing markets for your brand to tap into (2).

36% of the country live outside metro markets however, only 10% of national media budgets are spent regionally (2). With a lower cost of living due to cheaper housing, the people of Boomtown have both time and disposable income (2).

The average household income is \$105k for people aged between 25 and 54 years, vs. \$118k for their metro counterparts. Despite this small gap, Boomtown residents have more disposable income due to the lower cost of living (3). Boomtown is an uncrowded marketplace meaning brands can really cut through.



## SECTION 2. THE REGIONAL LANDSCAPE

An analysis of our regional landscape addresses some of the economic, political and social factors affecting regional Australia today.



ECONOMIC



POLITICAL



SOCIAL

### 2.1 Economic Overview

Regional Australia, Boomtown, accounts for around 40% of the national economic output and employs around one third of Australia's workforce. This contribution is why Australia is ranked amongst the world's largest economies (4).

Since 2001, regional Australia has gained ground on metro areas in terms of productivity in every industry except mining (5).

Australia's total wealth was AUD\$10.46 trillion, as of June 2019 (6), with an estimated GDP of A\$1.89 trillion (7). In 2019 Australia was ranked second in the world for median wealth per adult, behind Switzerland (8).

Around two thirds of Australia's export earnings come from regional industries such as agriculture, tourism, retail, services and manufacturing (9).

The Australian tourism industry alone, makes a direct contribution to Australia's GDP of \$35 billion per year. Around 45% of tourism expenditure occurs in areas outside of Australia's capital cities (10).

Agriculture contributes 3% (about \$50 billion) to GDP. For example, products from regional Australia account for almost two thirds of our national export income (10).

There are approximately 134,000 farm businesses in Australia, 99 percent of which are Australian owned. Australian farmers export around 60 percent of what they grow and produce (10).



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### Employment

Boomtown is an important source of employment for Australia. The three most popular industry sectors are (11):

- Health Care
- Retail Trade
- Construction

In combination these three industries employ close to 35% of the total employed Boomtown resident population (11).

The three most popular occupations in Boomtown are (12):

- Professionals – 562,069 people or 17%
- Technicians and Trades Workers – 507,841 people or 15%
- Managers – 444,738 people or 13%

### Interesting Facts

- 37% of regional consumers have a professional or management role (12)
- Only 2.5% of the national workforce are employed in agriculture, forestry, and fisheries (14)
- 66% of regional consumers are looking to invest or have investment properties (15)







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## 2.2 Political Overview

The Australian Government invest heavily in Regional Australia and its growth.

There are 537 councils Australia-wide. Of these, around 60% to 70% are regional or rural councils (16).

Regional Development Australia (RDA) is a national network of 52 committees made up of local leaders who work with all levels of government, business, and community groups to support the development of their regions. It is funded by the Australian Government and by state, territory and local governments in some jurisdictions (17).

The Government acknowledges that a 'one-size-fits-all' approach to regional policy development doesn't work, which is why they have invested in partnerships with local communities (18).

The 5 key areas of focus are (18):

- Jobs and Economic Development
- Infrastructure
- Health
- Education
- Communications

### Government funded regional projects

- \$8.4 billion to deliver the Inland Rail project (18)
- Nearly \$770 million in grants for regional projects to provide economic and social benefits through the Building Better Regions Fund and the Regional Growth Fund (18)
- The Australian Government has invested \$220 million in the Regional Jobs and Investment Packages (18)
- Local roads will be improved through a \$4.4 billion investment in the Roads to Recovery Program (18)
- More than 75% of homes and businesses outside major urban areas can order NBN services or have network construction underway (18)
- 84% increase in Commonwealth funding for students in regional and remote Australia between 2017 (\$3.9 billion) and 2027 (\$7.2 billion) (18)
- The Australian Government will invest an estimated \$57.5 billion in recurrent funding from 2018 to 2027 in regional and remote schools (18)
- Attracting doctors to rural areas through the General Practice Rural Incentives Program: \$461.7 million (18)



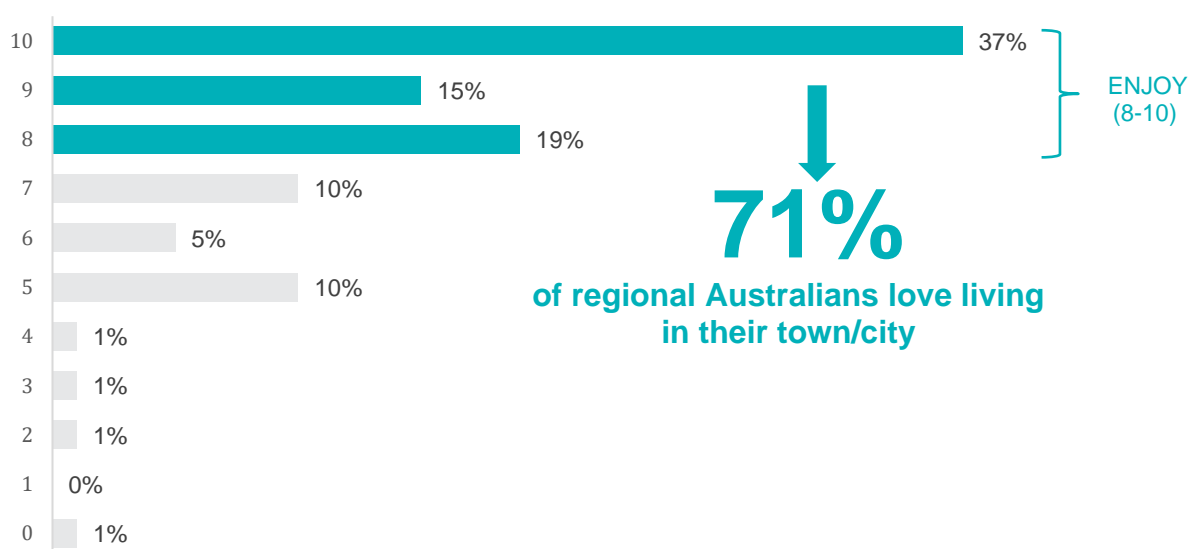


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## 2.3 Social Overview

Regional Australians love where they live. They love the community, their surroundings, and the lifestyle.

Community spirit is often the backbone of many regional areas. They rely heavily on their community for connection, purpose, information, and business (18).



It's all about localism for regional Australians. They are proud of their local community and consider themselves to be 'true locals' (18).





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### Interesting facts about your local community and % of respondents who agreed with the below statements

1. Locally owned businesses are an essential part of our town/city – **93%**
2. I listen to the radio on the way to the shops – **89%**
3. Our local radio stations are strong supporters of the community – **82%**
4. Radio keeps me informed about products and services that are relevant to me – **77%**
5. If asked, I always tell people how much I love the town/city I live in – **72%**
6. Our local newspapers are strong supporters of the community – **70%**
7. I am very proud of my community – **69%**
8. I consider myself to be a true local – **65%**
9. I am a strong supporter of my local community – **65%**
10. I often visit local websites and social media pages to keep up to date on my local community – **62%**
11. Local newspapers keep me informed about products and services that are relevant to me – **52%**
12. TV keeps me informed about products and services that are relevant to me – **43%**

Boomtown residents are more optimistic and positive about life than metro, with 59% reporting at least one positive mood around how they feel about life vs. 54% for metro (18).







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### Festivals and Arts bringing communities together

Regional festivals have diversified in recent years from the traditional country show to now some interesting niches such as the Trundle Abba Festival, Dark Mofo, the Guyra Lamb and Potato Festival, the Woolli Goanna Pulling Festival, the Thoona Latin American and Wheely Bin Festival and Parkes' Elvis impersonators festival (20).

The town of Hay in NSW holds their own Mardi Gras each March. Where the small town of NSW sees feather boas and dancing in the street, celebrating gay pride in a very regional location.

### Australia's top 10 best ranked country and outback festivals by Traveller (21)

1. The Deniliquin UTE Muster – Deniliquin, NSW
2. The Parkes Elvis Festival – Parkes, NSW
3. Mary Poppins Festival – Maryborough, QLD
4. The Birdsville Races – Birdsville, QLD
5. The Boulia Camel Races – Boulia, QLD
6. The Henley-On-Todd Regatta – Alice Springs, NT
7. Tunarama – Port Lincoln, SA
8. The Ballina Prawn Festival – Ballina, NSW
9. Melonfest – Chinchilla, QLD
10. The Australian Celtic Festival – Glenn Innis, NSW

### Let's not forget regional Australia is home to some of the best music festivals:

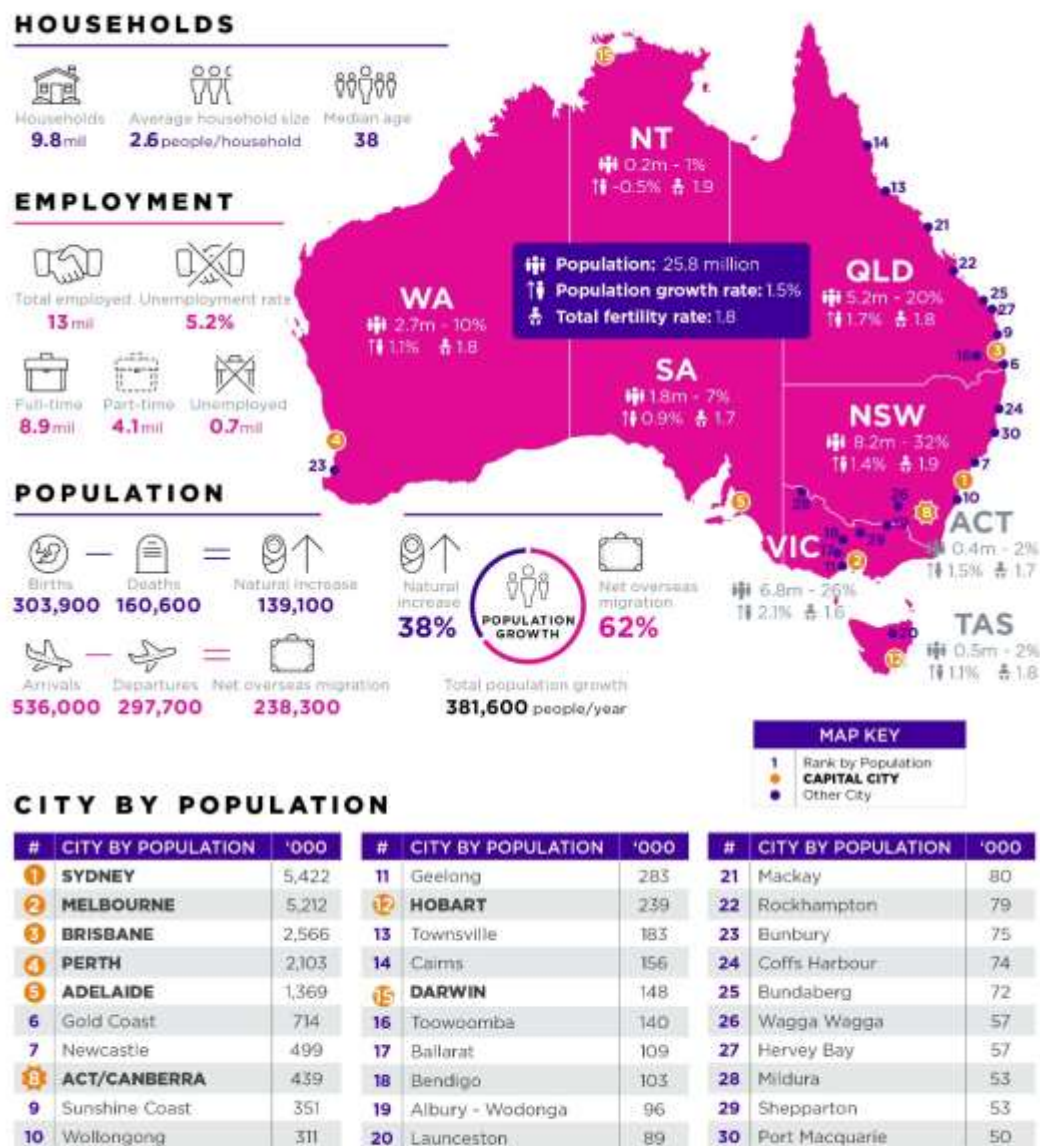
- Tamworth Country Music Festival – Tamworth, NSW
- Byron Bay Bluesfest – Byron Bay, NSW
- Gympie Music Muster – Gympie, QLD
- Splendour in the Grass – Byron Bay, NSW
- Woodford Folk Festival – Woodford, QLD
- Meredith Music Festival and Golden Plains – Meredith, VIC
- Groovin the Moo – various states
- Big Pineapple Music Festival – Sunshine Coast, QLD
- Falls Festival – various states



## SECTION 3. GEOGRAPHICAL PROFILES

Community profiles are excellent tools for researching, planning, and analysing geographic areas for several social, economic and demographic characteristics. The following provides an overview of the unique characteristics of each of the states and regions, highlighting that each region has something special about them and the people who reside there.

### 3.1 Total Australia Overview (163)



© 2020 | Source: McCrindle, ABS



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### 3.2 Boomtown Overview

Regional Australia is home to 9.1million people (2).

There are 7 states of which all have larger and smaller regions within them. Each of the states have something special about them and the people who reside there.

The people living in regional areas have similar attributes to metro. They have families, they go to work and school, they shop, they travel, and they want to know about brands and their products or services.

