

NOWRA

Nowra, located 160 kilometres south of Sydney via the Princes Highway, is the major commercial centre of the City of Shoalhaven, and is situated on the Shoalhaven River on the south coast of NSW. Nowra is close to the many popular natural and cultural features of the Shoalhaven and Southern Highlands districts.

2ST and Power FM are based in Nowra but broadcast to much of the South Coast. The stations' licence area touches the southern edge of Wollongong and extends up into the Southern Highlands, covering Bowral and Mittagong. 2ST has translators at Bowral and Ulladulla as well as the main transmitter at Nowra.

With a population of over 170,000 people, the stations' licence area is one of the larger regional radio markets in NSW. The Shoalhaven district attracts tourists from both Sydney and Canberra. Tourism is believed to double the area's population on weekends during summer.

In comparison to the 2011 census, the population of the radio licence area of Nowra has increased by 6.99% to 176,381. Over 59% of the population is aged over 40 years. The birthplace for 82% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 30,989 people attending an educational institution, 44% were either in infants or primary school, 35% were in secondary school, 9% at TAFE and 11% at University or another tertiary institution. Of the 73,333 people who already have a tertiary qualification, 32% have a degree and 68% have a certificate, diploma or another tertiary qualification.

There is a high level of home ownership in the region. Of the total dwellings (66,106), 44% are owned outright and 30% are mortgaged. Private rental properties represent 19% of total dwellings.

24% of the total households (65,870) in Nowra have a household income range between \$21,000 – \$41,999pa, 25% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa. 22% of households have a household income over \$104,000pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the region. The major industries around Nowra include tourism, manufacturing and the presence of the Australian Navy.

AGRICULTURE

Dairy farming is prominent on the South Coast, with local farms supporting almost 40 thousand dairy cattle and 30 thousand beef cattle. The area also supports over nearly 14 thousand sheep and lambs.

A high volume of fruit is grown in the Nowra region with over 8 thousand orchard trees (including nut trees) producing 15 thousand kilograms of apples and nearly 1 thousand kilograms of peaches.

EMPLOYMENT

The majority (53%) of the labour force of 74,627 is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Manufacturing/Electricity Gas Water and Waste Services/Construction.

The area has a relatively large retail sector to support both the local population and tourism. The naval base at Jervis Bay accounts for a relatively large number of government employees in the area.

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	76,215	80,626	156,841	88.92%
0-9 years	10,009	9,531	19,540	11.08%
10-17 years	8,408	8,215	16,623	9.42%
18-24 years	5,947	5,299	11,246	6.38%
25-39 years	12,143	12,468	24,611	13.95%
40-54 years	16,022	17,401	33,423	18.95%
55-64 years	12,738	13,867	26,605	15.08%
65-74 years	12,521	13,201	25,722	14.58%
75+ years	8,436	10,175	18,611	10.55%
Total 2011 population	80,680	84,179	164,859	
Total 2016 population	86,224	90,157	176,381	100%
% change 2011-2016			6.99%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	39864	53.42%
Part-time employed	26787	35.89%
Not stated employed	3978	5.33%
Unemployed	3998	5.36%
Total labour force	74627	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,079	1.64%
\$7,750 – \$20,999	3,493	5.3%
\$21,000 – \$41,999	15,908	24.15%
\$42,000 – \$77,999	16,136	24.5%
\$78,000 – \$103,999	7,080	10.75%
\$104,000 – \$129,999	5,600	8.5%
\$130,000 – \$155,999	3,231	4.91%
\$160,000 – \$181,999	1,969	2.99%
\$182,000 – \$207,999	1,579	2.4%
\$208,000+	2,618	3.97%
Not stated	7,177	10.9%
Total households	65,870	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	17,649	36.62%
Couple families – No children	22,902	47.52%
Single parents	7,293	15.13%
Other families	354	0.73%
Total families	48,198	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	22,641	32.07%
Technicians & trade workers/ Community & personal service workers	20,561	29.13%
Clerical & administrative workers	8,107	11.48%
Sales workers	6,987	9.9%
Machinery operators & drivers/Labourers	11,237	15.92%
Not stated	1,061	1.5%
Total	70,594	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	1,814	2.6%
Mining	553	0.79%
Manufacturing/Electricity, gas, water & waste services/Construction	12,156	17.45%
Wholesale trade/Retail trade/ Accommodation & food services	14,863	21.33%
Transport, postal & warehousing/ Information, media & communications	3,090	4.43%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	5,048	7.24%
Professional scientific & technical services	3,681	5.28%
Public administration & safety	5,874	8.43%
Education & training/Health care & social assistance	16,170	23.21%
Arts & recreation services	930	1.33%
Other services	2,647	3.8%
Not stated	2,850	4.09%
Total	69,676	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	860,522
Alcoholic beverages	116,283
Clothing & footwear	159,351
Household furnishings & equipment	229,376
Furniture & floor covering	77,368
Household appliances	55,247
Household services & operation	176,710
Medical care & health expenses	301,701
Motor vehicle purchase	198,131
Motor vehicle running costs	493,835
Recreation	627,721
Recreational & educational equipment	159,112
Holidays	293,850
Personal care	103,917

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	6,990	6,610	13,600	7.71%
Secondary	5,344	5,497	10,841	6.15%
TAFE	1,286	1,546	2,832	1.61%
University	1,253	2,463	3,716	2.11%
Total	14,873	16,116	30,989	17.57%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	28,963	43.81%
Mortgaged	19,881	30.07%
Private rental	12,729	19.26%
Housing authority/Not stated	3,855	5.83%
Other tenure type	678	1.03%
Total dwellings	66,106	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	23,355	13.24%
Certificate	49,978	28.34%
Total	73,333	41.58%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,411	7.49%
\$450 – \$799 per month	983	5.22%
\$800 – \$999 per month	1,031	5.47%
\$1,000 – \$1,799 per month	6,442	34.18%
\$1,800 – \$2,399 per month	4,137	21.95%
\$2,400 – \$2,999 per month	1,826	9.69%
\$3,000 – \$3,999 per month	1,370	7.27%
\$4,000+ per month	832	4.41%
Not stated	814	4.32%
Total mortgaged dwellings	18,846	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	2,760	4.17%
1 vehicle	23,645	35.72%
2+ vehicles	37,192	56.18%
Not stated	2,604	3.93%
Total	66,201	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	85,613
Cereal crops – Wheat for grain – Production (t)	472
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	2
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	4,027
Vegetables for human consumption – Tomatoes – Total production (t)	78
Vegetables for human consumption – Total area (ha)	315
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	15,238
Fruit & nuts – Nectarines – Production (kg)	512
Fruit & nuts – Peaches – Production (kg)	976
Fruit & nuts – Nuts – Total trees (no.)	35
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	8,802
Fruit & nuts – Grapes – Total area (ha)	145
Livestock – Sheep & lambs – Total (no.)	13,978
Livestock – Dairy cattle – Total (no.)	39,077
Livestock – Meat cattle – Total (no.)	30,491

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	53,619	80.75%
Internet not accessed from dwelling	11,039	16.63%
Not stated	1,741	2.62%
Total	93,132	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	69,743	72,309	142,052	82.39%
Europe	5,794	6,034	11,828	6.86%
Africa & Middle East	238	221	459	0.27%
Asia	754	1,050	1,804	1.05%
Americas	227	286	513	0.3%
Other	7,823	7,943	15,766	9.14%
Total	84,579	87,843	172,422	100%