

## 'First on Nine' is First for Greater Springfield



Channel 9 Queensland has officially opened its Springfield News Bureau, as the national broadcaster expands to secure new avenues for audience and market share. It's only the second time in nearly 20 years that Nine has physically extended its on-the-ground presence away from Mt Coot-tha.

In the 1990s Nine established its leading Gold Coast bureau which has grown steadily and successfully as the tourist strip itself has climbed to be the state's second biggest city. Nine says it has a similar vision for the Springfield Bureau, saying the emerging city, as gate way to the Wester Corridor, is where the action happening.

Speaking at the star-studded launch, Managing Director Kylie Blucher said the impressive facility, as a media hub, can stream news and other content live. In another first, media students from the local University of Southern Queensland Campus will also use the bureau for education and training.