### 3.3 The States

- New South Wales including ACT
- Victoria
- Queensland
- South Australia
- Western Australia
- Northern Territory (inc. Darwin)
- Tasmania

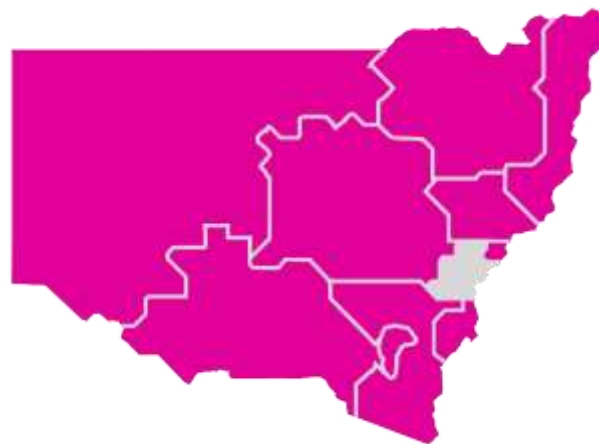
The information about the states and regions does not include the major cities, Sydney, Melbourne, Brisbane, Adelaide, and Perth.



### New South Wales (including ACT)

#### Key Facts (36) (37)

- **Population:** 3,040,393
- **Number of homes:** 1,367,151
- **Gender:** M49% F51%
- **Average household size:** 2.5
- **Median age:** 39
- **Average household income:** \$84k
- **Employment:** 88%



Over 3 million people or 40% of the state's population live in regional New South Wales and the ACT (22) (23) and they contribute 8.3% of Australia's entire GDP (24).

Regional New South Wales is made up of 9 areas (or regions), each of which offer a different lifestyle and local economy.

#### General Facts

- There are more than 70 public airports in regional NSW (22)
- There are over 1,600 schools, 104 Technical and Further Education (TAFE) facilities, and 5 major universities (including the University of Newcastle and the University of Wollongong, which both rank in the 2019 Times Higher Education Index's top 350 global universities) (22)
- Regional NSW experienced 6.0% employment growth between March 2017-March 2019 (24)
- 34.3% of the workforce are employed in services, the highest of all Australian states (24)
- Regional NSW's major merchandise exports include coal, copper, beef, and aluminium. It has a diverse export-base of manufactured goods, agricultural commodities, high quality food and beverages, and minerals (24)

### The Regions

#### Central Coast

An hour from the Sydney CBD, the Central Coast is known for its relaxed beachside lifestyle. Key industries include international food processing, transport, and logistics. It offers investors a skilled, mobile workforce and great work life/balance (24).



**Main towns:** Erina, Gosford, Somersby, Terrigal, The Entrance, Tuggerah, Warnervale, Woy Woy, and Wyong (25).

**Regional TAM Aggregate Market:** Northern NSW

**Regional TAM Submarket:** Newcastle

#### Central West and Orana

The Central West and Orana offers a regional lifestyle and is recognised for agribusiness and mining production, as well as its growing tourism, gastronomy and wine industries (24).



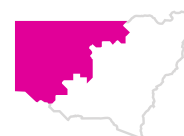
**Main towns:** Bathurst, Coonabarabran, Coonamble, Condobolin, Cowra, Dubbo, Forbes, Gilgandra, Lithgow, Mudgee, Nyngan, Orange, and Parkes (26).

**Regional TAM Aggregate Market:** Southern NSW

**Regional TAM Submarket:** Orange Dubbo Wagga

#### Far West

NSW's Far West is an acknowledged leader in mining, with expanding agribusiness, renewable energy, and tourism industries (24).

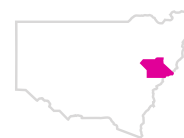


**Main towns:** Balranald, Bourke, Broken Hill, Cobar, Walgett, and Wentworth (27).



### Hunter

Home to Newcastle, NSW's second largest city, the Hunter region is the state's largest regional economy. Its diverse industries include advanced manufacturing, mining, health services, defence, wine, food, and tourism. The Port of Newcastle is the largest port on Australia's East Coast and the world's leading coal export port (24).



**Main towns:** Cessnock, Dungog, Forster-Tuncurry, Gloucester, Maitland, Merriwa, Morisset, Muswellbrook, Nelson Bay, Newcastle, Raymond Terrace, Scone, Singleton, Taree, and Williamtown (28).

**Regional TAM Aggregate Market:** Northern NSW

**Regional TAM Submarket:** Newcastle

### Illawarra-Shoalhaven

Wollongong is the Illawarra-Shoalhaven's major city. The region's key industries include advanced manufacturing, tourism, and professional services. The Shoalhaven is also home to two navy bases and boasts a strong naval defence sector (24).



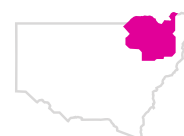
**Main towns:** Albion Park, Jervis Bay, Kiama, Nowra, Port Kembla, Shellharbour, Ulladulla, and Wollongong (29).

**Regional TAM Aggregate Market:** Southern NSW

**Regional TAM Submarket:** Wollongong

### New England and North West

New England and the North West has a thriving economy built on premium agribusiness, as well as emerging renewable energy, tourism and services sectors (24).



**Main towns:** Armidale, Bingara, Glen Innes, Gunnedah, Guyra, Inverell, Moree, Narrabri, Quirindi, Tamworth, Tenterfield, Uralla, Walcha, Wyallda, and Werris Creek (30).

**Regional TAM Aggregate Market:** Northern NSW

**Regional TAM Submarket:** Tamworth/Taree



### North Coast

The North Coast is an international surfing and tourism hotspot. The region's diverse economy is also strong in tourism, manufacturing, tech and agribusiness. Located on the state's border with Queensland, the North Coast offers great connections to Brisbane and the Gold Coast, as well as to Sydney (24).



**Main towns:** Ballina, Byron Bay, Casino, Coffs Harbour, Dorrigo, Grafton, Kyogle, Lismore, Port Macquarie, Tweed Heads, Wauchope, and Yamba (31).

**Regional TAM Aggregate Market:** Northern NSW

**Regional TAM Submarket:** Northern Rivers

### Riverina-Murray

The Riverina-Murray is known as one of Australia's main food producing and agribusiness regions. It is also home to a developing cluster of agricultural technology businesses and has strong manufacturing, forestry and defence industries (24).



**Main towns:** Albury, Corowa, Cootamundra, Darlington Point, Deniliquin, Griffith, Gundagai, Hay, Hillston, Junee, Leeton, Moama, Narrandera, Temora, Tocomwal, Tumut, Wagga Wagga, and West Wyalong (32).

**Regional TAM Aggregate Market:** Southern NSW

**Regional TAM Submarket:** Orange Dubbo Wagga

### South East and Tablelands

Featuring an alpine climate in parts, the South East and Tablelands region is NSW's renewable energy powerhouse and linked to the nation's capital city, Canberra. The region boasts growing investment opportunities in tourism (including snow tourism), agribusiness, and aquaculture (24).



**Main towns:** Batemans Bay, Bega, Bombala, Boorowa, Cooma, Crookwell, Eden, Goulburn, Harden, Jindabyne, Merimbula, Moss Vale, Moruya, Queanbeyan, Yass, and Young (33).

**Regional TAM Aggregate Market:** Southern NSW

**Regional TAM Submarket:** Canberra



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## ACT

The ACT (Australian Capital Territory) is located in NSW and the ACT's capital city is Canberra, which is also Australia's national capital. Canberra is home to the most highly educated workforce in Australia (23).

Home to over 425,000 people, it is Australia's largest inland city with modern infrastructure and award-winning urban developments, set against an untouched natural environment that surrounds it (34).

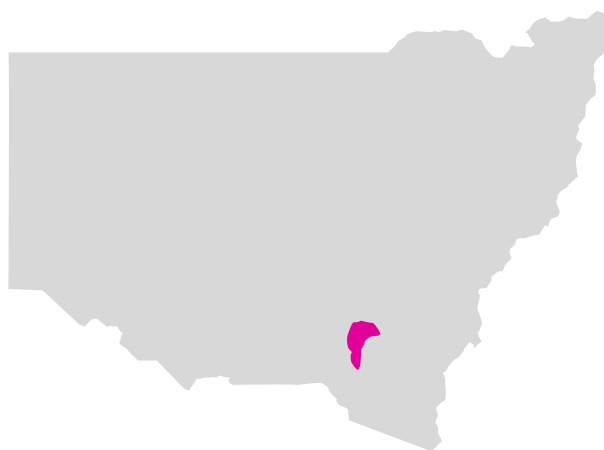
Aboriginal and Torres Strait Islander people account for 1.6 percent of the ACT's total population (34).

The ACT is home to some beautiful, scenic landscape and many culturally and politically significant icons.

**Main towns:** Belconnen, Booth, Canberra, Coree, Cotter River, Gungahlin, Jerrabomberra, Kowen, Majura, Mount Clear, Paddys River, Rendezvous River, Stromlo, Tennent, and Tuggeranong (35).

**Regional TAM Aggregate Market:** Southern NSW

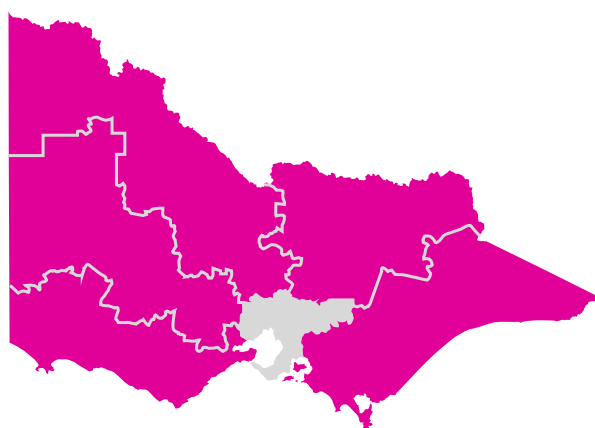
**Regional TAM Submarket:** Canberra



## Victoria

### Key Facts (38)

- **Population:** 1,433,818
- **Number of homes:** 688,865
- **Gender:** M49% F51%
- **Average household size:** 2.4
- **Median age:** 43
- **Average household income:** \$58k
- **Employment:** 88%



Regional Victoria encompasses all the areas of the state of Victoria outside Melbourne.

30% of Victorians live in regional areas, covered across 5 distinct regions (38).

### General Facts

- Regional Victoria contains much of Australia's geographical and biological diversity (39)
- Victoria's regional unemployment rate is 4.6 per cent – below the national average of 5.4 per cent (40)
- There are 48 regional council areas across the state within 5 major regions (41)
- Regional Victoria is home to one in four Victorians (38)
- Regional Victoria accounts for 700,000 jobs and 24% of the state's small businesses (42)
- The regional Victorian economy generates over \$76 billion that contributes almost 20% to the Victorian economy (42)
- Victoria has Deakin University (Geelong) and Federation University Australia (Ballarat) (42)
- One third of the state's Universities are outside of Melbourne metro areas (43)



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### The Regions

#### Hume Region

The Hume Region is renowned for its world-class wines and gourmet food (44). Hume's population is projected to grow by over 38% before 2031 (44).



**Main towns:** Benalla, Beechworth, Bright, Corryong, Eildon, Euroa, Seymour, Shepparton, Mansfield, Wangaratta, Wodonga, and Yarrawonga (45).

**Regional TAM Aggregate Market:** Victoria

**Regional TAM Submarket:** Albury/Wodonga

#### Gippsland Region

Gippsland is known for its natural attractions like clean beaches, pristine rainforests, snowfields, hiking and riding trails, wineries and more (46).

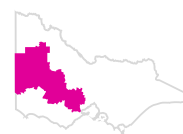


Some of Gippsland's key industries include dairy, fishing, and energy (46).

**Main towns:** Bairnsdale, Lakes Entrance, Leongatha, Moe, Morwell, Phillip Island, Sale, Traralgon, Warragul and Wonthaggi (46).

**Regional TAM Aggregate Market:** Victoria

**Regional TAM Submarket:** Gippsland



#### Barwon Southwest Region

Barwon South West extends from the tip of the Queenscliff Heads to the border of South Australia. This region includes Victoria's largest regional city Geelong (47).

The Barwon South West Region has excellent education facilities, sports centres, investment opportunities in agriculture and renewable energy (47).

**Main towns:** Aireys Inlet, Anglesea, Apollo Bay, Camperdown, Colac, Geelong, Hamilton, Lorne, Port Campbell, Port Fairy, Portland, Torquay, and Warrnambool (47).

**Regional TAM Aggregate Market:** Victoria

**Regional TAM Submarket:** Ballarat





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### Grampians Region



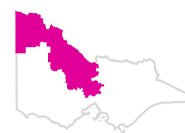
The Grampians region stretches from the western edge of Melbourne to the South Australian border. It features the Grampians National Park, which is popular for scenic hikes and camping (48).

The Grampians incorporates the Central Highlands and the Wimmera Southern Mallee regions (48).

**Main towns:** Ararat, Avoca, Bacchus Marsh, Ballarat, Beaufort, Daylesford, Edenhope, Great Western, Hopetoun, Horsham, Kaniva, Nhill, St Arnaud, Stawell, and Warracknabeal (48)..

**Regional TAM Aggregate Market:** Victoria

**Regional TAM Submarket:** Ballarat



### Loddon Mallee Region

The Loddon Mallee region is more than a quarter of Victoria. It has a warm climate which suits its waterways, restaurants and wineries (49).

The region has a growing economy in tourism, horticulture and manufacturing and is home to some of Victoria's most famous town centres such as Bendigo, Castlemaine and Mildura (49)..

**Main towns:** Bendigo, Castlemaine, Echuca, Gisborne, Kerang, Kyneton, Maryborough, Mildura, Swan Hill, Wedderburn, and Wycheproof (49).

