



THE GRILLE

Presented by
YOUR LOGO

The auto industry podcast backed by the best in the business

The best in the business

THE GRILLE is a high quality industry podcast for automotive professionals and motoring enthusiasts, brought to you by the best in the business.

Hosted by Greg Rust, Shane Jacobson and Geoff Gwilym, each episode covers industry news and features a well-known personality from the world of automotive, entertainment, business, or motorsport.


THE GRILLE is a great way for you to be associated with these personalities, and the reach and influence they have on social media and in the automotive industry.

THE GRILLE is backed by the Victorian Automotive Chamber of Commerce, Australia's premier peak body with over 100 years of auto industry experience, and produced by LiSTNR, the company behind some of Australia's most-loved podcasts.



YOUR LOGO



 @Thrusta1


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Greg Rust

One of Australia's best-known automotive journalists and commentators with years of experience behind the microphone and in front of the camera.



 @Shane Jacobson

 @ShaneJacobson

 @theshanejacobson

Shane Jacobson

An immediately identifiable and well-loved actor, presenter and knowledgeable automotive enthusiast with fuel coursing through his veins.



 @GeoffGwilym

Geoff Gwilym

Bringing rigour and a business perspective, the VACC CEO is a respected automotive professional with decades of industry experience.



The best content

In the midst of all the digital noise out there THE GRILLE is proudly different. Boasting the best and most knowledgeable hosts, with quality content and high production values, THE GRILLE is set to become a favourite amongst listeners.

Each episode features news and views about the state of the automotive industry, and quality guests with whom auto enthusiasts will identify.

- Special guests
- Industry insights and trends
- Technical specialists
- Motorsport and motoring passion
- Entertainment



The Listeners

THE GRILLE is promoted to automotive professionals (executives, sales and service staff, workshop technicians, and more), motoring enthusiasts and motorsport fans.

All these people buy automotive products and services. THE GRILLE is a great way for you to connect with this engaged audience.



The opportunities

Naming rights sponsor

Exclusive company logo placement on THE GRILLE logo and other assets

30-second live or pre-recorded read per episode

In-show audio promotion

Exclusive CEO interview with Greg Rust and Shane Jacobson

Quarterly product update from CEO

Tagging on all VACC, Shane Jacobson and Greg Rust THE GRILLE social media posts

Opportunity to feature across VACC's aggregated environment

Advertising partner

15-second live or pre-recorded read per episode

Annual product update from CEO

Tagging on all VACC, Shane Jacobson and Greg Rust THE GRILLE social media posts

Opportunity to feature across VACC's aggregated environment

Connect with the
industry that services
millions of motorists



72,500
Businesses



385,000
Jobs



\$39 billion
Economy



19.8 million
Vehicles



*"Come on,
join the
team!"*



Contact
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VACC
You're in good hands

YOUR LOGO


LISTNR