

Extract, Illawarra-Shoalhaven Regional Plan

ACTION 1.3.1 Renew and revitalise Nowra Centre by coordinating State agency input into precinct planning and reviewing capacity for expanded health-related uses

Nowra Centre is the business, retail and services hub of the Shoalhaven. It has retail and commercial offerings, civic and government services catering for the local community, and tourism functions.

The Nowra Centre supports 9,200 jobs, concentrated in health care (2,600 jobs), retail (1,650) and public administration (1,100). Major employers include Shoalhaven City Council and the Shoalhaven District Memorial Hospital. Planning for the growth of the health care sector in Nowra will help to diversify and strengthen the Centre.

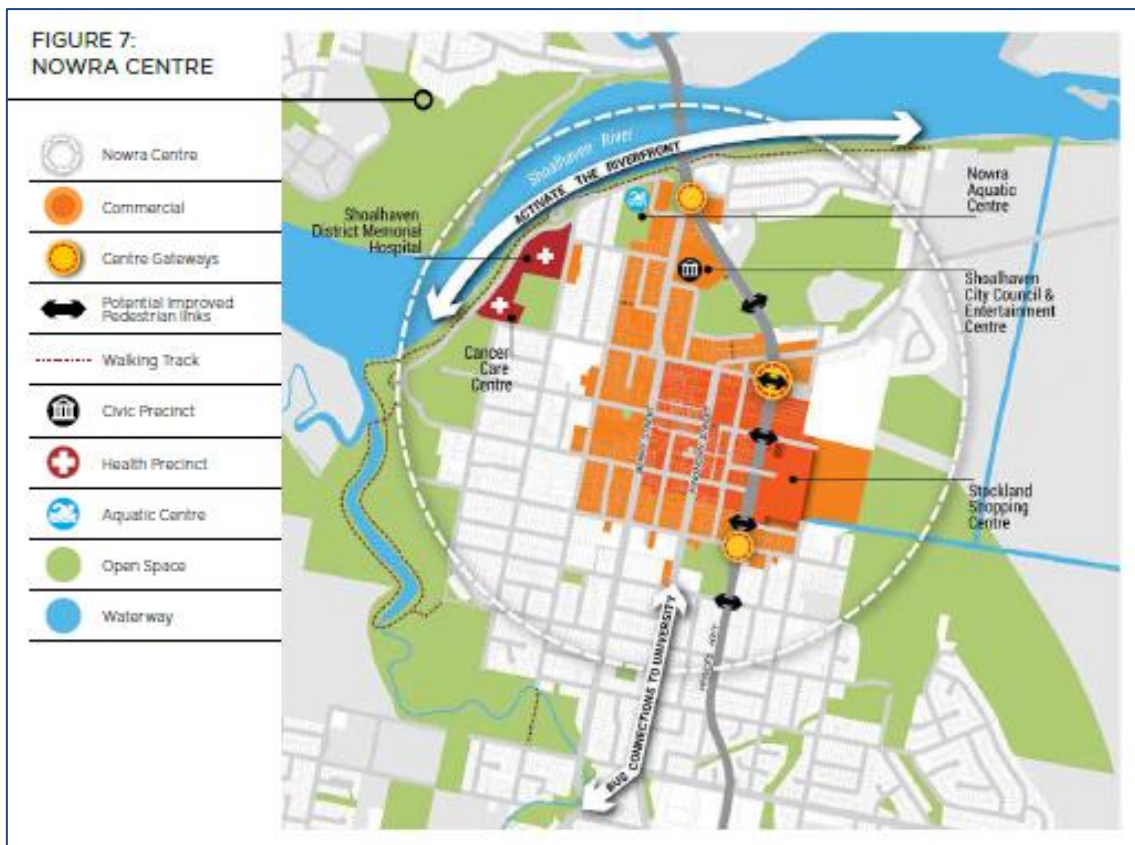
Shoalhaven City Council is already working to renew and revitalise the Centre to encourage new business opportunities through the:

- CBD Urban Design Masterplan;
- Nowra CBD height and floor space ratio planning controls; and
- Nowra CBD Revitalisation Strategy.

The priorities are to increase public transport use, better integrate walkways and cycleways, improve pedestrian connections across the highway, and better integrate recreational uses around the Shoalhaven River and the commercial activity in the Centre. As Nowra Centre grows it will be important to coordinate local and State infrastructure.

The NSW Government will:

- coordinate State agency input into precinct planning activities; and
- identify Shoalhaven District Memorial Hospital's capacity for growth, and consider opportunities to accommodate future expansion.



Nowra CBD Revitalisation

National Stronger Regions, Round 3, Grant Application - Overview

The project will address a number of social issues and support economic opportunities through a program of infrastructure and assets renewal to improve the amenity, function and long term future of the Nowra CBD. This will not only protect existing employment, it will also create new, long-term jobs. The project has significant support from businesses, property owners and investors.