**Regional TAM Aggregate Market:** Victoria

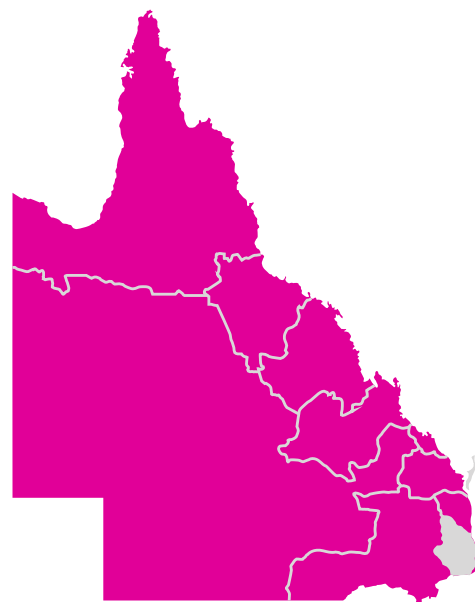
**Regional TAM Submarket:** Bendigo



### Queensland

#### Key Facts (50)

- **Population:** 2,419,724
- **Number of homes:** 1,085,510
- **Gender:** M50% F51%
- **Average household size:** 2.5
- **Median age:** 39
- **Average household income:** \$66k
- **Employment:** 87%



More than half of Queensland's population live outside the greater metropolitan area of Brisbane, this is very different compared to other states (51% vs. 32%) (51).

Queensland has 9 distinct regions outside central Brisbane, each with its own character and offering something unique.

#### General Facts

- Queensland has a lower cost of living and less congestion (50)
- Queensland is home to some of the most liveable cities and regions in the world including Gold Coast, Sunshine Coast, Cairns, Mackay, Rockhampton, Toowoomba and Townsville (50)
- Out of Australia's 11 World Heritage-listed areas, Queensland is home to five of them – the Great Barrier Reef, the Scenic Rim National Park, Fraser Island, Riversleigh Fossil Fields, and the Wet Tropics (51)
- There are over 200 national parks in Queensland, covering 6.5 million hectares (51)
- Queensland's thriving music scene was the birthplace of many successful musicians, such as Powderfinger, the Bee Gees, Savage Garden, Pete Murray, Kate Miller-Heidke, Ball Park Music and Katie Noonan (52)
- The Gold and Sunshine Coasts are two of Queensland's most popular tourist regions containing many hotels and resorts (53) (54)





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### The Regions

#### Gold Coast Hinterland

The Gold Coast is home to 570,000 people. It is famous for its beaches, shopping precincts, theme parks, restaurants, and cultural precincts and events. The Gold Coast was host to the 2018 Commonwealth Games (53).



Over the next decade it will continue to grow and will transform into a globally-recognised city while retaining its enviable lifestyle and natural environment (53).

**Main towns:** Surfers Paradise, Southport, Upper Coomera, and Robina (53).

**Regional TAM Aggregate Market:** Northern NSW

**Regional TAM Submarket:** Northern Rivers

#### Sunshine Coast and Hinterland

The Sunshine Coast and Hinterland is home to 303,389 people. It is well-known for its pristine beaches, scenic drives, restaurants, and national parks (54).



It has a strong and growing economy, competitive business conditions, accessibility to major national and international markets and a great quality of life. Their key industries are tourism, leisure, construction, retail, education, agribusiness, aviation and clean technologies (54).

**Main towns:** Caloundra, Maroochydore, Sunshine Coast Hinterland, and Noosa (54).

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Maryborough





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### Toowoomba and South West Queensland

South West Queensland is home to 271,000 people. It is famous for fine wines, fresh produce and wildflowers. Toowoomba is also known as the Garden City and is a gateway to the resource-rich Surat Basin Energy Precinct (55).



It is an important business, agricultural and service hub with its key industries being agriculture, mining, construction, manufacturing, healthcare and transport (55).

It also holds the state's largest university campuses — the University of Southern Queensland. The Lockyer Valley is located between Toowoomba and Ipswich (55).

Warwick is the administrative centre and 'Rose and Rodeo Capital' of the Southern Downs region. Stanthorpe is another town in this region, well known for its apples, grapes, stone fruit and wine (55).

**Main towns:** Toowoomba, Lockyer Valley, Warwick, and Stanthorpe (55).

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Toowoomba

### Bundaberg and Fraser Coast

The Bundaberg and Fraser Coast are home to 289,000 people (56).



It is home to The Great Barrier Reef and Fraser Island which are listed in the seven natural wonders of the world, the region is a popular tourist destination. More than 80% of the region's population live in the urban centres, which offer diverse lifestyles and seaside living (56).

The key industries include food and agribusiness, fisheries and aquaculture, minerals and mining, infrastructure, education and training, tourism and aviation (56).

**Main towns:** Gympie, Fraser Coast, Hervey Bay, Maryborough, Bundaberg, North Burnett, and South Burnett (56).

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Maryborough





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### Central Queensland

Central Queensland is home to 226,000 people. Rockhampton is known as the 'beef capital of the world' and is a thriving industrial base served by one of Australia's busiest ports (57).



**Main towns:** Gladstone, Rockhampton, Yeppoon, and Emerald (57).

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Rockhampton

### Mackay and Whitsundays

The Mackay and Whitsundays region is home to 182,000 people. This region is famous for its tropical beaches and world-famous island destinations, scattered throughout the Great Barrier Reef, one of the seven natural wonders of the world (58).



The region has experienced population and economic growth mainly by global demand for sugarcane and resources mined in the western areas (58).

**Main towns:** Mackay, Proserpine, and Airlie Beach (58).

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Mackay

### Townsville and North Queensland

North Queensland is home to 238,233 people. Townsville has access to world class education and healthcare facilities and affordable housing (59).



The city hosts a range of government, community and business headquarters for the northern half of the state, including Lavarack Barracks, one of Australia's major Army bases (59).

Their key Industries include agribusiness, tropical science, transport services & mining education (59).

**Main towns:** Townsville (59)

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Townsville



# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Cairns and Far North Queensland

Far North Queensland is home to 273,863 people. Cairns, at the heart of Tropical North Queensland, is the gateway to the Great Barrier Reef and World Heritage rainforests. It has a strong regional economy worth more than A\$12 billion and growing by 3% annually. Tropical North Queensland is also a popular destination for tourists (60).

Their key industries include agriculture, tourism, marine services, aviation services, education, construction, and mining (60).

**Main towns:** Cairns, and Innisfail (60)

**Regional TAM Aggregate Market:** Queensland

**Regional TAM Submarket:** Cairns

## Central West Queensland

Central West Queensland is home to 86,000 people and a multi-million-dollar agriculture industry that includes beef, cotton, grain, and fruit production. The sector contributes nearly one-quarter of the state's total exports (61).



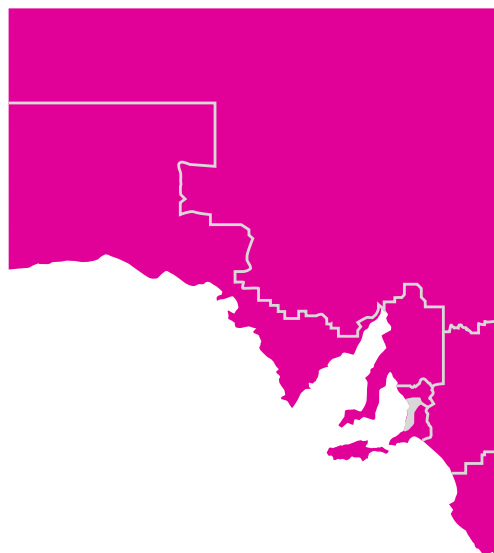
The mining and resource sector is a large part of the region's export industry and is home to a large portion of the world's lead and zinc resources, as well as large reserves in silver, copper and gold (61).

**Main towns:** Mt Isa, Birdsville, and Longreach (61).

### South Australia

#### Key Facts (62)

- **Population:** 378,074
- **Number of homes:** 203,645
- **Gender:** M50% F50%
- **Average household size:** 2.3
- **Median age:** 45
- **Average household income:** \$53k
- **Employment:** 87%



3 in every 10 South Australians live in a country regional community and make a major contribution to South Australia's identity, quality of life and prosperity. South Australia has 7 distinct regions outside central Adelaide (63).

#### General Facts

- Country South Australia contributes more than \$20 billion towards the economy and produces more than 50 percent of South Australia's overseas exports (63)
- They produce food and drink, grow and fish our seafood, mine for resources and produce products that sell to the world (63)
- Regional cities include Mt Gambier in the State's south east, Murray Bridge in the Murraylands, Renmark, Loxton and Berri in the Riverland, Port Pirie, Port Augusta and Whyalla in the north and Ceduna in the far west (63)
- Key industries in country South Australia include agriculture, horticulture, viniculture (wine), aquaculture and fishing, mining, health, education, engineering, transport, tourism and hospitality (63)
- Coober Pedy mine is the world's largest producer of opals (64)
- South Australia is known as a food and wine centre and produces half Australia's wine volume (65)
- South Australia is home to 18 different wine regions and more than 200 cellar doors, all within just an hour's drive of Adelaide (66)
- Kangaroo Island is ranked as Australia's fourth major tourism icon (67)

### The Regions

#### Flinders Ranges and Outback

The northern region of South Australia is referred to as the Flinders Ranges and Outback. It comprises about 80% of the state's land area. The largest community is Port Augusta, which acts as a vital service centre for mining and the region's widespread and diverse, small and micro communities (64).



South of Roxby is the famous Woomera military and civilian rocket range and the outback town of Coober Pedy, the largest producer of opal in the world (64).

**Main towns:** Arakroola, Coober Pedy, Leigh Creek, Port Augusta, and Port Pirie (68).

#### Limestone Coast

The Limestone Coast is rich in diversity. The region produces nearly one third of the value of South Australia's agricultural produce from only 2% of its land mass. Population centres include the bustling city of Mount Gambier, several major service towns and historical villages (64).



**Main towns:** Coonawarra, Mount Gambier, Naracoorte, Penola, and Robe (69).

#### Murray River and Riverland

Located in South Australia's central east, this is a major horticultural and wine producing region. The countryside has a wide range of landscapes from Mallee in the east, the Murray River (64).



**Main towns:** Tailem Bend, Murray Bridge, Mannum, Lake Alexandrina, Renmark, Waikerie, Berri, Barmera, and Loxton (70) (71).



### Adelaide Hills, Fleurieu and Kangaroo Island

This is one of South Australia's key tourist destinations. The Hills extends into the Fleurieu Peninsula, which offers a diversity of lifestyles in popular towns like Hahndorf and Strathalbyn. Kangaroo Island is Australia's third largest island and one of the world's great unspoilt natural environments with abundant fauna and flora (64).



**Main towns:** Hahndorf, Stirling, Lobethal, Mount Barker, Woodside, McLaren Vale, Goolwa, Victor Harbor, Strathalbyn, Aldinga Beach, Port Elliot, Kingscote, Vivonne Bay, Penneshaw, American River, and Stokes Bay (72) (73) (74).

### Barossa

One of Australia's leading wine regions, the Barossa is recognised as a premier location in which to live, work and do business. This region is home to some of the nation's most successful wine exporters and has one of the fastest growing populations in South Australia (64).



**Main towns:** Tanunda, Nuriootpa, Angaston, Lyndoch, and Williamstown (75).

### Whyalla and Eyre Peninsula

This region occupies coastline stretching from the Spencer Gulf, across the Great Australian Bight to the West Australian border. The Eyre Peninsula is one of South Australia's most productive regions, generating an estimated \$2.4 billion annually and exporting about \$1.76 billion (64).



Key industries include agriculture, a vibrant seafood sector and tourism, while mining of the region's rich mineral resources is attracting massive investment (64).

**Main towns:** Port Lincoln, Whyalla, Ceduna, Coffin Bay, and Cummins (76).

### Yorke and Mid North

Agriculture and tourism dominate industry in the Yorke and Mid North region. Major towns such as Clare provide service centres to the region while many residents live in surrounding towns (64).



**Main towns:** Wallaroo, Innes National Park, Marion Bay, Moonta, Ardrossan, Clare, Auburn, Mintaro, Sevenhill, and Burra (77) (78).



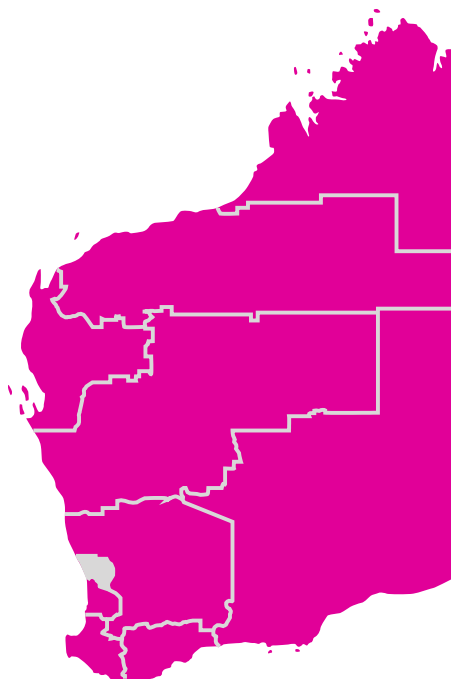
# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

### Western Australia

#### Key Facts (79)

- **Population:** 524,167
- **Number of homes:** 252,886
- **Gender:** M52% F48%
- **Average household size:** 2.5
- **Median age:** 39
- **Average household income:** \$74K
- **Employment:** 86%



Living in Regional WA is popular due to the peaceful and relaxed lifestyle matched with services, infrastructure, shopping and entertainment (80).

