

# TRSN Talks Newsletter



**August 2021**



## **Quarterly Update from Jeremy Simpson**

**Group General Manager  
National Sales & Marketing**

**“In most markets, Regional Radio is the only local voice left”**

The Regional markets are in a very positive space at the moment. More affordable housing, higher disposable income and a flexible lifestyle has really shone a spotlight on Regional Australia, especially over the last 18 months.

As we spend more time at home due to the pandemic, more people than ever are making the move to Regional Australia. Research from Regional Australia Institute shows migration to Regional Australia has increased by +10% since December 2019 and that there has been a substantial drop in Regional residents moving to Metro cities.

Not surprisingly, the Regional Markets with the largest population increases are the top 5 LGA's (Gold Coast, Sunshine Coast, Geelong, Wollongong and Newcastle), however there has also been a surge in migration to places such as Launceston, Cairns, NSW North Coast and Shoalhaven. This acceleration in the population shift to Regional markets will have a major positive economic impact in Regional areas for years to come.

We know for a fact that in times of crisis local communities gravitate to local voices for news and information. We have seen the strength of local radio stations in times of crisis before - whether it was the bushfires back in Jan 2020 (doesn't that seem like a lifetime ago!), or the Townsville Floods in 2019, in each of these instances the local radio stations were the source of truth and were broadcasting live updates 24 hours a day to those communities in crisis.

As we continue to go through the pandemic, we have seen that same level of local community connection has happened in all markets. This is not just anecdotal. To date the 2021 Regional Radio surveys have shown the overall people listening to commercial radio has increased by approximately + 10% on pre covid audience levels.

Other factors that have also entrenched the localism of Regional radio stations is the closure of over a 100+ local newspapers plus the TV networks shifting to statewide or region based news services. In most markets, Regional Radio is the only true local voice left.

Cementing this localism is our content strategy. We have over 100+ local breakfast teams across our markets and while they might not be household names in Sydney and Melbourne, they are absolutely influential personalities in their own right in their own market.

Regional markets are booming. Certainly, the next 3-5 years with the trends to more flexible working conditions, increased migration to regional centers, a more relaxed and perceived safer lifestyle plus an increase in domestic tourism will really benefit Regional markets in the short, medium and long term. Our station's focus on local personalities, community engagement and local news makes us the dominate voice of the local community.

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