

Media Release

coles | Value the Australian way

Monday, 29 November 2021

Coles Radio amps up Aussie voices with entire day dedicated to Australian music

Coles will be serving up fresh tunes from home-grown talents all day tomorrow to mark the end of Ausmusic Month - an entire month dedicated to broadcasting more music from local talent over the Coles Radio airwaves.

Coles Radio, which is heard not only by customers around the country but also by hundreds of thousands of online listeners at home, champions Australian artists as part of regular programming but has amped up the local content even further throughout November, with a special focus on upcoming Australian artists to help support their work and broadcast their music to a wider audience.

Tomorrow, Coles Radio will cap off the month with an entire day's worth of programming dedicated to all-Australian music featuring the best of our backyard talent including Aussie icons like Kylie Minogue, INXS, Sia, Lime Cordiale and Birds of Tokyo, as well as new, up and coming voices like Coterie, Jordie Ireland and Kyle Pearce.

Coles is a proud supporter of Australian music, and this year we have featured songs performed by artists including Missy Higgins, Dingo Spender, Yirrn̄a Yunupin̄u and Emily Soon as part of our TV advertising campaigns.

Coles Chief Marketing Officer Lisa Ronson said Coles was passionate about supporting Australian music.

"At Coles, it's really important to us to win together and support Australian artists wherever possible, which is why we're also delighted to feature the beautiful voice of Australian artist Emily Soon in our latest Christmas campaign, continuing our tradition of championing home-grown musical talent in our marketing campaigns," Lisa said.

"We have more Australian talent than ever coming through the airwaves and inspiring customers both in and out of the supermarket, and as one of Australia's favourite commercial digital stations, we're proud to use our Coles Radio platform to amplify Aussie voices."

Coles Radio is created by NOVA Entertainment, in a unique music partnership with large Australian retailer Coles. The station is one of the top Digital Audio Broadcasting (DAB+) commercial radio stations in Australia, with a recent GFK Survey¹ revealing over 298,000 people tune in outside of the supermarket. Coles Radio can be heard in every Coles store across Australia as well as via [online streaming](#) and DAB+ radio.

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For media enquiries, please contact

Coles Media Line (03) 9829 5250 or media.relations@coles.com.au