There are nine regional areas in Western Australia outside of Perth (80).

#### General Facts

- WA is Australia's largest state. It accounts for 33 percent of Australia's total land mass (81)
- Regional WA is home to the Argyle Mine, the world's largest producer of diamonds (81)
- Regional WA is home to a bubble gum pink lake called Lake Hillier off the coast of Esperance on Middle Island (82)
- In 2019, WA ranked as the world's largest supplier of iron ore and lithium (83)





# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

### The Regions

#### Gascoyne

Located in the northwest of Western Australia with more than 600 km of Indian Ocean coastline, the Gascoyne extends inland to desert and the Aboriginal community of Burringurrah (84).



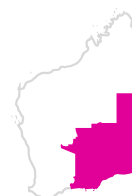
There are three major coastal hubs – Carnarvon, Exmouth and Shark Bay, with median house prices significantly lower than Perth (84).

Its economy is based on tourism, fishing, retail, mining, horticulture, and small business (84).

**Main towns:** Carnarvon, Coral Bay, Exmouth, Shark Bay, and Gascoyne Junction (85).

#### Goldfields

This is the largest region in the State and is well known for its great sense of community spirit and its friendly inhabitants, this region has a long, rich association with gold and nickel mining, along with agriculture producing wheat and barley (86).



It is home to Curtin University, Kalgoorlie campus and Central Regional TAFE. Retail is the second largest employer followed by manufacturing. Commercial fishing operates mainly along the coastlines of the shires of Ravensthorpe and Esperance (86).

**Main towns:** Kalgoorlie-Boulder, Esperance, Ravensthorpe, and Leonora (87).

#### Great Southern

Most of the population in this region lives in the port city of Albany on the southern coast of Western Australia (88).



The Great Southern region is Western Australia's second largest agricultural producer with the focus on grains and livestock. Its economy is driven by primary production of wool, timber, livestock and fishing with key growth areas in the transport, engineering and commercial services areas (88).

It is home to The Albany Centre, University of Western Australia, and South Regional TAFE (88).

**Main towns:** Albany, Denmark, and Katanning (89).





# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

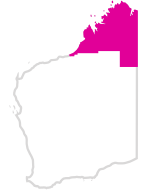
### Kimberly

The Kimberley is three times the size of England and rich in resources such as diamonds, iron ore, nickel and gold (90).

About 45% of the Kimberley population, of around 39,000, is of Aboriginal and Torres Strait Islander descent (90).

It is home to the University of Notre Dame, Broome, and North Regional TAFE (90).

**Main towns:** Broome, Derby, Fitzroy Crossing, Halls Creek, and Wyndham (91).



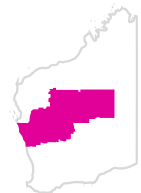
### The Mid West

The Mid West region makes up one fifth of the total land mass of WA. Significant employment and population growth are expected for the Mid-West region due to the commencement of several major industrial projects (92).

The Mid West has a diverse economy built around tourism, fishing, agriculture, and mining. There is also a significant manufacturing sector catering to the needs of the mining, fishing and agricultural industries both within and outside the region (92).

It is also home to Geraldton Universities Centre and Central Regional TAFE, Geraldton (92).

**Main towns:** Geraldton, Dongara, and Kalbarri (93).



### Peel

The Peel region is the fastest growing of all the regions in Western Australia with infrastructure and attractive lifestyle options contributing to its rapidly growing popularity (94).

The city of Mandurah is the regional business hub and home to around 65% of the region's population (94).

There is over 43 government and private schools and numerous well-equipped sporting facilities and venues (94). It is also home to Murdoch University and South Metropolitan TAFE (94).

**Main towns:** Mandurah, Boddington, Waroona, and Pinjarra (95).



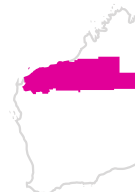
### Pilbara

With its oil, gas and mining industry, this region accounts for 30% of all resources in Australia (96).

Its economy is also boosted by construction, agriculture, livestock, manufacturing, retail and fishing (96).

Two major airports connect the region to Perth and other Australian cities with direct flights between Port Hedland and the tourist hotspot of Bali (96).

**Main towns:** Tom Price, Onslow, Karratha, Port Hedland, and Newman (97).



### South West

It is the most popular tourist destination within Western Australia (outside of Perth) (98).

It's home to the world-famous wine growing region of Margaret River and hosts the annual Margaret River Pro World Surf League competition (98).

It is also home to Edith Cowan University, Bunbury and South Regional TAFE, Margaret River (98).

The region's main industry sectors and employers include mining and minerals (coal, aluminium, mineral sands), manufacturing (timber products, food and beverage enterprises), building and construction (residential housing developments), tourism (wine regions, surfing and forests), food and agribusiness (primary produce, food and vegetables), wine and viticulture, forestry, fishing and aquaculture, retail and commerce, health and creative industries (boutique artisans, film-makers and visual arts) (98).

**Main towns:** Bunbury, Margaret River, Busselton, Collie, and Augusta (99).



### Wheatbelt

The Wheatbelt is the State's main producer of cereal crops and other products such as canola, vegetables, honey, citrus fruits, olives, wine grapes and livestock (100).

Some of the attractions in the region include the Narembreen Grain Discovery Centre, Wave Rock near Hyden and the Wagin Historical Village (100).

**Main towns:** Northam, Narrogin, Merredin, and Moora (101).





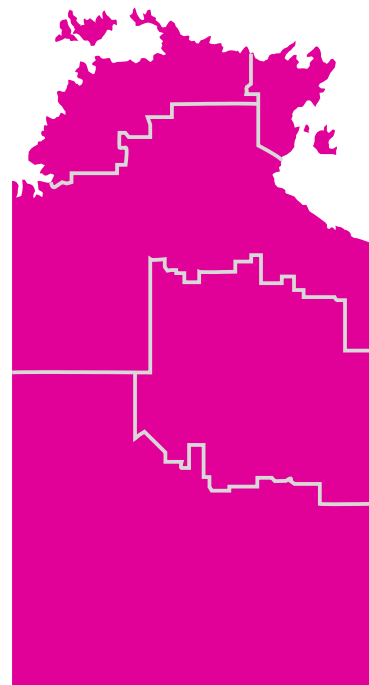
# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

### Northern Territory

#### Key Facts (102)

- **Population:** 228,833
- **Number of homes:** 89,959
- **Gender:** M52% F48%
- **Average household size:** 2.9
- **Median age:** 32
- **Average household income:** \$103k
- **Employment:** 87%



#### General Facts

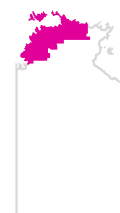
- The Northern Territory is often called the 'Top End', while the desert outback of central Australia is referred to as the 'Red Centre' (103)
- The Northern Territory's Finke River is the oldest river system in the world, with parts possibly dating as far back as 340 million years (103)
- More than one-fourth live in urban areas, generally in suburban housing but also in Aboriginal living areas or town camps (104)
- Alice Springs is said to have the highest number of art galleries and centres per capita than any region in Australia (105)



### The Regions

#### Top End

The Top End is roughly 400,000 sq kms, slightly bigger than Germany, and home to around 150,000 people, most of whom live in Darwin and the immediate surrounds. The region extends from the Timor Sea coast, south to the Adelaide River, and 200 kms east to Jabiru, a town created to service Kakadu National Park and the nearby uranium mine. (106)



Darwin (the capital city of the Northern Territory) has an estimated population of 145,000 people and is the largest city in the Northern Territory. It is the smallest and most northerly of the Australian capital cities, and acts as the Top End's regional centre. (104)

Aboriginal and Torres Strait Islanders account for 25.5 percent of the Northern Territory's population. (102)

Darwin is described as Australia's gateway with South East Asia. It is located within two and a half hours of Indonesia and has a similar flight time from Singapore and Manila, as it is to Sydney and Melbourne. It also has an international airport. (107)

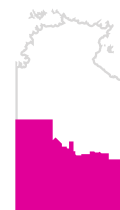
Darwin is also one of Australia's cruise ship ports. (104)

Darwin has developed into a modern capital city offering a wide range of accommodation, cafes, restaurants, and nightlife options for business and leisure travellers. (108)

**Main towns:** Darwin, Kakadu, and Katherine. (104)

#### Central Australia

Central Australia is a large area about the size of France. It borders three states: Queensland, South Australia and Western Australia. The area is made up of desert, spectacular natural formations and quality cattle country. It is home to more than 26,000 people. This is where the most famous of Australian landmark, Uluru (or Ayers Rock), is located. (106)



The bulk of the region's population lives in 'The Alice'. Alice Springs has all the conveniences a modern society demands and is leading the way in the use of solar power for much of its electricity needs. (106)

**Main town:** Alice Springs

### Katherine Region

The Katherine region, also known as the Rivers region, stretches 336,000 sq kms from the Western Australia border across to the southern edge of Kakadu National Park, and to the Gulf of Carpentaria at Borroloola. (106)

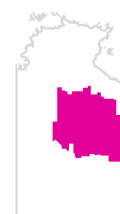


Fewer than 20,000 people live in this region, which includes some of the Northern Territory's premier tourist destinations: Nitmiluk National Park, Mataranka Hot Springs, and Elsey Station. (106)

**Main towns:** Katherine, Timber Creek, and Mataranka

### Barkly Region

The Barkly, or Barkly Tableland, takes up 21% of the Northern Territory's land mass, but has a population of just 6,330. Half live in the region's service town, Tennant Creek. The main industries in the region are pastoral and mining. (106)



Tennant Creek has a thriving arts community blending Indigenous and non-Indigenous cultures. (106)

**Main towns:** Barkly Tableland, Tennant Creek, and Newcastle Waters

### East Arnhem Region

East Arnhem is home to some of Australia's biggest mines. The local Aboriginal culture remains strong here, and the Yolngu people have successfully adapted the latest in Western technology with their traditions. (106)



The region includes the Arnhem Land coast, from Gove Peninsula south to Groote Eylandt west, to across the traditional Aboriginal country to Millingimbi. (106)

Nhulunbuy is a regional mining centre, home to approximately 4,000 of the region's 16,000 people. (106)

**Main town:** Nhulunbuy

### Tasmania

#### Key Facts (79)

- **Population:** 559,010
- **Number of homes:** 233,970
- **Gender:** M49% F51%
- **Average household size:** 2.3
- **Median age:** 42
- **Average household income:** \$57K
- **Employment:** 87%



At least one fifth of Tasmania is world heritage area. Hobart is the capital city of Tasmania, located in the south of the island. (109)

Tasmania has over 2,000km of walking tracks and 18 national parks.

Tasmania is home to accessible World Heritage wilderness, ancient forests and beautiful beaches. (109)

Tasmania is generally divided into three main regions – the South, includes Hobart, the capital of Tasmania, the North, includes Launceston, and the Northwest, which includes the regional cities of Devonport and Burnie. Other beautiful but less populated parts of Tasmania are the East Coast and the Western Wilderness. (110)

#### General Facts

- There are 19 national parks and 800 other reserves (111)
- Tasmania's tallest mountain is Mount Ossa at 1,617 meters (5,305 ft) above sea level (112)
- The Museum of Old and New Art (MONA) is an art museum located within the Moorilla winery, one of the best museums in the world (113)
- Salamanca Market is a street market in Salamanca Place, Hobart. It is Tasmania's most visited tourist attraction (114)
- Tasmania has 69 golf courses – more per capita than any other state in Australia. It also has the oldest golf course in the Southern Hemisphere (115)
- It's water is so pure that it produces the only bottled rainwater approved by health departments around the world (115)
- Tasmanians travel the shortest distances of any Australian workers between their homes and their jobs (115)



# BOOMTOWN GUIDE. RETHINK REGIONAL.

## The Regions

### The South

Hobart is a hub of culture and cuisine, music, theatre, and the arts as well as dockside fishmongers. (116)

**Main town:** Hobart

**Regional TAM Aggregate Market:** Tasmania

**Regional TAM Submarket:** Hobart



### The North

Launceston is a classic Victorian-era centre which includes Tamar Island. (116)

**Main town:** Launceston, and Devonport

**Regional TAM Aggregate Market:** Tasmania

**Regional TAM Submarket:** Launceston



### The East Coast

Tasmania's East Coast is a scenic and sunny coastline full of marine life, wine, wildlife, beaches, history, and adventure. (116)

**Main town:** St Helens

**Regional TAM Aggregate Market:** Tasmania

**Regional TAM Submarket:** Launceston



### The North West

The North West is home to the largest craft fair in Australia. (116)

**Main town:** Burnie

**Regional TAM Aggregate Market:** Tasmania

**Regional TAM Submarket:** Launceston





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## King & Flinders Islands

King Island is renowned for its cheeses, cream, crayfish, beef, and seafood, as well as its long stretches of pristine beaches and crisp, clean air. (116)

**Main town:** King Island

**Regional TAM Aggregate Market:** Tasmania

**Regional TAM Submarket:** Launceston





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## SECTION 4. AUDIENCE PROFILES

### 4.1 Key Behaviours and Attributes

The people in Boomtown live rich and interesting lives. Below are deep dives of seven of the most popular audience groups that make up Boomtown's 9.1 million residents, to understand the opportunities that exist for brands looking to cut through.