The program of works contained within the submitted application (March 2016), includes 13 separate sections of streetscape renewal/work which will substantially complete the major elements of the overall Nowra CBD streetscape strategy:

- ❖ *Streetscape & Pocket Park Corner of Moss and North Streets* - Park design & construction, quality paving, seating, tree planting, pergola, and sculpture.
- ❖ *Streetscape Renewal - North Street, from Graham Street to Moss Street* - full width honed concrete footpath, seating, raised planter boxes.
- ❖ *Streetscape Renewal - North Street from Moss Street to O'Keefe Avenue* - upgrade includes full width honed concrete footpath.
- ❖ *Streetscape Renewal - North Street from Berry Street to Kinghorne Street* - upgrade of full width honed concrete paving, and street trees.
- ❖ *Streetscape Renewal - North Street from Kinghorne Street to O'Keefe Avenue* - upgrade with full width paving, seating, and street trees.
- ❖ *Streetscape Renewal - Berry Street from Worrigea Street to Junction Street* - Café blister, traffic calming and landscape works, landscaped pedestrian crossing accessing Medical Center. Streetscape upgrade: full width paving, seating, raised planters.
- ❖ *Streetscape Renewal - Berry Street from Junction Street to North Street* - upgrade to Post Office corner: full width paving, seating, raised planters, street trees, to repair trip hazards. Landscaped pedestrian crossing linking supermarket, Library and Art Gallery to parking and Post Office.
- ❖ *Streetscape Renewal - Egans Lane & Jellybean Park Precinct* - Provision of traffic calming and pedestrianisation of laneway adjacent to newly created Jellybean Park.
- ❖ *Streetscape Renewal - Schofields Lane* - Provision of lighting, way finding linking the bus interchange to main streets, seating, shelter, murals to shop walls, landscaped pedestrian crossing linking Junction Street (main CBD street) through Rodway Arcade to Bus Interchange.
- ❖ *Streetscape Renewal - Fitzgerald Lane* - Mural to north side walls on building, complementing the recently completed Kinghorne Street upgrade. Replace kerb and gutter to both sides & upgrade footpath to improve vital link from carpark to a major CBD street.

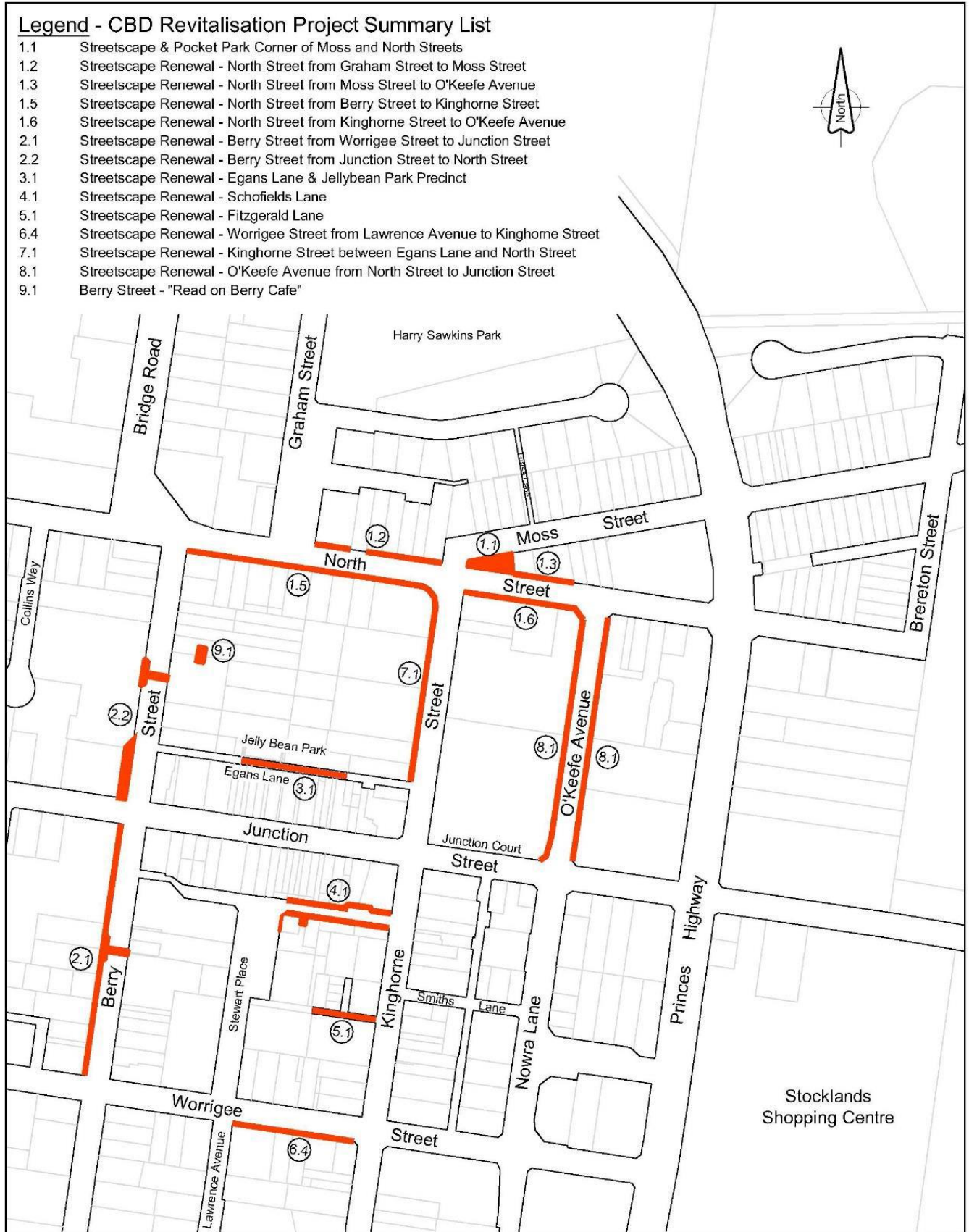
- ❖ *Streetscape Renewal - Worrige Street from Lawrence Avenue to Kinghorne Street* - upgrade using full width honed concrete pavement and seating.
- ❖ *Streetscape Renewal - Kinghorne Street between Egans Lane and North Street* - upgrade using full width honed concrete pavement, seating & trees.
- ❖ *Streetscape Renewal - O'Keefe Avenue from North Street to Junction Street* - Footpath upgrade with honed concrete + Stoneset®infill to the western side, and tree planting.

