

# SPOTLIGHT ON ALLAN ALDWORTH

BREAKFAST RADIO ANNOUNCER,  
PERTH



Allan is one big voice and personality who wasn't afraid to start small. His first gig with Southern Cross Austereo (SCA) was in a tiny old-school studio in the country town of Narrogin. Within just eight months he got promoted to Bunbury's Triple M, reaching audiences across the South West. Now he's on Hit with his co-host Carly, broadcasting the breakfast show from Broome to Bunbury and beyond in every regional area of WA.

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## Give us your bbq pitch. What do you do?

I'm a breakfast announcer broadcasting across the whole of regional HIT radio, entertaining West Aussies from Broome and Kununurra, all the way down to Albany and Esperance, and even out to the Cocos and Christmas islands! And it's not just back-to-back tunes, it's like a live podcast with different daily topics and guest interviews. And some podcasting too. It's lots of fun.

## Did you always plan to work in this industry?

I didn't really know exactly what I wanted to do when I left school. Movie director was on my wish list, but I didn't have the grades for uni and didn't want to take on years of study. So I went to work at Subway while pursuing another passion of mine running a pro wrestling company in Port Kennedy. That was great for a while, but the money wasn't, so I started working at the casino as a croupier. It was a better paid job, but I really wanted a career.

## So, how did you get into radio broadcasting?

I went along to a careers expo while I was at the casino. I had no plan, I just knew I needed to do something with my life. I went in there with my eyes and mind wide open and got handed a flyer for the TAFE course in radio broadcasting. I'd never really thought about it before. I never knew you could go for this kind of career without a million A-plus grades. This was obtainable for me, so I gave it my all and it got me fully industry ready. Students who make it through their second year of study often get hired straight from this course into radio broadcasting, and I was one of them.

My first gig was up in Broome working for Spirit radio for eight months, then I hopped back to Perth to broadcast to the top half of regional WA. So, I'd landed the top broadcasting job at Spirit in less than a year! But I wanted more, set my sights on working for SCA and started reaching out to get some feedback and mentoring from industry pros like Phil Vinciullo to really fine-tune my skills.

## How would you describe yourself?

I wasn't a big achiever at school, but I've always been a creative entertainer. As a kid, I loved doing song parodies, telling jokes, looking at stuff a bit differently and finding the humour in everyday life. But I never found a channel for that creativity until I found radio, and that flicked the go-get switch in me. I really wanted this, and I wanted to be the best I could be. My tutors would say, this is something that you'll get better at with time, but I wanted to be better now!

## What do you love most about the industry?

The listeners. I'd never be arrogant and say I'm making a difference to people's lives, but when listeners stop you in the street to tell you that you make a difference to their day, that's awesome. It's not like being a TV or film celebrity, where everyone wants to get your autograph and snap a selfie with you. As a radio announcer, people you've never met before see you as one of their best mates and love being in your company. Listeners come up to you and want to carry on the conversation you were having on air earlier that day, so they can say what they want to say. People don't get timid, they want to chat with you. It's my favourite thing.

## What's the best part of your job?

I love working my own hours. I don't clock in at nine and leave at five. Creativity doesn't really fit that old-school concept of a working day, and it never worked for me. In my job, I rock up at 4.30am and I'm there for as long as the job takes – collaborating with my co-host and producer and broader team. And even when I'm at home or driving, I'm still thinking about ideas.

## What's your best advice for anyone starting out?

Listen to lots of radio and get a broader picture of broadcasting than just one show. And be mentally prepared to put the hours and effort into your study. That doesn't mean you need to go all in for two intensive years. You can always take a break and come back to it (I took some time out to get married after my first year). I've seen students really kill it for two years then burn out. You're allowed to take time out to look after your health and wellbeing.

## And what's next for you?

Right from the start, I've always had my sights set on reaching a bigger market. I'd love to broadcast to one of the big cities. But now I'm at the point where I know the names and faces of the people in those jobs and it feels a little awkward watching and waiting! My goal is to keep doing my job so well that people start asking why aren't you working in Melbourne, Sydney, Perth, Adelaide or Brisbane?

## Connect with Allan on LinkedIn

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