#### Boomtown 18 to 34 years

Boomtown is home to 1.5 million people aged 18 to 34. (117)

##### Demo (117)

- 34% are currently students (vs. 36% metro)
- Almost 1-in-3 have a bachelor's degree or higher
- They are more likely to have children (49% vs. 40% metro)
- Just as likely as metro to be the main income earner (43%)
- 2-in-5 have a HHI of \$100k+ (just as likely as metro)
- More likely than metro to be married/in relationship
- More likely to live in a standalone home

##### Attitudes (117)

- They are time poor (more so than metro)
- They are future planners (69% vs. 65% metro)
- More likely to spend more for quality goods than metro counterparts
- They are more likely to be concerned about the environment and taking steps to reduce their environmental impact
- They are more likely to be on social media than metro 18 to 34's
- It's more important to them to shop locally (75% vs. 70% metro)







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Boomtown Mums

When comparing a Boomtown mum to a metro mum, she really isn't too different. She still has the same pressures in her life.

### Demo (118)

- 66% have 2+ kids (vs. 63% metro)
- 39% have kids under 5 years (vs. 35% metro)
- Just as likely as metro mums to be the main income earner (27%)
- Almost 2-in-5 have HHI of \$100k+
- Just as likely as metro mums to be married/in relationship
- More likely to live in a standalone house

### Attitudes (118)

- She is organised
- She is time poor (more so than metro mums)
- She is just as likely to be concerned about the environment
- She is social and more likely to say that social media is one of the main ways to stay connected with friends
- She is more likely to be on social media than metro mums
- It's more important to her to shop locally (83% vs. 79% metro)





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Boomtown 25 to 54 years

Boomtown is home to over 2.9 million people aged 25-54 years. (119)

### Demo (119)

- 59% are parents with children in the home (25% metro)
- Nearly 3-in-4 are married/in relationship (just as likely as metro)
- More likely to have a trade certificate
- 58% are homeowners
- More likely to live in a standalone house (81% vs. 68% metro)
- Just as likely as metro to be the main income earner (57%)
- More than 2-in-5 have HHI of \$100k+

### Attitudes (119)

- Family and the environment are their main priorities in life
- More than 3-in-4 like to challenge their minds and question the world around them
- They like to be in the know of what is going on in their local community (more so than metro)
- They are DIYers (61% vs. 55% metro)
- It's more important to them to shop locally (73% vs. 70% metro)
- More likely to enjoy travelling within Australia compared to metros (45% vs. 35% metro)





# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

### Boomtown Men

When comparing the Boomtown Man to the metro Man, he is more likely to be in touch with his emotions and support localism. (120)

#### Demo (120)

- 1-in-3 are dads
- 1-in-10 have kids under 5 years, 21% have kids aged 5 to 12 and 18% have kids aged 13 to 17.
- More likely than metro dads to be the main income earner (69%)
- More than 1-in-3 have HHI of \$100K+
- Just as likely as metro dads to be a homeowner
- Just as likely as metro dads to be married/in relationship
- More likely to live in a standalone house

#### Attitudes (120)

- Family is everything to these men
- He is just as likely to be concerned about the environment and taking steps to reduce his environmental impact
- He is not afraid to show his emotions (more so than metro men)
- He is more likely to believe that you should live within your means
- He is more likely to like spending time on his own (69% vs. 64% metro)
- It's more important to him to shop locally and use local trades and services (75% vs. 72% metro / 74% vs. 69% metro)





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Boomtown Parents

Boomtown is home to over 2.2 million parents. (121)

### Demo (121)

- More likely to have children aged between 5 to 12 years (49% vs. 44% metro)
- More likely to have 3+ children in the home (19% vs. 13% metro)
- More likely to have completed a trade/diploma/certificate (44% vs. 37% metro)
- Close to 2-in-3 are homeowners (65% vs. 68% metro)
- More likely to live in standalone houses (86% vs. 76% metro)
- Over 2-in-5 have a household income \$100k+ (45% vs. 52% metro)
- Close to half are white collar workers (47% vs. 56% metro)

### Attitudes (121)

- More likely to prefer to use local trades and services (78% vs. 71% metro)
- More likely to believe hard work is rewarded (72% vs. 68% metro)
- They like to know what is going on in their local community (67% vs. 62% metro)
- They like to do DIY things around the house (62% vs. 58% metro)
- More likely to say their family spends a lot of time together (79% vs. 75% metro)
- More likely to have a budget and stick to it (53% vs. 50% metro)







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Boomtown Baby Boomers

Boomtown is home to over 2.1 million people aged 55 to 74 years. (122)

### Demo (122)

- 71% are currently married/defacto relationship (same as metro)
- 1-in-3 have a household income of \$70k+
- 59% are already retired (more than metro)
- 4-in-5 live in a standalone house (83% vs. 77% metro)
- 64% are the main grocery buyer (same as metro)
- Over 1-in-10 are still self-employed
- 1-in-5 still have children of any age living in the home (53% vs. 50% metro)

### Attitudes (122)

- They say it is important to retire early enough to still enjoy life
- They feel slightly less financially secure than their metro counterparts (33% vs. 40% metro)
- They are less reluctant to shop online than their metro counterparts (32% vs. 37%)
- They like to be well insured and prefer to have all their insurances in one place
- They are significantly more likely to need a car that can tow a load than metro boomers (32% vs. 21% metro)
- Their family is their highest priority for the future, followed by financial security and physical fitness.





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Boomtown Working Professionals

Boomtown is home to over 2.2 million working professionals. (123)

### Demo (123)

- 48% are parents with children in the home (just as likely as metro)
- Nearly 3-in-4 are married/defacto (72% vs. 70% metro)
- More likely to have completed a trade/diploma/ certificate (37% vs. 30% metro)
- More likely to currently be studying (19% vs. 14% metro)
- 68% are homeowners (just as likely as metro)
- More likely to live in a standalone house (80% vs. 67% metro)
- 1-in-4 have a household income \$150k+ (just as likely as metro)

### Attitudes (123)

- They have a good work/life balance (63% vs. 61% metro)
- More likely to try to shop locally (75% vs. 70% metro)
- More likely to believe that hard work is rewarded (71% vs. 67% metro)
- More likely to like to know what is going on in their local community (67% vs. 59% metro)
- More likely to believe it is important to retire early enough to still enjoy life (67% vs. 64% metro)
- Over 3-in-5 would spend more for quality goods (61%)
- Over half try to purchase household products that won't pollute the environment (52% vs. 49% metro)







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## 4.2 Category Insights

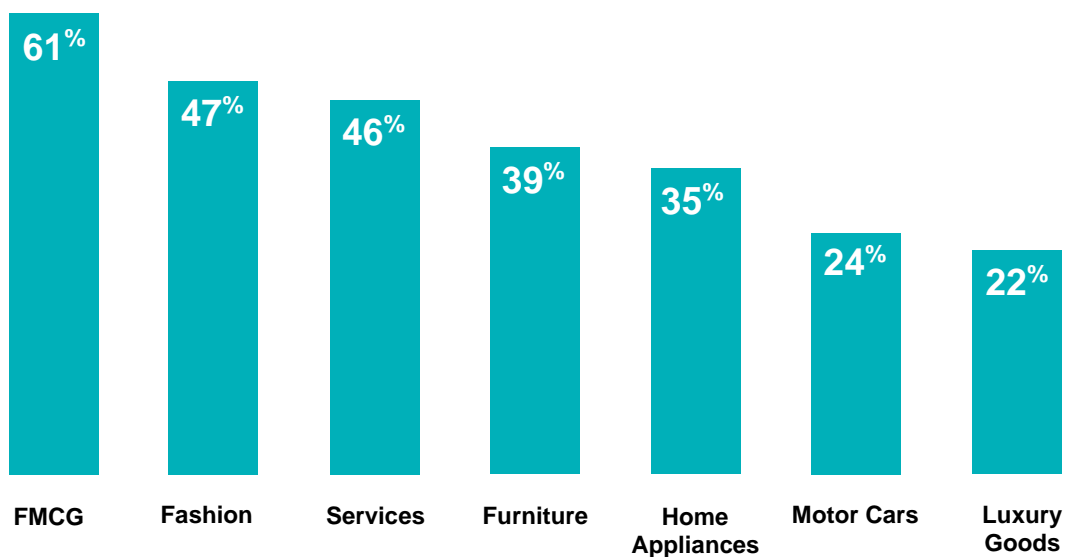
Regional consumers mirror those of metro in terms of:

- Attitudes towards consumer items
- Access to goods and services
- Family make-up

**46%** of consumers travel to their nearest town for services, holidays, finance, telecommunications.  
(124)

There is **4%** more sport participation in regional Australia vs. metro (124)

### Purchases made at their nearest town (124)





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## The Categories

Six major categories have been analysed to identify trends, usage, attitudes, and key statistics. A comparison of the cost of advertising to a regional vs metro consumer are highlighted below:



AUTO



RETAIL



FINANCE



TRAVEL



FMCG



BEVERAGES

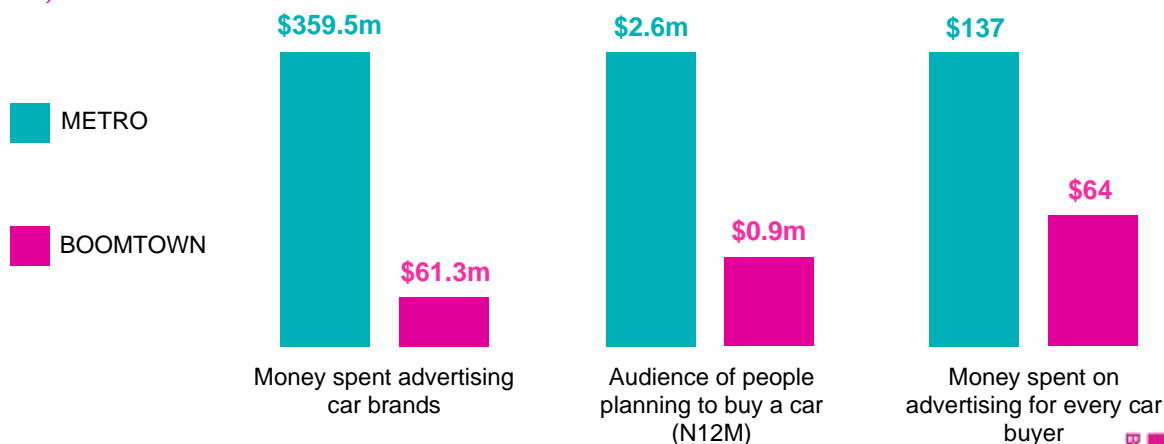
## Auto

Shifting consumer preferences have led to an increased demand for larger, greener and more fuel-efficient cars. We have seen an increase in the use of a greater variety of transport such as car-sharing and ridesharing services, and a decrease in vehicle servicing requirements coupled with increasing competition within the industry. Australian regional car market key findings:

- 71% of Boomtown travel to work in a car (vs. 63.5% metro) (125)
- 52% of boomtown homes have 2 or more vehicles (125)
- 70% of regional car owners are looking to buy a car (125)
- 825,000 Boomtown residents plan to buy a car in next 12 months (125)
- Boomtown has higher consideration for all major car brands compared to metro (125)
- 1,384,000 Boomtown residents are considering buying a SUV (x12 more likely than metro) (125)
- 43% are considering buying a brand-new sedan or hatchback (125)
- Regional audiences are environmentally conscious 35% considering buying a hybrid car (125)



**Auto brands are spending double to reach car buyers in metro markets vs Boomtown (126)**  
(127)





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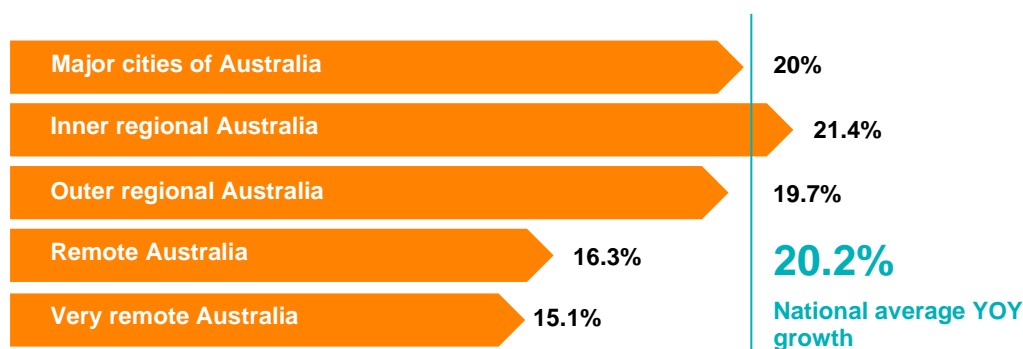
## Retail

The pressure on retailers to remain relevant in the eyes of the consumer has never been stronger. Consumers are shopping differently, paying differently and their values are continuing to shift as sustainability and ethical retailing has taken centre stage.