The final element of the program is the:

Read on Berry Café - The proposed café will link two key community facilities, the Shoalhaven City Arts Centre (SCAC) and the Nowra Library. It will enhance and add economic value to this existing cultural precinct. The creation of a café linking the SCAC and Nowra Library is a cornerstone of a precinct Master Plan developed by Council. Inclusion of a café has been identified as a central strategy to increase engagement, dwell time and customer satisfaction of users of the SCAC and Library.

The café concept is based on a net available area of 56.4m² providing an approximate seating capacity of 41 seats. Demand for the café will be generated from visitors to the SCAC and the Library, supported by increase programming and exhibition launches.

Note: The location of the different elements of the program are shown graphically on the following map.



Nowra Town Centre

National Stronger Regions Grant Proposal - Round 3

Kay Bowley

From: James Caldwell Real Estate <jcaldwellre@shoalhaven.net.au>
Sent: Friday, 8 July 2016 1:20 PM
To: scott.baxter@raywhite.com; Mark Crowther; Mark Crowther; Annie Aldous; George Parker; Brendan Goddard; Sivan; Benjamin Stewart; Russ Pigg; Tim Fletcher
Cc: Brooke Aldous; Jo Gash; Patricia White; jcaldwellre@shoalhaven.net.au
Subject: FW: Proposed Lease - Hyper Hyper Coffee
Attachments: Concept Plan.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Hi All,

E-mail is self-explanatory.

Given the location and the fact that council have a long term plan to acquire 6m of the site, we have the opportunity to comment on this application.

Would you please prepare any comments you wish to make for next meeting, 28th July 2016.

If you are unable to make the meeting I would be happy to table any comments on your behalf provided however they are forwarded to me in writing (by e-mail or otherwise).

Aye

JJJ

Brooke,

Can you please add to the agenda.

Tks,

JJJ

From: Michael Park [mailto:Michael.Park@shoalhaven.nsw.gov.au]
Sent: Friday, 8 July 2016 12:29 PM
To: 'James Caldwell Real Estate'
Subject: Proposed Lease - Hyper Hyper Coffee

Hi James

Council has received a submission/request on behalf of the owner of Hyper Hyper to lease the eastern portion of land adjoining the coffee shop on Moss Street, Nowra (over the existing informal car park).

The Revitalisation Committee (through me) have been asked to comment on this request. There is a short turn around period for the comments, so the matter needs to be considered before the next Committee meeting.

The proposal is for the space to be landscaped and used as a Community Garden. I have attached the concept plan that was submitted to Council.

Are you able to circulate this request amongst the Committee members and determine whether the Committee would like to comment on the proposal. If so, you can send the Committee's response to me and I will forward to Council's property officer on the Committees behalf.

If you have any questions, please let me know.

Thanks

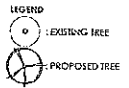
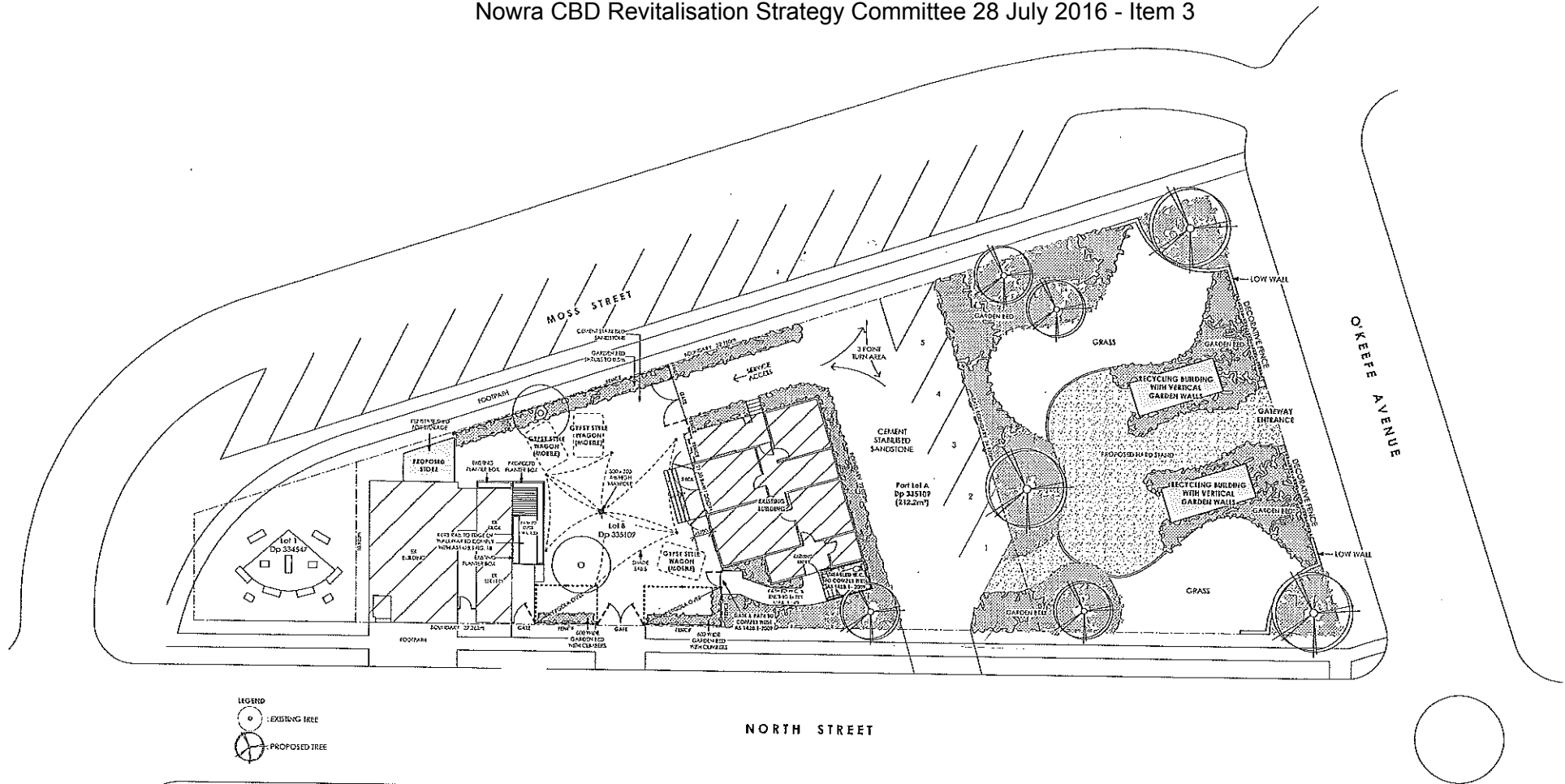
Michael Park
Strategic Planner
Shoalhaven City Council

