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8 April 2026

The Manager
Broadcasting Carriage Policy Section
Australian Communications and Media Authority

via online submission at: <https://www.acma.gov.au/consultations/2026-02/proposal-vary-hamilton-licence-area-plan>

Dear Madam/Sir,

Proposal to vary the Hamilton Licence Area Plan

Brendon Agpasa welcomes the opportunity to provide a response to the proposal to vary the Hamilton Licence Area Plan (LAP).

The proposal seeks to vary the Hamilton LAP to allocate new and amended broadcasting technical specifications for the commercial radio broadcasting services operated by ACE Radio Broadcasters Pty Ltd.

The proposed variation to the Hamilton LAP aims to expand and improve radio services in the region. In summary, the proposal would:

- Make FM spectrum available to enable the 3HA commercial radio broadcasting service in the Hamilton RA1 licence area to convert transmission from AM to FM.
- Make FM spectrum available for three new FM infill transmitters for the 3HA commercial radio broadcasting service to serve the Hamilton RA1 licence area at Casterton, Balmoral and Dartmoor.
- Make FM spectrum available for one new FM infill transmitter for the 3HFM commercial radio broadcasting service to serve the Hamilton RA1 licence area at Casterton.
- Vary the technical specifications for the existing FM infill transmitter for the 3HA commercial radio broadcasting service at Portland by increasing its maximum effective radiated power (ERP).
- Vary the technical specifications for the existing FM infill transmitter for the 3HFM commercial radio broadcasting service at Portland by increasing its maximum ERP.
- Vary the existing technical specification for the 3HA AM commercial radio broadcasting service so that it ceases to have effect 28 days after the commencement of the new 3HA FM transmission.
- Add a standard advisory note limiting protection to suburban-grade coverage of 66 dBµV/m for all 3HA and 3HFM FM infill transmitters.
- Make other minor amendments to modernise and update the Hamilton LAP.

The proposed amendments to the Hamilton LAP are intended to make spectrum available for an FM transmitter for 3HA to serve Hamilton and surrounding regions extending into western Victoria and south-east South Australia. The proposed technical specification would permit an FM transmitter to operate on frequency 98.9 MHz at a maximum ERP of 20 kW, using a directional antenna pattern with a maximum antenna height of 30 metres from the Ace Radio communications tower site at Mt Baimbridge, approximately 6 km north of Hamilton.

The proposal also includes the following additional transmitters:

- A new FM infill transmitter for 3HA to serve Casterton, operating on 107.5 MHz at a maximum ERP of 200 W with an omnidirectional antenna pattern and a maximum antenna height of 30 m from the broadcast site at Seeleys Hill, Casterton.
- A new FM infill transmitter for 3HA to serve Balmoral, operating on 105.9 MHz at a maximum ERP of 100 W with an omnidirectional antenna pattern and a maximum antenna height of 25 m at Balmoral Recreation Reserve on Harrow–Balmoral Road.
- A new FM infill transmitter for 3HA to serve Dartmoor, operating on 106.9 MHz at a maximum ERP of 100 W with an omnidirectional antenna pattern and a maximum antenna height of 20 m at Dartmoor Sports Club Grounds, 1 Egan Street, Dartmoor.

- A new FM infill transmitter for 3HFM to serve Casterton, operating on 106.7 MHz at a maximum ERP of 200 W with an omnidirectional antenna pattern and a maximum antenna height of 30 m from the broadcast site at Seeleys Hill, Casterton.

The proposal would also vary the technical specifications for existing transmitters:

- The existing 3HA Portland FM infill transmitter would have its maximum ERP increased from 1 kW to 5 kW, its antenna pattern changed from directional to omnidirectional, and its maximum antenna height reduced from 25 m to 20 m.
- The existing 3HFM Portland FM infill transmitter would have its maximum ERP increased from 2 kW to 5 kW and its maximum antenna height reduced from 25 m to 20 m.
- The existing 3HA Hamilton AM transmitter specification would cease to have effect 28 days after 3HA commences FM transmission under the new technical specifications. This would allow a 28-day simulcast period during which both AM and FM transmissions may operate. The simulcast period would assist the licensee in informing listeners of the transition to the FM service.

Currently, the commercial radio broadcasting services include 3HA, which operates an AM transmitter serving Hamilton and an FM transmitter serving Portland, and 3HFM (known on-air as Mixx FM), which operates FM transmitters serving Hamilton and Portland.

The ACMA proposal would enable the 3HA service in the Hamilton RA1 licence area to convert transmission from AM to FM using the following proposed transmitters:

- 3HA Hamilton FM transmitter at Mt Baimbridge, operating on 98.9 MHz with a maximum ERP of 20 kW using a directional antenna pattern.
- 3HA Portland FM infill transmitter at Mt Clay, Narrawong, operating on 92.9 MHz with a maximum ERP of 5 kW using an omnidirectional antenna pattern.
- 3HA Casterton FM infill transmitter at Seeleys Hill, operating on 107.5 MHz with a maximum ERP of 200 W using an omnidirectional antenna pattern.
- 3HA Balmoral FM infill transmitter at Balmoral Recreation Reserve, operating on 105.9 MHz with a maximum ERP of 100 W using an omnidirectional antenna pattern.
- 3HA Dartmoor FM infill transmitter at Dartmoor Sports Club Grounds, operating on 106.9 MHz with a maximum ERP of 100 W using an omnidirectional antenna pattern.

The conversion from AM to FM would allow the 3HA service to transition from its existing 981 kHz AM transmission while maintaining coverage in Hamilton, Portland and surrounding regions.

The proposed 3HA FM transmitter at Mt Baimbridge would have the same technical specifications as the existing 3HFM FM transmitter at the same site in terms of location, maximum ERP, antenna height and antenna pattern.

This proposal would extend the broadcast coverage of the 3HA commercial radio broadcasting service across Hamilton, Narrawong, Casterton, Balmoral, Dartmoor and Portland, improving radio coverage across the western districts of Victoria and into south-east South Australia.

Following completion of the Hamilton LAP variation, the 3HA service would convert from the AM band to the FM band for the Hamilton and Portland regions, including overlapping and adjacent licence areas such as Horsham, Warrnambool and Mount Gambier.

Yours sincerely,

A handwritten signature in black ink, appearing to read 'Brendon Agpasa', with a stylized flourish underneath.

Brendon Agpasa