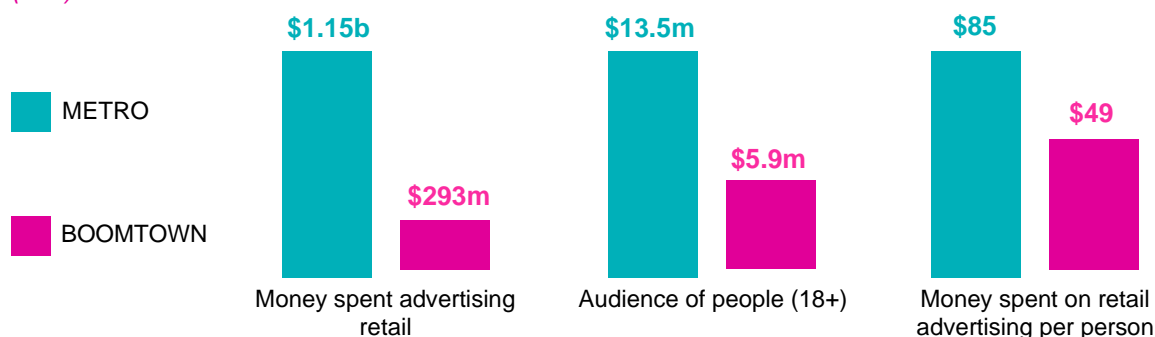


- 26% of Boomtown consumers spent over \$500 online in the past 6 months (125)
- Boomtown consumers are shopping for the same products as metro (125)
- 7 of the 12 biggest online shopping postcodes in Australia are in Boomtown (125)
- Consumers are shopping online later in the day with 32% of purchases made between 7pm to 10pm and 21% between 2pm and 5pm (125)
- Inner-regional areas such as Toowoomba and Ballarat experienced the highest growth in online goods purchases, at 21.4% YOY (125)
- Households in remote and very remote Australia that do shop online are doing so more frequently. The rate of purchase is 1.2 times the national average (125)
- 29% of regional Australians spend \$100 to \$149 a week on a weekly shop (125)

## Online Shopping Growth (128)



*The retail industry spends 1.7x more to reach Australians in Metro markets vs Boomtown (127)*





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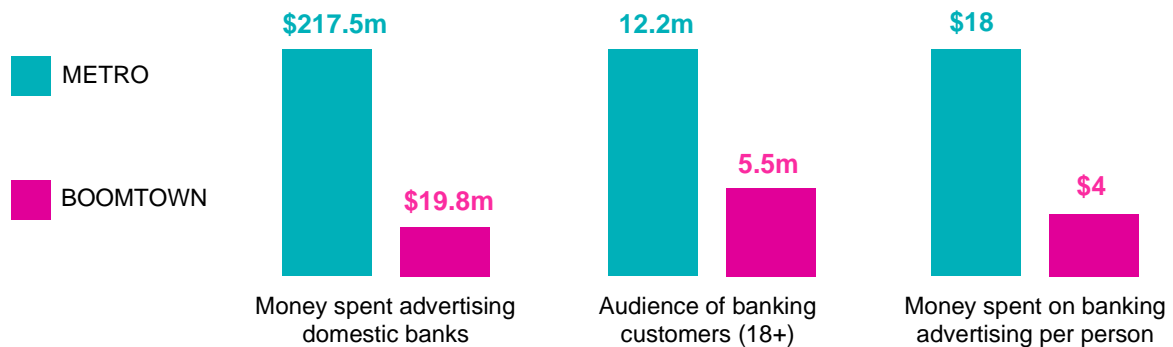
## Finance

In Australia we have a sophisticated, competitive, and profitable financial sector and a strong regulatory system.



- 38% metro & 30% regional have a household income of more than \$100k (125)
- 529,000 Boomtown residents are likely to change their main bank in 6 months (125)
- 74% of those with a home loan are seeking low interest rates and low fees (125)
- 66% are looking to invest or have investments (125)
- 37% of Boomtown residents use mobile banking weekly (125)
- 31% of Boomtown residents say a bank being community orientated is important when choosing a bank (125)

**Banks are spending 5 x more to reach customers in Metro vs Boomtown (128) (131)**





# BOOMTOWN GUIDE. RETHINK REGIONAL.

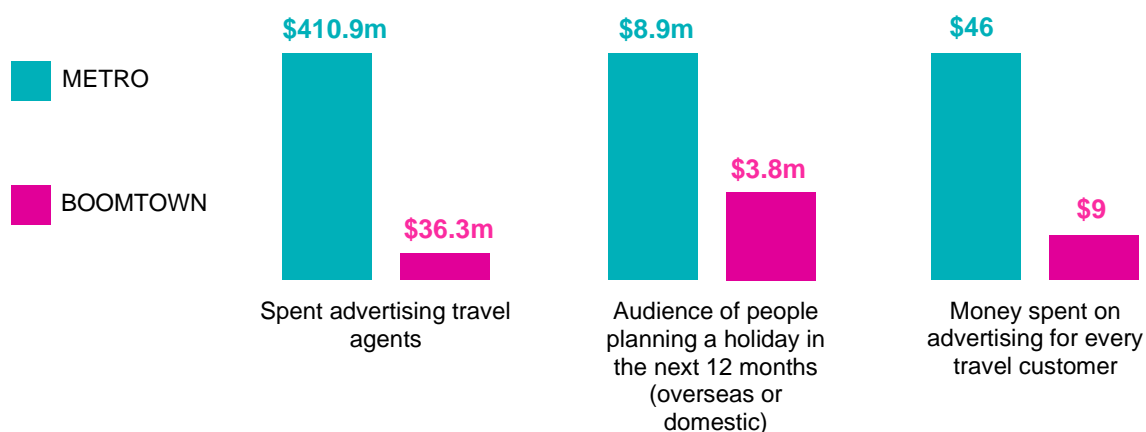
## Travel

Travel and tourism is one of the largest industries in Australia. The regional audience are very social, love to visit family and friends, and entertain.



- 44% prefer to stay in Australia for holidays (125)
- Regional Australia is responsible for more than 45% of domestic tourism (125)
- 3.8million Boomtown residents are planning a holiday in the next 12 months (125)
- 3.5million planning to travel around Australia (125)
- 14% more likely than the general population to travel to a capital city on their next domestic holiday (125)
- On their next domestic holiday, 2.5m Boomtown residents will stay at a resort (125)
- 49% of Boomtown residents belong to a frequent flyer program (125)
- Summer is the most popular time for Australians to take a domestic holiday (125)
- 8 out of the top 10 most popular summer domestic destinations were in regional Australia (125)

**Travel agents are spending 4.9 x more to reach potential customers in metro markets vs Boomtown (129) (133)**





# BOOMTOWN GUIDE. RETHINK REGIONAL.

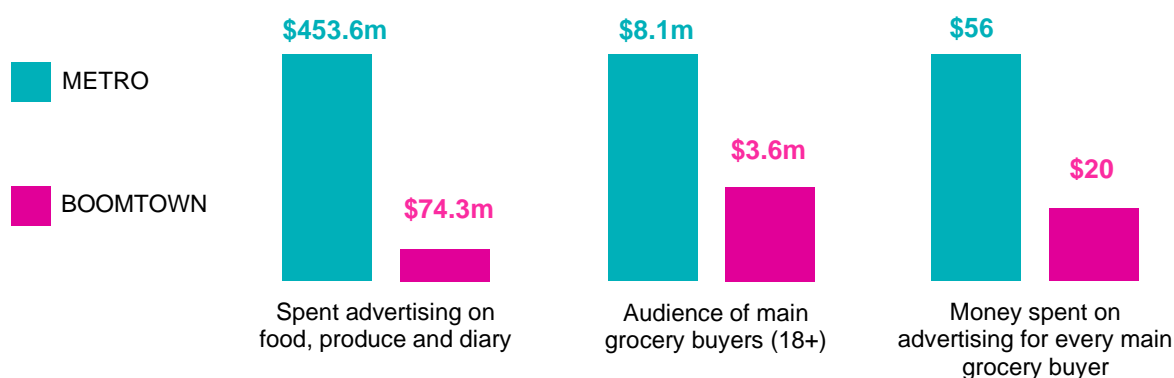
## FMCG



FMCG retailers are navigating enormous change to cater to changing consumer demands.

- Regional grocery buyers spend more at the supermarket per week with 67% spending \$100 or more a week (125)
- Over 2/3 are making sure they look out for specials and bargains (125)
- Boomtown residents are 17X more likely to buy baby needs weekly or more (125)
- Boomtown residents are 32X more likely to buy pet food - 2.5 million (125)
- 38% of Boomtown residents visit the supermarkets several times a week (vs. 37% metro), another 38% visit once a week (vs. 40% metro), and 11% visit once a fortnight (vs. 8% metro) (125)
- Boomtown residents are 19% more likely to be visiting the supermarket once a fortnight (125)
- Boomtown residents are more likely to choose Aussie products, 65% agree that they try to buy products that are Australian made (vs. 57% metro) (125)

**Food & dairy brands are spending 2.8 x more to reach grocery buyers in metro markets vs Boomtown (130) (135)**







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## Beverages

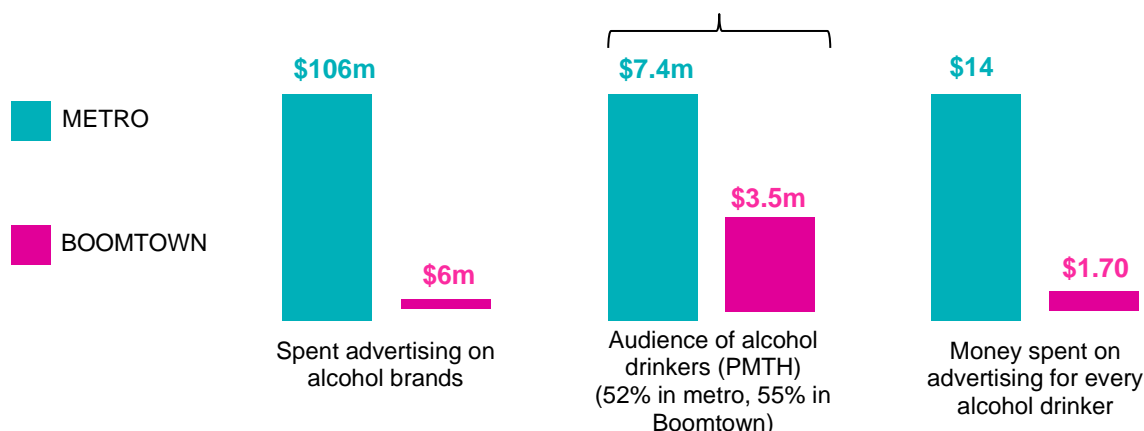
The beverages industry is highly dynamic, driven by demanding consumers seeking diversity, quality and value.



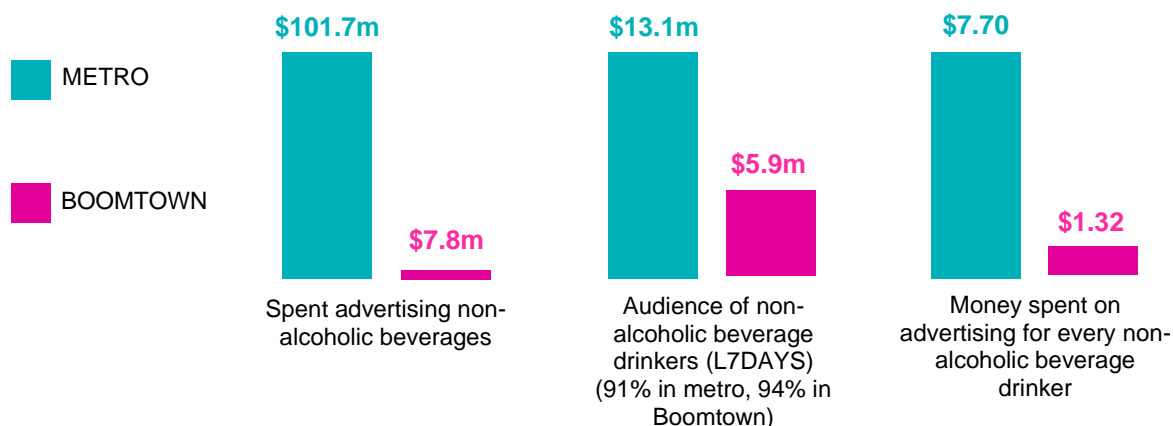
- Alcohol brands are spending 6% of their advertising budgets in Boomtown and 7x more to reach people in metro markets (125)
- 67% of all beer sales take place in regional markets (125)
- 20% of regional Australians buy soft drinks weekly or more often (vs. 16% metro) (125)

### Alcoholic Beverages (136)

A higher % of people in Boomtown drink alcohol than metro



### Non-Alcoholic Beverages – Non-alcoholic beverage brands are spending 5.8 x more to reach drinkers in metro markets vs Boomtown (132) (138)



## SECTION 5. CHANNELS AND EFFECTIVENESS

### 5.1 Media Channel Profiles



#### Television

Regional television is broadcast to more than 8 million people in regional Australia.

- 80% of Boomtown residents watch FTA TV each week (140)
- 36% of Boomtown residents spend 10 hours or more watching commercial TV each week (vs.33% metro) (141)
- 2 in 5 talk about what they see on TV (141)
- 2 in 3 Boomtown residents say that free-to-air TV plays an important role in their everyday life (141)
- 62% agree that free-to-air TV is a family friendly entertainment medium (141)
- 58% agree it helps them to unwind and relax (141)
- Over 1 in 3 agree that free-to-air TV informs them about new products and services relevant to me (141)
- Over 1 in 2 Boomtown residents rely on free-to-air television to access local news (141)
- In regional markets, fringe programs rate in the top 20 programs along with peak programs, as travel distances are shorter. Peak starts earlier in regional markets vs. metro (122)
- Regional viewers watch more TV - in 2019 they watched an average of 74 hours and 20 minutes of broadcast TV each month, which is 6 hours above the national average (122)
- Medium and heavy TV viewers index at 106 vs. national average (140)

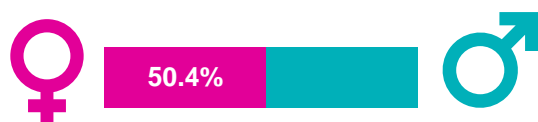


# BOOMTOWN GUIDE. RETHINK REGIONAL.

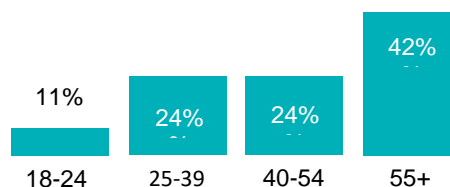
## What does this mean for brands?