02 4429 3596
Bridge Rd (PO Box 42) Nowra NSW 2541
Michael.Park@shoalhaven.nsw.gov.au
www.shoalhaven.nsw.gov.au



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Site Plan Concept

Scale 1:200 @ A2

NORTH 	<p>Art House</p> <p>P.O. Box 268, Victoria N.S.W. 2540 Phone: 02 4443 7893, 0411 162 551 Fax: 02 4443 7892 Email: art@house-design.com.au Web: art@house-design.com.au</p>	PROJECT Proposed Recycling & Environmental Education Operation	JOB NO. 1220 G
		ADDRESS 2 Moss St., Nowra	NO. IN SET 1
CLIENT Phillip de Pulford		SHEET NO. 1	
REVISIONS	LOT / DP Lot B, Dp 1607	SCALES As Shown	DWG. DATE June 2016

Kay Bowley

From: Brendan Goddard <bgoddard@macey.com.au>
Sent: Monday, 4 July 2016 9:00 AM
To: James Caldwell; Annie; 'Mark Crowther'; 'George Parker'; scott.baxter@raywhite.com
Cc: Brooke Aldous
Subject: FW: TV Advertising Olympics (Aug) + Pre Holidays proposal
Attachments: Nowra CBD Rvitalisation Committee (Pre Holidays).pdf; Survey #3, 2016 Woll-Sth Cst Tot Network shares (Apr-May) Key Demo's..pdf; Rio Olympics 30 and 15 sec packages (8 x Opts) Woll-Sth Cst.pdf; PRIME7 RATINGS RELEASE - PRIME7 Makes History in Wollongong as No.1 Television Network.pdf

Follow Up Flag: Follow up
Flag Status: Flagged

Dear Team,

Attached and below is some information on TV advertising from Prime 7. Andrew from Prime has seen what the Revitalisation Committee has been doing and thought there is a lot of good stuff to talk about and thought he would present this to us for our consideration.

I told him we hadn't considered TV advertising as of yet and that we do have budget constraints however, I told him I would pass this onto to the committee for discussion.

Brooke, if you could put this on the Agenda of our next meeting for "general discussion".

Also please note that I will unfortunately be an apology for the next meeting.

Regards,

Brendan Goddard Company Director

Find us online: macey.com.au



Macey Insurance Brokers Pty Ltd

Level 2, 24 Berry Street, Nowra, NSW 2541

Tel: 02 4421 5055

PO Box 825 Nowra NSW 2541

From: Andrew.Patterson@prime7.com.au [mailto:Andrew.Patterson@prime7.com.au]

Sent: Friday, 1 July 2016 3:07 PM

To: Brendan Goddard

Subject: TV Advertising Olympics (Aug) + Pre Holidays proposal

Hi Brendan,

Thank you for returning my call, I appreciate your time,.

As discussed, I have attached an email copy of the RIO Olympics packages , plus also a suggested Airtime package the Nowra CBD Revitalisation Committee could run in the week prior and during week one of Holiday periods across the year.

I would suggest making 2 - 3 brand positioning 15 sec TV Commercials with a 'Live in the now, visit Nowra CBD today' themed message (just a suggestion), promoting Fun and lifestyle, shopping and the professional service sector the CBD has to offer, aimed at different demographics (EG: Families, Younger, older age groups) for business or pleasure.

The local Signal area I am offering, covers all of the Shoalhaven, South Coast, the Highlands and Illawarra, plus will

reach areas that are up to a couple of hours drive outside the area, which will give you access to locals and also reach visitors at home, before they travel down to the Shoalhaven area, which is something no other of the local media can offer as well as TV can.

