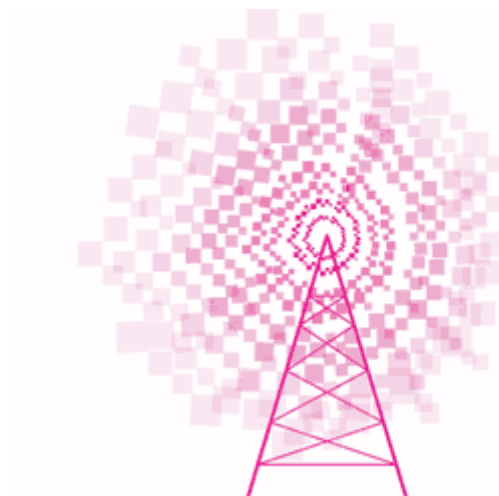


Digital Radio Roadshow



Half day symposium

Perth - East Central TAFE - Friday, 31 August

Melbourne - AFTRS Docklands - Friday, 27 July - [Photos from the Melbourne event](#)

Adelaide - Art Gallery of South Australia, 15 June - [Photos from the Adelaide event](#)

Brisbane - AFTRS Brisbane - Friday, 11 May - [Photos from the Brisbane event](#)

[Hear from the digital radio roadshow](#) (mp3, 1MB)

No matter who you are or what job you do, if you work in radio you need to know about the new opportunities and challenges that digital radio brings to our industry.

AFTRS Digital Radio Roadshow will travel around Australia to provide informative and inspirational speakers about how digital radio will work in Australia and what you can do to be part of it. Successful seminars have already been held in Sydney, Brisbane and Adelaide.

A half day industry seminar to continue building momentum and inform the radio industry about digital radio. AFTRS will provide the information you need to start planning for the roll out of digital radio from 2009. The Roadshow aims to inspire and stimulate innovative content creation ideas.

The symposium will cover:

- How Digital Works and how it fits into the multimedia landscape
- Digital Radio Policy - briefings from CRA, CBAA, ABC and ACMA on sector policy positions
- How Digital Radio is working in Australia
- "Up-selling" and how Digital Radio can Value Add
- Transferring your Brand to Digital Radio
- Program Directing in the Digital Radio Era
- Studios and Staffing for Digital Radio

The seminar will conclude with an **Industry Networking Event** with radio colleagues to discuss the new opportunities digital radio brings to the way we reach, speak to and interact with our audiences.

Here's what some of the people who attended the Seminar said about it:

The symposium was a great opportunity to meet with industry professionals in all sectors and learn about the future of radio.

Simon Baker Senior Producer Bay FM

An excellent afternoon well spent on learning exactly how Digital Radio will positively change our communication processes, which should lead to vastly improved interactive communication between consumers and providers.

Ric Nilson, Managing Director, Ric Nilson Advertising

Very well organised.

Danielle Dunsmore

I'll be teaching the next generation of digital radio journalists so I found this seminar extremely useful in painting the 'big picture' about digital radio and providing the opportunity to drill down into more detail where and when necessary.

John Austin, Journalist in Residence, UQ, School of Journalism and Communication

Cutting edge information and analysis. No crap, as you might find in a pure industry seminar. No hype, no promotion. Just honest and open enquiry.

Chris Lawe Davies, Senior Lecturer, University of Queensland, School of Journalism and Communication

Was very informative on the direction Digital Radio is heading in Australia and other places in the world.

Julie Tyson, Director, ICEA Aboriginal Corporation

Other comments included:

This was my first short course at AFTRS & I was really impressed, not only was the course amazing it was great to have the chance to network after as well. Thank you & I look forward to doing more courses in the future!

I found the symposium to be educational and interesting. The speakers were all good and the symposium to me was a success.

I am such a beginner on digital radio ... so the big picture information and explanation was valuable.

The variety of different speakers, it was amazing that we had speakers who are usually competitors I guess in the one room working together.

The ABC and SBS speakers were not preaching government propaganda - and proved to be very informative, balanced and honest.

Open enquiry. Peer atmosphere. Lots of learning.

Digital Radio Roadshow - Brisbane

Industry Roadshow seminars to build momentum and inform the radio industry about digital radio are being held across the country.



Roadshows have now been held in Sydney and Brisbane, with Adelaide, Melbourne and Perth still to come this year and other capitals and regional centres next year.

AFTRS will provide information needed to start planning for the roll out leading up to the switch on date. The seminar aims to inspire and stimulate innovative content creation ideas and deliver information for the technical setup of digital radio.



At this week's Brisbane seminar AFTRS Head of Radio Steve Ahern told the audience:

"The passage of the Digital Radio Bill through federal parliament today is very timely, just before the AFTRS Digital Radio Roadshow comes to Brisbane. AFTRS has gathered a range of industry leaders to speak at the Roadshow Seminar to promote a greater understanding

of the new technology and inspire radio employees to use it to its best advantage. Digital Radio will be on air in Brisbane in less than two years now that the legislation has passed."

Australians will be able to enjoy one of the best digital radio services in the world following the passing of legislation in Federal Parliament, allowing for digital radio to be rolled out in the state capitals by 1 January 2009.

To be notified when applications open for the next Roadshow Seminar, [click here](#) and fill in your contact details

Photos from the Brisbane Digital Radio Roadshow









Digital Radio Roadshow - Adelaide

The first ever digital radio broadcast in Adelaide happened at the AFTRS Digital Radio Roadshow on 15 June 2007.

Using AFTRS' own digital radio transmitter and content provided by Commercial Radio Australia, course participants were able to hear and see digital radio broadcast for the first time ever in South Australia.

This is the transmitter and digital radios set up outside in the courtyard of the Adelaide Art Gallery. The transmitter is at the centre of the table.



CRA's Richard Morris explains the hardware needed for digital radio.



AFTRS Head of Radio, Steve Ahern, listens to the broadcast inside the theatre on a portable digital radio.



Steve James from Commercial Radio Australia gives the course participants some ideas on how to 'sell' digital radio.



Barry Melville (from the CBAA), Margaret Cassidy (from the ABC) and Joan Warner, (CEO of Commercial Radio Australia), explain how the sectors have worked together on digital radio.



Participants at the Adelaide Digital Radio Roadshow held at the Art Gallery of South Australia.



To register for the Melbourne Roadshow [click here](#).

Digital Radio Roadshow - Melbourne

The Digital Radio Roadshow came to Melbourne on Friday 27 July, at the AFTRS training building in Docklands.

Using AFTRS' own digital radio transmitter and content provided by Commercial Radio Australia, course participants were able to hear and see digital radio broadcasts and participate in discussions with a range of high level expert speakers.

See photos of the event below.











The next Digital Radio Roadshow will be held in perth at East Central TAFE lecture theatre on Friday 31 August 2007.