

Greater Springfield Welcomes Channel 9 in a National First

Channel 9's expansion into the emerging city of Greater Springfield and news of a first-of-its-kind formal agreement to both educate and train local university students, has been welcomed by the community and hailed as forward thinking by business leaders.

Over recent weeks the broadcaster's engineers and technicians have been fitting-out a prime-site broadcasting studio and news desk in the heart of the rapidly growing Springfield Central CBD. While the location will operate as a news gathering point for the wider region and the Western Corridor, Greater Springfield's founder and city visionary Maha Sinnathamby said the bureau puts Nine at the epicentre of community activity and the population and business investment boom being experienced across Greater Springfield's six suburbs.

"Firstly, they are just metres from the soon-to-be finished second stage of Robelle Domain with its South Bank style lagoon and parklands. Robelle routinely already attracts large crowds and events, including 15,000 participants in the recent Swisse Color Run." he said.

Nine will have GE Australia's futuristic campus style state headquarters and Mirvac's massive retail expansion and super-sized cine-complex also as close neighbours. The first stage of Mater Health Services new hospital and cancer care clinic is also underway as part of a Harvard Medical School designed 52 ha health, research and wellness precinct.

Last week Nine Queensland's celebrities, TV producers and production team joined excited budding journalists and staff from the local University of Southern Queensland (USQ) campus for a meet and greet, to talk shop and take part in a promotional shoot.

With 44 per cent of the population across Greater Springfield already involved in some form of formal education, Maha said it's marvellous that Nine has decided to take up an educational role as well as being a leading broadcaster.

"I congratulate Nine's Managing Director Kylie Blucher and News Director Mike Dalton and the whole team and USQ and wish them every success."

Congratulations today also from the Greater Springfield business community. Chamber of Commerce President Ralph Breaden said his many members will be keen to engage with Channel 9. A number of forums are planned.

"The Western Corridor is the third fastest growing region in the nation and Greater Springfield is driving it.

"The businesses expanding here like GE, the big retailers and other investors are typically forward thinking and keen to capture opportunity.

"Nine in what it's doing certainly fits that description."