Prime7 is your number one local station and has a higher share of Viewers in the key buying demographics than any other (Please refer to ratings attached) and can deliver an emotional connection with viewers, which is also something that other media can't do as well.

The RIO Olympics Telecast is Exclusive and is expected to attract the majority share of TV viewers and as this is such a high profile event, there is a real opportunity for the committee to reach a lot of TV Viewers.

The other attachment is an Airtime package I suggest you could run (This can easily be tailored to suit your budget) in the week prior and through the first week of each/any of the Holiday periods through the year.

In addition to this, with the Affiliation changes that have just occurred with Channel 9, TEN, WIN and Southern Cross, the confusion and unknowns to come will only help viewers to favour Prime7, as we can offer consistency, reliability, as we are totally unaffected by the changes (Channel 7 and Prime7 have a deal in place until 2019)

If you could please pass on this information and the documents attached to the committee for consideration and feedback, it will be appreciated.

If there are any questions at all, please don't hesitate to contact me.

Kind Regards,

ANDREW PATTERSON
SALES EXECUTIVE



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T: 02 4421 8107 F: 02 4421 5858
M: 0414 606 772

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**A SWEP-OCT 2016
PROPOSAL
to
NOWRA CDB REVITALISATION COMMITTEE
from**



PRESENTED BY: ANDREW PATTERSON

AGENCY:

DATE: Friday, 1 July 2016

Proposed Schedule for 7Mate Wol, Fsc, 7Two Wollongong, PRIME7 Wol, Fsc

Advertiser: **CBD REVITALISATION COMMITTEE**
 Product: **Tourism**
 Demographic: **Total People***
 Ratecard: **2016 Local**

Peak: **37%**
 Off-Peak: **63%**

15 Sec Placements air for Two Weeks

Booking Group: **PRIME7 Wol, Fsc**

Week	Days	Time	Program	15	TOT Spots	1,000's	CPM
18/9/16	SMTWTFS	06:00-29:59	Bonus Spots	4	4	44.74	\$0.00
18/9/16	·MTWTF·	07:00-11:00	Sunrise/Morning Show	3	3	32.07	\$4.40
18/9/16	·MTWTF·	11:30-11:59	Seven Morning News	2	2	4.88	\$5.74
18/9/16	·MTWTF·	12:00-16:00	Afternoon Programs	2	2	16.58	\$2.41
18/9/16	·MTWTF·	16:00-16:59	7 Afternoon News	3	3	48.17	\$1.56
18/9/16	··W··	19:00-19:29	Home And Away	1	1	26.05	\$8.21
18/9/16	····F·	19:00-20:29	Better Homes And Gardens	1	1	31.92	\$9.52
18/9/16	····S	07:00-09:59	Weekend Sunrise	1	1	14.98	\$2.60
18/9/16	····S	19:00-20:59	Family Movie	1	1	13.05	\$9.27
25/9/16	SMTWTFS	06:00-29:59	Bonus Spots	4	4	44.74	\$0.00
25/9/16	S····	07:00-09:59	Weekend Sunrise	1	1	13.23	\$3.48
25/9/16	S····	19:00-19:59	Sunday Night	1	1	46.25	\$9.06
25/9/16	·MTWTF·	07:00-11:00	Sunrise/Morning Show	3	3	32.07	\$4.58
25/9/16	·MTWTF·	11:30-11:59	Seven Morning News	2	2	4.88	\$6.15
25/9/16	·MTWTF·	12:00-16:00	Afternoon Programs	3	3	24.88	\$2.53
25/9/16	·MTWTF·	16:00-16:59	7 Afternoon News	2	2	32.11	\$1.62
25/9/16	·MTWTF·	17:00-17:59	The Chaser Australia	1	1	30.26	\$2.91
25/9/16	·MT···	19:30-20:29	Big Music Quiz/Zumbo's Desserts	1	1	40.78	\$12.53
25/9/16	··T···	19:00-19:29	Home And Away	1	1	36.30	\$6.17
25/9/16	····S	18:00-18:59	Seven Nightly News	1	1	25.23	\$6.26
Total PRIME7 Wol, Fsc				38	38	563.15	\$4.79

Booking Group: **7Mate Wol, Fsc**

Week	Days	Time	Program	15	TOT Spots	1,000's	CPM
18/9/16	SMTWTFS	06:00-29:59	Bonus Spots	3	3	7.61	\$0.00
18/9/16	SMTWTFS	12:00-17:59	7Mate Discount Afternoon	3	3	8.33	\$3.96
18/9/16	SMTWTFS	18:00-22:29	7Mate Discount Peak	2	2	13.85	\$8.09
25/9/16	SMTWTFS	06:00-29:59	Bonus Spots	3	3	7.61	\$0.00
25/9/16	SMTWTFS	12:00-17:59	7Mate Discount Afternoon	3	3	8.33	\$3.96
25/9/16	SMTWTFS	18:00-22:29	7Mate Discount Peak	2	2	13.85	\$8.52
Total 7Mate Wol, Fsc				16	16	59.59	\$4.97

Booking Group: **7Two Wollongong**

Week	Days	Time	Program	15	TOT Spots	1,000's	CPM
18/9/16	SMTWTFS	06:00-29:59	Bonus Spots	3	3	7.27	\$0.00
18/9/16	SMTWTFS	12:00-17:59	7Two Discount Afternoon	4	4	8.00	\$4.00
18/9/16	SMTWTFS	18:00-22:29	7Two Discount Peak	2	2	16.25	\$4.06
25/9/16	SMTWTFS	06:00-29:59	Bonus Spots	3	3	7.27	\$0.00
25/9/16	SMTWTFS	12:00-17:59	7Two Discount Afternoon	4	4	8.00	\$4.00
25/9/16	SMTWTFS	18:00-22:29	7Two Discount Peak	2	2	16.25	\$4.19
Total 7Two Wollongong				18	18	63.02	\$3.14

