RADIO STATION PARTNERSHIP
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A BIG FOOT PRINT

AFL Indigenous Broadcasting via the National Indigenous Radio Service (NIRS) is a well-established national AFL program distribution service that has been in operation for more than 20 years.

In a landmark new 6 year deal negotiated with the AFL at the beginning of 2017, we are excited to announce that the weekly broadcast of our service is now available to ALL Indigenous and Community Licensed radio stations across the nation.

That's right, Nationwide!

Regardless of your stations licensed transmission area, you now have the option to add a high quality coverage of Australia’s favourite game to your weekly schedule, increasing listenership and adding value to your programming.
Australian Football is well entrenched in the fabric of Australian culture and has experienced quite a journey since its humble beginnings 160 years ago (1857) when the primary objective was to keep Australian cricketers fit during off-season.

On 7th August 1858 the code's first recorded match was played between Scotch College and Melbourne Grammar School. This uniquely Australian game quickly increased in popularity and in 1896 the Victorian Football League and 12 foundation clubs were established.

The line-up of 12 clubs would remain unchanged until 1987 when the competition expanded to become what we now know as the Australian Football League and a professional 18-team national competition that inspires and empowers millions of Australians and is firmly cemented as part of our national culture.

The AFL brings all Australians together. No matter where they live millions of Australians watch, read, listen, talk and share their love and passion for this unique and powerful game.

We pride ourselves on the delivery of an AFL coverage that is unique, entertaining and engaging.

With the combination of some of Australia’s highest rated AFL callers, past players as well as fresh up and coming talent, our coverage is commercial quality, designed for community broadcasters with an Indigenous flavour.

Our aim is to ensure the sustainability of our product by growing our audience reach within the Indigenous and community broadcasting sector. By providing the service to all community broadcasters we are also creating direct benefit to stations looking to increase their local profile and grow their annual sponsorship revenue.
The AFL seeks to use Australian Football as the vehicle to improve the quality of life in communities throughout Australia and are committed to working in partnership with NIRS, Indigenous people and other stakeholders to improve the following at a grass roots level:

Employment
Education
Health
Participation

The AFL acknowledges Indigenous Australians are Traditional Custodians of this land and the importance their contribution, skills, knowledge, experience and culture has to the growth of the game. They recognise family life is the core of Aboriginal community life and these relationships involve particular sets of social and cultural obligations, customs, values, traditions and their special relationship with the land.

“We understand and are now starting to fully appreciate the significant contribution that the indigenous population makes to this incredibly, unique Australian game”

Gillion McLachlan | AFL CEO
The AFL has been a vital supporter of NIRS for the past 20 years and recognise the power we have to bring communities together, no matter how remote, through a mutual love of our unique National game.

We are seeking to expand our footprint and increase our value to Australian communities by engaging like-minded and community focused stations around Australia.

NIRS broadcasts approximately 100 games across the year every Friday, Saturday and Sunday including finals and the Grand Final with highly respected indigenous three-time premiership player and former Lion star Chris Johnson along with Ash and Cory McGrath, Aaron Davey, Peter “Crackers” Keenan, Gilbert McAdam and the very popular former AFL umpire Glenn James and contributions from Micheal O’Laughlin and Brownlow medal and Australian of the Year recipient Adam Goodes.

On and off field, NIRS keeps all Australians up to date on every major story that breaks across the AFL and provides a vehicle for your station to benefit financially through advertising sales during the broadcast by becoming a partner.

There is no cost for stations to broadcast what is an established, unique, professional and well-respected coverage.

FLEXIBLE, NO COST, SIMPLE, RELIABLE

The AFL Indigenous Media product is available to your organisation totally free of financial charge. It can be rebroadcasted start to finish in its entirety or you may choose to sell and run sponsorship into the scheduled breaks via local panel operation.

It can be easily accessed by VAST receiver or streamed through a high quality internet connection via our “Live Stream”.

Each week there are a minimum of three AFL games covered and up to five per round. This includes the entire finals series and of course the grand final. Across the season, your station will receive our weekly schedule and choose which games to broadcast.

In some cases, your radio station may be the only station in your region covering a particular AFL match.
EXPERIENCE THE POSITIVE OUTCOME OF YOUR INVOLVEMENT

By partnering with one of the most trusted and respected sporting brands in the world, your involvement will enhance community recognition for your station and create options to develop cause-related marketing programs that directly and positively impact sales, finances and the communities you serve.

Ask us how your station can access our marketing specialist to assist in the development of localised sponsorship packages that will win your organisation new clients even if you don’t have a local sponsorship representative.

Regardless of the questions you may have, our team is here to provide answers to you and your people. We look forward to welcoming your station into the AFL Indigenous Broadcasting family and working with you to make sure that your community gets the most out of your involvement.

For more information on the partnership opportunities that are available, please contact:

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