- Boomtown sponsorships can give brands a competitive advantage
- Regional consumers are cheaper to reach with CPMs below the national average
- Environment is brand safe with no chance of brands aligning with the wrong content
- Ads run full screen and deliver impact
- Adding regional TV to the schedule decreases campaign CPMs and extends reach
- Mass scale is achieved with high reaching premium content and must watch sporting events
- Regional networks are highly trusted in the community and a great opportunity for brands to align with

## Regional TV Profile



Gender (140)



Age (140)

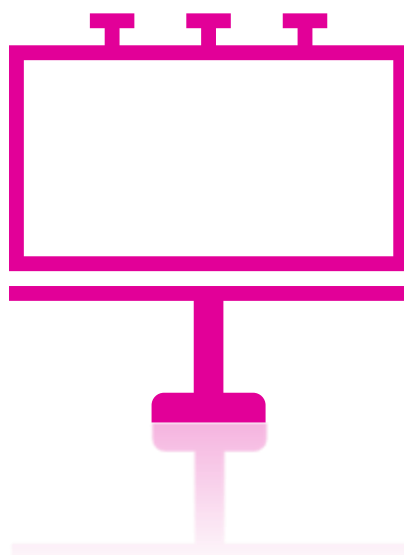
## Respondent Employment (140)

- 35% white collar workers
- 10% blue collar workers
- 9% home duties
- 29% retired
- 9% students
- 8% unemployed

## Top Categories (140)

- Retail
- Motor Vehicles
- Insurance
- Entertainment
- Leisure





### Out of Home

Out of home advertising is an important medium that delivers highly targeted, creative impact for brand building in regional Australia, using both classic and digital assets. oOh!media allows advertisers to reach audiences on regional roads, in regional shopping centres, regional airports and more.

- Regional Australians have high exposure to billboards with 67% claiming they have seen them in the last week (124)
- 44% travel on a major road (124)
- 1 in 3 have seen a billboard in the past week (124)
- 46% of Boomtown residents say billboards bring new products and information to their attention (124)
- 61% view billboards as eye catching (124)
- 53% of Boomtown residents say billboards remind them of brands/products seen advertised on TV (124)
- In Boomtown, the audience travel further, and more frequently. On a typical weekday, regional consumers travel a distance of 66km. This is even greater at weekends with 42% travelling between 50 – 200 kilometres. (124)
- 98% of people use a car for their typical journey, meaning a high exposure to billboards (lack of/no access to public transport) (124)
- Uncluttered environment, with over 1/3 agreeing that billboards are iconic parts of their local environment (124)

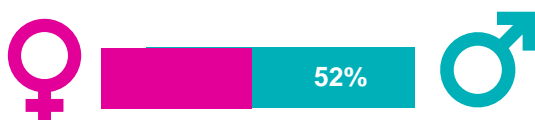


# BOOMTOWN GUIDE. RETHINK REGIONAL.

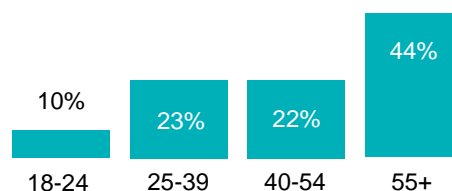
## What does this mean for brands?

- Out of Home assets in regional Australia act as a local community message board and are part of the environment
- Opportunity for advertisers to speak to specific communities and have high cut-through with localised messaging
- Uncluttered environment, greater engagement and more cut-through than metro
- Tends to offer a lower cost of entry
- Regional offers as many OOH environments as metro
- 40% say that there aren't too many billboards around, so they stand out, with recall up to 80% for some advertisers

## Regional Out of Home Profile



Gender (140)



Age (139)

### Respondent Employment (139)

- 35% white collar workers
- 22% blue collar workers
- 7% home duties
- 26% retired
- 4% students
- 6% unemployed

### Top Categories (139)

- Retail
- Government
- Insurance
- Finance
- Alcoholic Beverages





# BOOMTOWN GUIDE. RETHINK REGIONAL.



## Radio

Radio helps keep regional Australians connected with their local communities and up to date with local news.

- 64% of Boomtown residents listen to commercial radio each week (164)
- 69% of Boomtown residents said they have listened to more radio in the past 12 months (140)
- 38% of Boomtown residents listen to radio for information/news on what's happening in their city (140)
- 36% always listen to radio on the way to work (140)
- Listening to radio helps them relax for 35% of Boomtown residents (140)
- For nearly 1 in 3 Boomtown residents, listening to radio elevates their moods and is an essential part of their day (140)
- More than 1 in 5 Boomtown residents trust their favourite radio station to inform them about products and services (140)
- When it comes to looking for information on what is happening in their local area, 75% of Boomtown residents trust radio to provide this information (140)
- Radio keeps them in the loop and is part of the community (140)



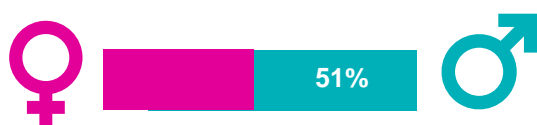


# BOOMTOWN GUIDE. RETHINK REGIONAL.

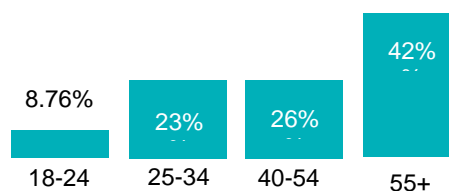
## What does this mean for brands?

- Radio is primarily consumed in the car therefore there is a very big opportunity to talk to people on their way to and from work.
- Message relevancy is key for any advertiser, so talking to people when they're in the car (i.e. about cars, tyres, fuel) and on their way to destinations (i.e. shops, work, home) is key.
- Radio is a part of their community - it sponsors local events and sporting teams. They get involved in the community and are a fundamental part.
- Radio campaigns run in regional markets by national brands perform better in regional than they do metro.

## Regional Radio Profile



Gender (139)



Age (139)

### Respondent Employment (139)

- 37% white collar workers
- 22% blue collar workers
- 6% home duties
- 23% retired
- 7% students
- 5% unemployed

### Top Categories (139)

- Retail
- Restaurants
- Automotive Brand
- Auto Dealers
- Government



### News Media – Print

Regional newspapers capture the stories impacting the local area, in every state and territory across Australia, playing an important role in delivering hyper-local news and content.

- 3.7 million Australians read regional newspapers every month (139)
- 54% of Australians say that local newspapers are their main source for information about their local area (142)
- Content (53%) and advertising (46%) in regional newspapers is the most trusted against all newspaper categories (regional, national, metro and community/suburban) (142)
- Regional newspapers have content that's trusted by more Australians than any other media (Content trust is 53% vs. metro newspapers 26%) (142)
- Regional newspapers have been a part of regional towns with some publications being over 180 years old, instilling a strong sense of connection amongst people and businesses
- Regional newspaper readers prefer to shop locally (77% of regional newspaper readers vs. 64% of metro newspaper readers) (139)
- Eight out of ten regional newspaper readers like to know what's going on in their local area (83% of regional newspaper readers vs. 83% of metro newspaper readers) (139)
- Two out of three readers intend to travel interstate in the next 12 months (2.2m people) (139)

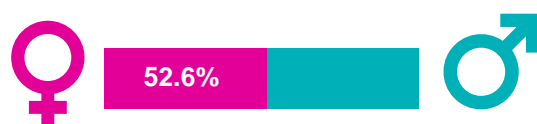


# BOOMTOWN GUIDE. RETHINK REGIONAL.

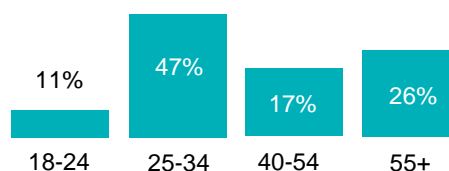
## What does this mean for brands?

- Local news media, local business and the local community are intrinsically linked, they rely on each other and support each other.
- Local news media inform, advocate and inspire their communities and connect businesses and people. For brands, this is a trusted, proven channel in which to connect with the community and market their products and services.
- News media is the most trusted source of content in local markets, and that trust is carried across to the brands and their advertising within the newspapers, creating 'the halo effect'. (142)
- 48% of respondents in the AdTrust survey agree that their trust in a media's content impacts their trust in the ads, and 48% again agree that the more they trust an ad, the more likely they are to buy the product or service being advertised. (142)
- Sport is one of those things that truly connects the community, particularly in smaller towns. Over 75% of regional news media readers play or watch sport, and then can read about it the next day or week in their news media publication. This connection is a powerful benefit for brands reaching to wish all spectrums of demographics and ages from the players themselves to parents, family and friends. (139)

## Regional News Media – Print Profile



Gender (139)



Age (139)

### Respondent Employment (139)

- 39% white collar workers
- 16% blue collar workers
- 7% home duties
- 24% retired
- 4% students
- 3% unemployed

### Top Categories (139)

- Retail
- Restaurants
- Automotive Brand
- Auto Dealers
- Government





### News Media – Digital

Regional digital titles play an important role in delivering hyper-local news and content to audiences through rolling coverage, rich audio and video content and up-to-date local news and alerts.

- Regional digital news media reaches a total audience of 6.4 million a month (139)
- One in two Australians say that when they need information, the internet is the first place they look (139)
- 60% of Australians head online to look at or read news, current affairs, or sport (139)
- Content (21%) and Advertising (11%) on news websites is more trusted than any other digital media (139)
- News media credibility is driven by reputation and accountability (142)
- 83% of regional digital news media audience like to know what is going on in their local area (139)
- 72% of regional digital news media audience participate in, watch, or are interested in sports (139)
- 47% of regional digital news media is intending to travel in the next 12 months (139)

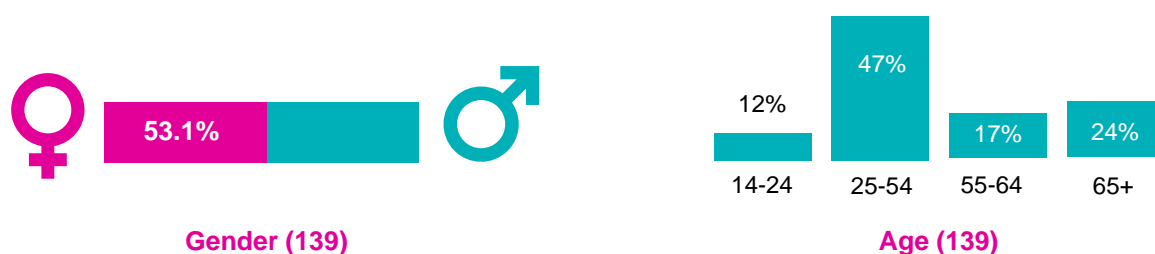


# BOOMTOWN GUIDE. RETHINK REGIONAL.

## What does this mean for brands?

- Boomtown residents turn to established and trusted news brands within the community, enabling a hyper-local digital touchpoint between business and people.
- News media available on digital channels, provides businesses with the opportunity to speak with engaged audiences at any time.

## Regional News Media – Digital Profile



### Respondent Employment (139)

- 42% white collar workers
- 14% blue collar workers
- 8% home duties
- 21% retired
- 5% students
- 3% unemployed

### Top Categories (139)

- Retail
- Restaurants
- Automotive Brand
- Auto Dealers
- Government



### 5.2 Case Studies Showing Effectiveness

The case studies in this section showcase how brands have successfully tapped into Australia's regional market. To find out more head to <https://boomtown.media/case-studies/>

#### News Corp Australia and OMO

##### Campaign Objective

Re-launch premium laundry liquid OMO ultimate using a platform that resonated with parents.

##### Execution Idea

Created a 6-part video series – Hey Mumma, to talk about real issues facing mums. Hey Mumma took 4 mums from regional markets, and Australian Olympic Champion – Susie O'Neill as host, to talk about 6 key issues facing parents and their kids today. The series ran across all NRM daily masthead sites, social media and reverse published as a weekly DPS in "Weekend", in each of the 12 titles.

##### Results (143)

- 26% increase in top of mind awareness for the brand
- 43% increase in positive brand affinity
- 200% increase in consideration of OMO Ultimate
- 100% increase in brand advocacy
- 50% of mums took action as a result of the campaign
- Significant increase in sales for OMO and OMO Ultimate







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## ACM and The McGrath Foundation

### Campaign Objective

Increase number of communities participating in Pink Up Your Town event, as well as driving awareness of the foundation and fundraising.

### Execution Idea

As the community voice of many of these centers, ACM supported this worthy cause and did so in many ways including four-page wraps around 16 titles for launch of Breast Care Awareness Month supported by SMEG and IGA / Organic coverage online and in print.

### Results (144)

- Number of participating communities increases from 6 to 24 in the first year and has increased again to 62 communities
- Hundreds of articles ran to promote activities and to raise awareness of the organisation
- \$300,000 was raised from community activities for the foundation
- Gave exposure and coverage of local fundraising events
- Increased engagement and community involvement of ACM teams to help drive local activity



## SCA and Amcal Pharmacy

### Campaign Objective

Build awareness of Amcal Pharmacy and the health services the client can offer.

### Execution Idea

A talent voiced commercial, recorded with Mick Molloy and Fifi Box.