TOTAL SPOTS: 72 (Plus Extra Bonus/Fill)

Grand Total ex GST \$3,300.00
GST \$330.00

Grand Total: \$3,630.00

Reference: APA16070101

Generated: 01-July-2016

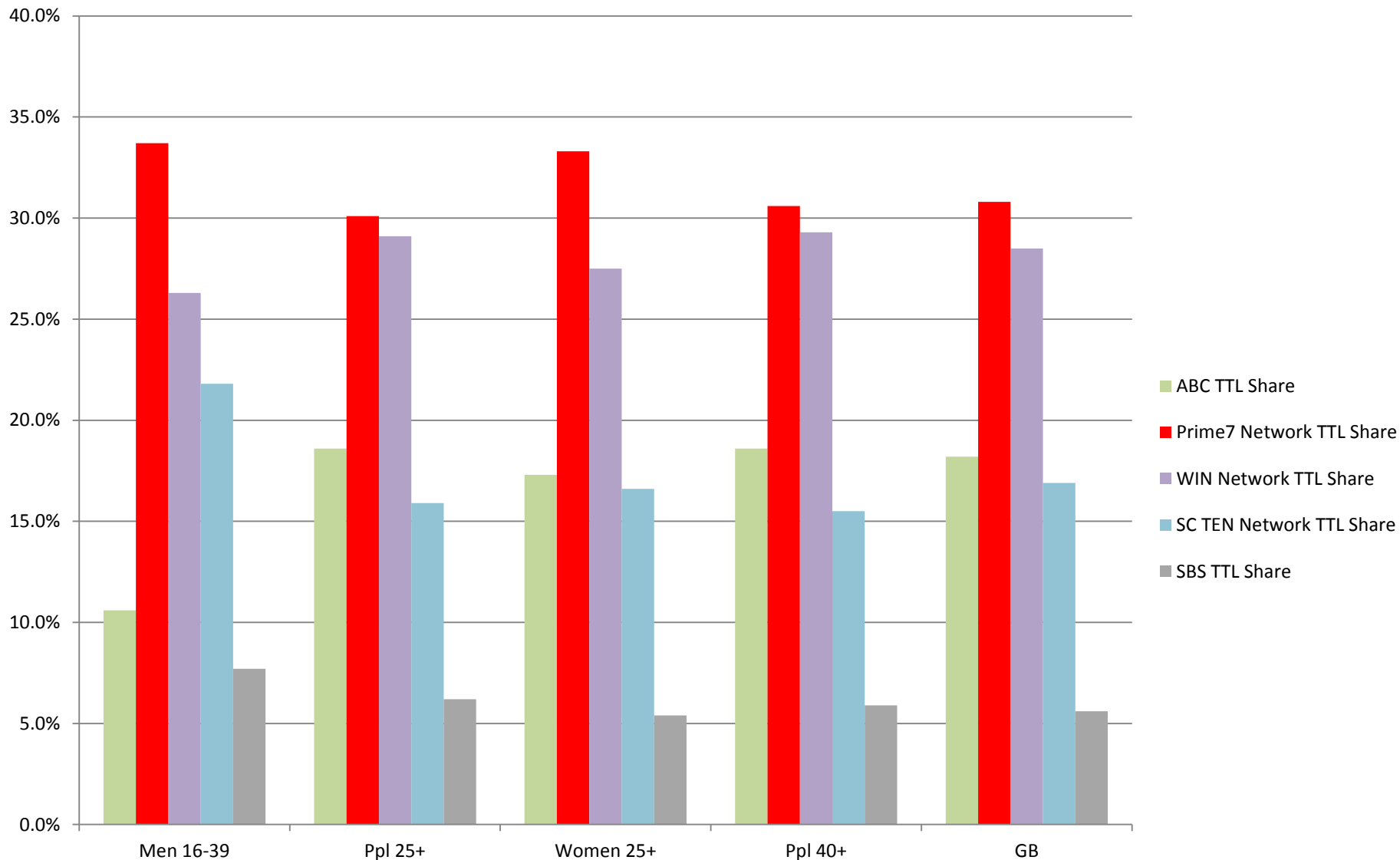
Ad Executive: Andrew Patterson

Terms: Spot placement and R.O.S subject to availability

LIVE SPORT & SPECIAL EVENTS

Spot placement may alter day or traditional day part zones due to LIVE SPORT & SPECIAL EVENTS . Spot movement will not result in a spot credit or spot rate reduction. Seven Affiliate Sales / Prime7 guarantees the LIVE SPECIAL EVENT audience across the event or campaign period.

