

26th August 2022



4CRB APPLICATION FOR LICENCE CHANGE

4CRB held a general licence when it was “the only community licence” on the Gold Coast. With the introduction of more community licencing it’s evolved where all licenced community stations combined are serving the entire demographics Gold Coast RA1 licence area.

METRO	10 – 30 yrs
JUICE	25 – 50 yrs
94.1	50 +
4CRB	Senior Citizens

The large Gold Coast senior community is made up of two groups which have very different needs.

94.1FM serves mature (50 – 65yrs) with 4CRB serving the senior 65+ community.

The 65+ community has different needs compared to the younger mature community. The majority of 94.1FM listeners are still working therefore their community needs differ greatly from a “retired” community. This is demonstrated by the numerous talk-back/information medical programs on 4CRB mainly dealing with “aging” issues. Most of the younger mature community has no interest in these and other similar subjects. 94.1FM services the younger mature still interested in outdoor activities and indoor entertainment.

94.1FM audience tracking shows that 4CRB has not seen any increase in its listenership and certainly no indication of a younger age bracket tuning into the station.

4CRB is Christian based and does not appeal to the needs of a “general community” in today’s diversified community. Latest figures from ABS has shown a huge reduction in people relating to the Christian religion therefore 4CRB would not be reaching the wider community. 4CRB’s policy of not accepting people with views opposing Christian beliefs also reduces their greater “general” community involvement.

94.1FM believes the combination of all 4 community stations with their own individual demographics is adequately serving the needs of the entire general Gold Coast community.

4CRB has served the senior citizen community admirably over many years and the loss of this service to that community would be devastating to its many loyal listeners who rely on this service for their entertainment, information, news and companionship.

Gold Coast Community Radio Association Incorporated

A handwritten signature in black ink, appearing to read 'Gary Field', is shown within a rectangular box.

Gary Field – CEO
94.1FM Gold Coast