### Results (145)

- First to mind awareness increased by 29% in regional markets, once the campaign had concluded
- 17% uplift in regional people 40+ saying they had shopped at the pharmacy the most in the past month after the campaign concluded
- 29% uplift in consideration to purchase from the pharmacy in regional markets after the campaign concluded
- 19% uplift in association of the pharmacy brand with brand tagline in regional markets after the campaign concluded
- 21% uplift in loyalty to the pharmacy brand in regional markets after the campaign concluded



## Prime and Origin LPG

### Campaign Objective

The client wanted to significantly increase website traffic, quotes per month, join up forms and ultimately sales. Also generate more awareness around tracking and 6-day delivery features.

### Execution Idea

2 x 30 and 2 x 60 second vignettes focused on highlighting the new product features in an exciting and funny way.

### Results (146)

- Visits to [origin.com.au/local](http://origin.com.au/local) gas website up 361%
- 4100 quotes per month (up 254%)
- Gold Coast sales up 9%
- Vic sales up 24%
- Joining Origin forms up 30%
- Video 200Kclicks
- Video completion rates as high as 96% (benchmark 70%)





## oOh!media and compact SUV auto client

### Campaign Objective

Drive awareness and generate cut-through amongst mainstream car buyers in order to increase consideration of purchasing this model, in a relatively saturated market.

### Execution Idea

10-week campaign across oOh! metro and regional in retail environments, using Smart Reach buyer graphic data powered by Quantum for centre planning, creating potential to reach and influence an incremental 500K car buyers by targeting audiences beyond metro areas. oOh! regional centres elevated the campaign beyond metro markets to key regional cities and centres, to deliver a higher reaching, targeted and scalable campaign.

### Results (147)

- 96% agreeing with one or more lifestyle behaviours the automotive brand aimed to target
- 39% recalled the campaign, increasing to 46% amongst the key male audience
- High growth in consideration of the car model, with 63% uplift post wave for those who recalled the campaign
- Delivering 12% higher reach of mainstream car buyers when regional shopping centres included in campaign-mix, as opposed to a metro-only retail campaign



## SECTION 6. THE FUTURE OF REGIONAL AUSTRALIA

### 6.1 The Future of Regional Australia

Regional Australia is key to the future of the nation, and with this the Government has a clear focus on the economic growth and well-being of Australians living in these regions.

The approach is to invest in regional Australia to help make regional communities even better places to live, work and raise a family. The key areas of focus are in the areas of jobs, health, education, telecommunications, infrastructure, and the environment.

There are many projects that have already commenced and are on the plan to build a better regional landscape for 2030.





# BOOMTOWN GUIDE. RETHINK REGIONAL.

## 6.2 Government investments into regional Australia

- An additional \$8.4 billion in new equity funding to deliver Inland Rail project
- An extra \$200 million for the Building Better Regions Fund, bringing the total amount in the fund to almost \$500 million (148)
- \$272.2 million to provide grants of \$10 million or more for major projects to unlock the potential of regions (148)
- Lower taxes through the Enterprise Tax Plan (148)
- Improve local roads through the \$4.4 billion investment into Roads to Recovery project (148)
- The structured decentralisation of Australian Government jobs from Sydney, Melbourne and Canberra (148)
- Increased access for regional Australians to psychological services via telehealth (148)
- Australian Government will invest \$57.5 billion in recruitment from 2018 to 2027 in regional and remote schools (148)
- Medicare funded psychology through teleconferencing for rural and remote areas \$9.1million (148)
- Attracting doctors to the bush through the General Practice Rural Incentive Program \$461.7 million (148)
- \$220 million towards the Stronger Regional Digital Connectivity Package, which includes: (148)
- \$160 million for two new rounds of the Mobile Black Spot Program (148)
- \$60 million for a new regional Connectivity Program, and a digital tech hub to improve digital literacy (148)

For more information on the investment made into regional areas please go to <https://www.futurefocusproject.com.au/>

## 6.3 Boomtown Continued investment in Regional Australia

Education is not the only thing Boomtown is investing in for 2020.

As a further initiative to help you understand the value of the regional media landscape, Boomtown will soon launch an industry first mapping and briefing portal that covers all Boomtown media owners. This platform will house media owner' coverage, key category insights and the ability to brief several Boomtown media owners all in one spot.







# BOOMTOWN GUIDE. RETHINK REGIONAL.

## SECTION 7. THE BOOMTOWN HUB

### 7.1 Boomtown Hub Introduction

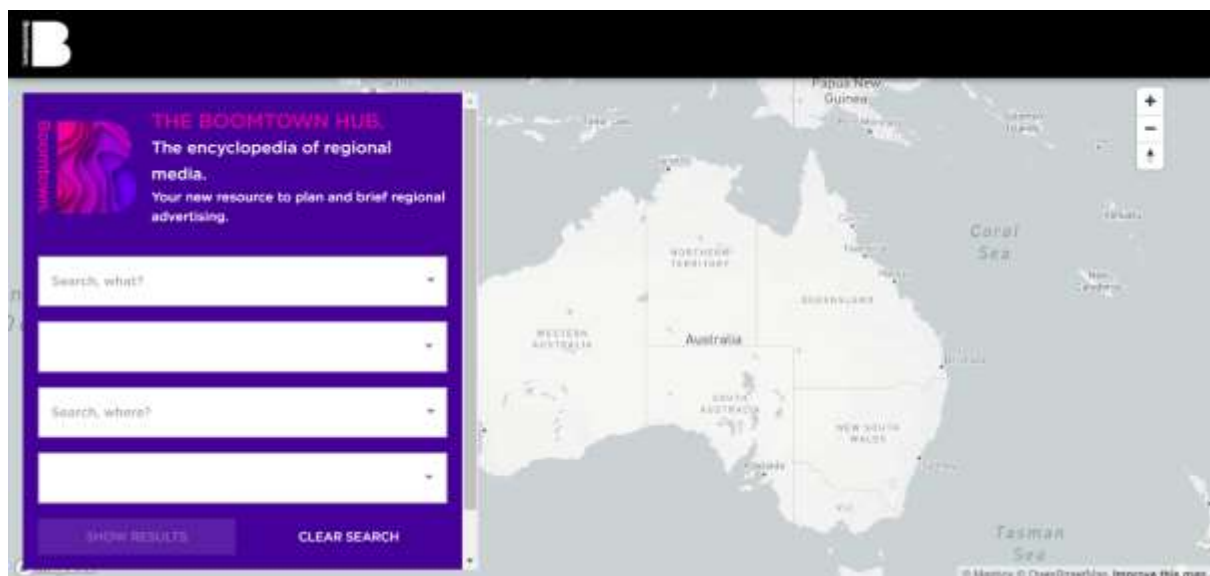
Boomtown's 2019 post campaign research found there were multiple barriers that media buyers face when booking regional media:

- It is hard to find out which organisation owns which assets and in which markets
- To brief in campaigns, media buyers must liaise with each organisation which can be a time-consuming process

Having received this valuable feedback, the Boomtown collective have developed the Boomtown Hub portal which will enable media buyers to access the information they need and brief in their campaigns in an easy and efficient way.

The Boomtown Hub is the encyclopedia of regional media. It is an online resource to help plan regional advertising. A one stop shop containing category insights, media maps and a briefing tool.

The Boomtown Hub can be accessed via the Boomtown website <https://boomtown.media/>



*Screenshot taken during development sprint 5/7 in 09/20. Live design may vary slightly.*



# BOOMTOWN GUIDE.

## RETHINK REGIONAL.

## SECTION 8. INDEX

### 8.1 Boomtown Media Owner Information

#### SCA (149)

SCA is Australia's biggest entertainment company with the ability to reach more than 95% of the Australian population through its radio, television, and digital assets.

Led by the Triple M and Hit Networks, SCA owns 86 radio stations plus an additional 10 digital radio stations across metropolitan and regional Australia and represents an additional 36 regional radio stations. SCA's premium audio and visual brands are supported by leading social media, live events, video, online and mobile assets that deliver national and local entertainment and news content.

With unparalleled expertise in audio content creation, SCA has developed a new Australian podcasting network, offering listeners original on-demand audio via the PodcastOne website and app.

SCA broadcasts 89 free to air television signals across Australia predominantly broadcasting Nine Network channels. SCA also broadcasts a selection of Nine, Seven and Ten channels into other markets including Imparja which is Indigenous owned & the only not for profit Broadcaster in the world.

In Partnership with Nine Entertainment, SCA delivers 15 local news services into regional Queensland, regional Victoria, and regional Southern NSW.

As part of SCA, SCA TV can develop and execute insight led, cross platform campaigns across multiple assets in Boomtown and beyond.

#### WIN (151)

WIN Television is dedicated to providing content to reach over 30% of the population with a potential of 8 million viewers in regional Australia. WIN Television is the only Network providing 30 minutes of Local News bulletins in 13 markets and have continued to do so for over 56 years and provide 1 hour of All Australian News regional Australia.

In 2018, WIN Television launched Sky News on WIN as their 4th channel. This is the first time that regional viewers were able to access the channel on Free to Air. Mornings on WIN will be home to Sky News national Headline news, including national and international stories, and more news updates focusing on Australia's regional areas.





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### Prime (150)

Reaching a potential audience of over 5.5 million people, plus an additional 1.9 million for Seven Queensland, PRIME's viewing area covers regional northern and southern New South Wales, the Australian Capital Territory, Victoria, the Gold Coast area of south eastern Queensland and all of regional Western Australia.

PRIME owns (in a joint venture arrangement with WIN Television) free-to-air commercial television licences in Mildura and regional Western Australia, where it broadcasts Nine Entertainment programming. PRIME also owns and operates the datacasting television service, iShopTV.

PRIME has established itself as the leading television network in its broadcast markets. It makes a significant investment in local news programming and provides valuable community airtime sponsorships to support and assist community endeavours.

PRIME is a significant employer of regional Australians with offices stretching from the Gold Coast, throughout many major cities and towns in regional NSW and Victoria, and across regional Western Australia to Geraldton.

PRIME's revenues are sourced from television advertising airtime. Sales teams based in the capital cities service major national advertisers. In regional Australia, PRIME's local sales teams work collaboratively with local clients to provide them with the most powerful and influential advertising opportunity in regional Australia. PRIME's national sales division, Seven Affiliate Sales, also represents Seven Queensland and TVNZ in Australia.

### News Corp Australia (153)

News Corp Australia engages with over 16 million Australians each month across Australia through our print, digital, content, and social channels. Our brands and publications have a rich history and have been ingrained in Australian lifestyle for over 170 years. And for more than 100 years, our community and regional brands have informed, educated, and inspired Australian locals, reaching 9.6 million each month.

Through editorial and advertising content, our local media helps communities feel more connected and enriches their lives for the better. This sense of belonging rings true amongst those living in regional Australia; 79% say the more you nurture your community and those in it, the stronger it gets and the more it thrives. And research shows that regional news media is the most trusted media source.





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### ACM (152)

ACM is Australia's largest independently owned news media company reaching over 7.5 million every month. Our content is delivered through over 180 mastheads across the country that readers access via print, digital and social channels and there are many more assets on the horizon.

We produce and deliver quality content that resonates with readers resulting in our highly engaged audience. We take pride in connecting our advertisers with this audience through a range of platforms including content, events, and sponsorships. ACM is bolstered by the representation of over 25 independent titles. Combined they serve millions of people in every state and territory across Australia.

We are a modern, consolidated regional, suburban, and agricultural media network. By implementing new technologies our products are better than they have ever been. At ACM we are passionate about delivering smart solutions and exceptional results for our customers. Our business may be diverse, but we are united when it comes to our vision and values which revolves around helping our customers' business grow. ACM is the trusted voice across Australia's regional media landscape.

### oOh! Media (154)

oOh! media is the only OOH supplier to reach all states and territories in Australia, including all capital cities, regional hubs, and rural areas. Covering town/city centres, key highways and minor roads, oOh! engage at every point and understand how this audience moves through our robust and market-leading data offering.

oOh! has 88% of market share of the regional space and continues to invest into site upgrades, new builds and digitisation of assets. oOh! can reach the regional audience through Billboards (classic and digital), Retail, Airports, Office, Cafe, Venue, Study and Street Furniture. oOh! is also the only OOH supplier to offer a data-led solution through our DataScience offering, to apply smarts in a landscape which is not covered by the OOH industry body, MOVE.





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### TRSN (155)

The Radio Sales Network (TRSN) is the largest Regional Radio network in Australia and provides access to 120 radio stations across 68 regional markets.

TRSN is a subsidiary of the family owned Grant Broadcasters company, who have owned and operated regional radio stations in Australia for over 75 years. Their other independent Network partners include Super Radio Network, Ace Radio, Capital Radio, Coastal Broadcasters, Alice Springs Broadcasters, Nova and Midwest Radio.

They have over 9 million people living within local markets across Australia and we are proud supporters, investors, and contributors to these local Regional communities.

### Imparja (156)

Imparja is a not for profit organisation which was established in 1987 after the Central Australian Aboriginal Media Association (CAAMA) applied and won the Remote Commercial Television Service (RCTS) license for Central Australia.

Imparja's broadcast area is now over 3.6 million square kilometres, spanning six states and territories – Northern Territory, South Australia, Tasmania, Queensland, New South Wales and Victoria with an estimated over one million resident viewers. Their service is also watched by approximately three million tourists who visit Outback Australia each year and 200,000 viewers in terrestrial black spots.

Imparja is a free-to-air television broadcaster. Its signal is sent out across the vast viewing area, broadcasting from 28 transmission towers as well as more than 20 remote towns who retransmit the signal on low-watt transmitters. They also provide satellite services for 14 indigenous radio services, at no cost to these organisations.





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