WOLLONGONG-SOUTH COAST NETWORK SHARES (Survey #3: April-May 2016)



Source: Regional TAM Survey #3, 2016 (April-May) Total Overnight Network Shares Wollongong-South Coast Su-Sa 0600-2400





Australia's Olympic Network

Wollongong-South Coast

15 sec Rio Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7		
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	1	1
Afternoon hits – best of the week	1600-1800	Prime7	1	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	2	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	2	2
Sunrise				
Olympic Sunrise	0600-0900	Prime7	2	2

Total Commercial Content	36 x 15 second commercials
Cost	\$ 2 700
GST	\$ 270
Total Cost	\$ 2,970

Package Acceptance: Please fill in below and return Fax (02) 4421 5858 | E: andrew.patterson@prime7.com.au | M: 0414 606 772

Business Name

Date

Accepted By (Please print)

Signature



30 sec Rio Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7		
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	1	1
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	2	2
Afternoon hits – best of the week	1600-1800	Prime7	1	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	2	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	2	2
Sunrise				
Olympic Sunrise	0600-0900	Prime7	1	1

Total Commercial Content	34 x 30 second commercials
Cost	\$ 4,500
GST	\$ 450
Total Cost	\$ 4,950

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Business Name

Date

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15 sec Games Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7		
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	1	1
Afternoon hits – best of the week	1600-1800	Prime7	1	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	2	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	3	3
Sunrise				
Olympic Sunrise	0600-0900	Prime7	3	3

Total Commercial Content	40 x 15 second commercials
Cost	\$ 3,050
GST	\$ 305
Total Cost	\$ 3.355

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Business Name

Date

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30 sec Games Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7		
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	2	2
Afternoon hits – best of the week	1600-1800	Prime7	2	2
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	4	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	2	2
Sunrise				
Olympic Sunrise	0600-0900	Prime7	1	1

Total Commercial Content	40 x 30 second commercials
Cost	\$ 5,600
GST	\$ 560
Total Cost	\$ 6,160

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Business Name

Date

Accepted By (Please print)

Signature



15 sec Event Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7		
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	3	3
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	3	3
Afternoon hits – best of the week	1600-1800	Prime7	2	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	2	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	3	3
Sunrise				
Olympic Sunrise	0600-0900	Prime7	3	3

Total Commercial Content	47 x 15 second commercials
Cost	\$ 3,700
GST	\$ 370
Total Cost	\$ 4,070

Package Acceptance: Please fill in below and return Fax (02) 4421 5858 | E: andrew.patterson@prime7.com.au | M: 0414 606 772

Business Name

Date

Accepted By (Please print)

Signature



30 sec Event Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7	1	1
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	2	2
Afternoon hits – best of the week	1600-1800	Prime7	1	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	4	2
Morning Early	2400-0600	7Two/7Mate	4	4
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	3	3
Sunrise				
Olympic Sunrise	0600-0900	Prime7	2	2

Total Commercial Content	48 x 30 second commercials
Cost	\$ 8,500
GST	\$ 850
Total Cost	\$ 9,350

Package Acceptance: Please fill in below and return Fax (02) 4421 5858 | E: andrew.patterson@prime7.com.au | M: 0414 606 772

Business Name

Date

Accepted By (Please print)

Signature



15 sec Medallist Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7	1	
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	1	1
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	3	3
Afternoon hits – best of the week	1600-1800	Prime7	2	1
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	2	2
Morning Early	2400-0600	7Two/7Mate	2	2
Morning	0600-1200	7Mate/7Mate	4	4
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	3	3
Sunrise				
Olympic Sunrise	0600-0900	Prime7	3	3

Total Commercial Content	46 x 15 second commercials
Cost	\$ 4,050
GST	\$ 405
Total Cost	\$ 4,455

Package Acceptance: Please fill in below and return Fax (02) 4421 5858 | E: andrew.patterson@prime7.com.au | M: 0414 606 772

Business Name

Date

Accepted By (Please print)

Signature



30 sec Medallist Package

	Time	Channel	Spots Week 1	Spots Week 2
Rio Central – Prime7				
Primetime	1900-2130	Prime7	1	1
Night	2130-2400	Prime7	1	1
Morning early	2400-0600	Prime7	2	2
Morning/ Daytime	0600-1300	Prime7	2	2
REPLAY/Highlights – Prime7				
Afternoon replays	1300-1800	Prime7	4	4
Afternoon hits – best of the week	1600-1800	Prime7	2	2
Rio Central – Multi Channels				
Night	2130-2400	7Two/7Mate	4	4
Morning Early	2400-0600	7Two/7Mate	4	4
Morning	0600-1200	7Mate/7Mate	8	8
Replays/Highlights – Multi Channels				
Afternoons	1200-1800	7Mate	4	4
Sunrise				
Olympic Sunrise	0600-0900	Prime7	3	3

Total Commercial Content	70 x 30 second commercials
Cost	\$ 10,900
GST	\$ 1090
Total Cost	\$ 11,990

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Issued: Sunday 29th November 2015

PRIME7 MAKES HISTORY IN WOLLONGONG BECOMES NO.1 MOST WATCHED TELEVISION NETWORK

PRIME7 has made history in the Wollongong region, outrating the market incumbent WIN Television for the first time ever, to become the **NO.1 MOST WATCHED TELEVISION NETWORK**.

Results released today by ratings provider Regional TAM, show PRIME7 has ended the official 2015 Television Survey Period with a Network Audience Share of **29.6%** between 6.00pm – Midnight, Sunday to Saturday. Across the same period, WIN recorded a Network Audience Share of 29.3%. Southern Cross TEN has a Network Audience Share of 17.2%.

Commenting on the milestone, PRIME Chief Executive Officer, **Mr Ian Audsley** said: “It’s great to see our brand resonate so strongly with the people of the Illawarra and South Coast region and that obviously encourages us to look for new ways to further our engagement, but it means we now have to peddle even harder to stay in front. We don’t take anything for granted.”

