

D75 WIN4 (Television Wollongong Transmissions Ltd (TWT))

Creator: WIN4 (Television Wollongong Transmissions Ltd (TWT)), 1960-

Historical Note: In November 1960 Television Wollongong Transmissions Ltd (TWT) was granted a licence from the Commonwealth Government to establish a commercial television station in the Illawarra. The station adopted the call-sign WIN and began broadcasting on channel 4 on March 18, 1962. The station maintained a high public profile in the Illawarra region, organising promotional activities and sponsoring various local business and social ventures. Local programs included a migrant education program *You Say the Word*, *Variety Italian Style*, a children's program *Stopwatch*, and a community affairs bulletin *Roving Eye*. In 1989 WIN4 became the founding member of the WIN Television network and a full affiliate of the National Nine Network.

Record Summary: Business records and film records - Minutes, annual reports, production reports, correspondence, program contracts, share registers, newspaper clippings, film transcripts, film reels

Collection Date Range: 1950-1986 (records), 1964-1989 (film)

WIN News Film Date Range: 1965- 1984

WIN News Transcripts Date Range: 1966- 1985

Quantity: 132 metres

Access Conditions: Restricted. Contact Archivist for more information.

Inventory: Compiled 15 March 2000. Last revised 27 January, 2017

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Descriptive Note

During May-June 1978 the University Archives, in its role as an Illawarra regional archival repository, acquired a large collection of news film (mostly 16mm, black and white or colour) from the studios of WIN4, Fort Drummond, Wollongong. The material dated from 1964 to the late 1970s.

Subsequent acquisitions brought the film collection up to 1984, however from this point on videotape became the preferred medium for news film, and the acquisition of further material did not eventuate.

In 1987 a collection of company records dating from 1950 was acquired to supplement the film collection.

The records of Television Wollongong Transmissions Ltd. (TWT), or WIN4 as it is more commonly known, highlight the company's corporate affairs. They included material on its management structure, shareholders, financial arrangements, and extensive correspondence. Both the television production side (WIN) and the administrative/financial aspects (TWT) of the company are reflected in the collection.

Apart from the various series dealing with the company's administrative activities, a number of subject files have also been created. These include:

- WIN's dealings with the Australian Broadcasting Tribunal
- scripts for a WIN program *Stopwatch*
- contras (business dealings with other companies)
- program contracts (providing information on the type of programs purchased by WIN and the methods for obtaining them)

Overall, the records of the WIN4 Collection illustrate the production and programming content of a New South Wales regional television station which was dependant upon corporate viability, and not simply public approval, for its on-going survival.

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Company History

Television Wollongong Transmissions Ltd. (TWT) was incorporated in New South Wales on 4 October 1955. Initially the company speculated on the share market and bought properties to raise capital.

In November 1960, TWT was granted a licence from the Commonwealth government to establish a commercial television station in the Illawarra. While nearby Sydney was establishing several television stations, an intervening mountain range affected the reception of those signals in the Illawarra. Therefore, despite the relatively small size of Wollongong, an independent local station became a viable project. That television station adopted the call-sign WIN and began broadcasting on channel 4 on March 18, 1962. Three additional channels were later employed by WIN (channels 3, 6 and 11), to cover the entire New South Wales South Coast reception area.

Due in part to its programming policy, support for local programming content, and a monopoly over the south coast transmission area, WIN's ratings - that is, its share of commercial station audience in the region - had reached 63% by 1973. This trend continued upwards with the transfer to colour broadcasting in the mid-seventies. WIN complemented its ratings approvals by maintaining a high public profile in the Illawarra region, organising promotional activities and sponsoring various local business and social ventures.

Local programs included a migrant education program *You Say the Word*, *Variety Italian Style*, a children's program *Stopwatch*, and a community affairs bulletin *Roving Eye*.

The station also developed and carried out subtitling systems for the Special Broadcasting Service (SBS), and relayed numerous programs from Sydney's television stations.