- **PRIME7 is Number One in 2015 with a Network Share of 29.6%**
- **PRIME7 outrates WIN by 0.3 points and Southern Cross TEN by 9.7 points**
- **PRIME7 wins 19 of 40 Survey weeks**
- **PRIME7 delivers No.1 Regular Program on Television in 2015 with MY KITCHEN RULES**
- **PRIME7 delivers Top 6 Regular Programs on Television in 2015**
- **PRIME7 delivers 13 of the Top 20 Regular Programs on Television in 2015**
- **PRIME7 delivers 8 of the Top 20 Most Watched Programs on Television in 2015**
- **PRIME7 wins Sunday, Monday, Tuesday and Wednesday nights in 2015**

Free-To-Air Network Primetime (6.00pm – Midnight) Shares %, Total People*:

ABC	PRIME7	WIN	SCTEN	SBS
18.0	29.6	29.3	17.2	5.9

STAY CONNECTED WITH PRIME7



PRIME7 DOMINATES THE MOST WATCHED PROGRAMS IN 2015

- **MY KITCHEN RULES–WINNER ANNOUNCED** is the most watched non-sport event on television
- Reality programs **MY KITCHEN RULES, HOUSE RULES** and **THE X FACTOR** dominate viewing
- **WINTER** is the most watched drama series on television
- **800 WORDS** is the most watched new series on television
- **DOGS MAKE YOU LAUGH OUT LOUD** is the most watched special on television
- **THE FORCE** is the most watched observational documentary on television
- **DOWNTON ABBEY** is the most watched international drama series on television
- **BETTER HOMES AND GARDENS** is the most watched lifestyle program on television
- **SUNDAY NIGHT** is the most watched public affairs program on television
- **INSIDE THE SEIGE: THE UNTOLD STORY** is the most watched news special on television
- **MELBOURNE CUP CARNIVAL: THE RACE** is the most watched sporting event on PRIME7

TOP 20 REGULAR PROGRAMS 2015

1	MY KITCHEN RULES-MON	PRIME7	80,656
2	MY KITCHEN RULES-WED	PRIME7	73,824
3	MY KITCHEN RULES-THU	PRIME7	72,988
4	MY KITCHEN RULES-TUE	PRIME7	72,721
5	MY KITCHEN RULES-SUN	PRIME7	61,144
6	WINTER	PRIME7	58,265
7	NATIONAL NEWS SUNDAY	WIN	54,207
8	HOUSE RULES-SUN	PRIME7	52,905
9	HOUSE RULES - WHOLE HOUSE REVEAL	PRIME7	52,282
10	800 WORDS	PRIME7	52,267
11	HOUSE RULES-TUE	PRIME7	52,088
12	MARRIED AT FIRST SIGHT	WIN	51,221
13	THE VOICE -SUN	WIN	50,608
14	LIVE THURSDAY NIGHT FOOTBALL	WIN	50,410
15	HOUSE RULES-MON	PRIME7	49,882
16	LIVE FRIDAY NIGHT FOOTBALL	WIN	47,703
17	THE X FACTOR-TUE	PRIME7	46,569
18	NATIONAL NEWS	WIN	46,381
19	WIN NEWS	WIN	45,633
20	HOUSE RULES-WED	PRIME7	44,908

TOP 20 ALL PROGRAMS 2015

1	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 2ND - MATCH	WIN	134,027
2	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - MATCH	WIN	120,552
3	RUGBY LEAGUE GRAND FINAL	WIN	107,523
4	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - MATCH	WIN	104,748
5	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 3RD - PRE MATCH	WIN	88,962
6	STATE OF ORIGIN RUGBY LEAGUE QLD V NSW 2ND - PRE MATCH	WIN	88,223
7	STATE OF ORIGIN RUGBY LEAGUE NSW V QLD 1ST - PRE MATCH	WIN	84,255
8	RUGBY LEAGUE GRAND FINAL PRESENTATION	WIN	83,019
9	MY KITCHEN RULES-WINNER ANNOUNCED	PRIME7	81,387
10	MY KITCHEN RULES-MON	PRIME7	80,656
11	RUGBY LEAGUE GRAND FINAL ENTERTAINMENT	WIN	80,129
12	MY KITCHEN RULES-GRAND FINAL	PRIME7	75,092
13	MY KITCHEN RULES-WED	PRIME7	73,824
14	MY KITCHEN RULES-THU	PRIME7	72,988
15	MY KITCHEN RULES-TUE	PRIME7	72,721
16	MASTERCHEF AUSTRALIA - THE WINNER ANNOUNCED	Southern Cross TEN	70,864
17	DOGS MAKE YOU LAUGH OUT LOUD	PRIME7	68,015
18	ANIMALS MAKE YOU LAUGH OUT LOUD	PRIME7	67,264
19	TEN'S V8 SUPERCARS ROUND 10: BATHURST D3 PODIUM	Southern Cross TEN	65,998
20	THE BLOCK TRIPLE THREAT -AUCTIONS	WIN	65,217

Source: Regional TAM – Survey Year 2015 to date: Sunday 8th February – Saturday 28th November (excluding Easter 29th March – 11th April 2015), Shares based on Consolidated Data to Friday Week 48 and Overnight Data to Saturday Week 48, Shares: 6.00pm to Midnight Total People (and other demographics as listed), FTA, Wollongong, Ranking Reports based on “All Day”, “Regular Programs” are programs airing three or more times.