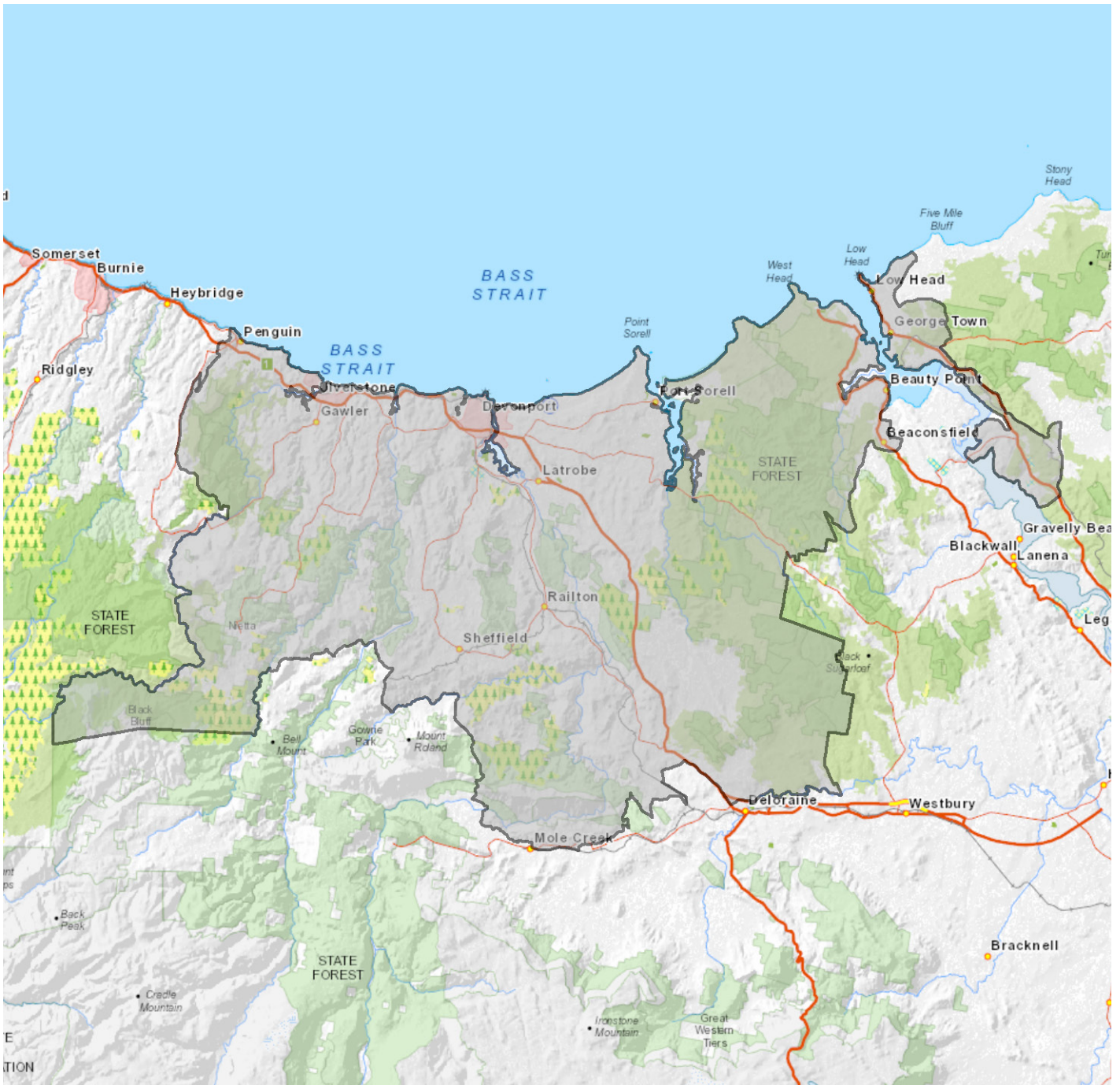


DEVONPORT

7AD FM • SEA FM DEVONPORT



Station Name	7AD FM	Sea FM Devonport
Call Sign	7AD	7DDD
Frequency	98.9 MHz	107.7 MHz
Network	Grant Broadcasters	Grant Broadcasters
Address	2 Hillcrest Road, Devonport, TAS 7310	2 Hillcrest Road, Devonport, TAS 7310
Phone	03 6424 1919	03 6424 1919
Fax	03 6424 9613	03 6424 9613
Email	reception@7ad.com.au	devonport@seafmtas.com.au
Web Address	7ad.com.au	devonport.seafmtas.com.au
Description of Content/Format	Adult Contemporary	Hot Adult Contemporary
Demographic Profile of Station Audience	35-64	18-39

DEVONPORT

Devonport, at the mouth of the Mersey River, is the business and retail centre for the rich farmland of the Mersey Forth region, and the commercial centre for the Municipalities of Devonport, Kentish, Latrobe and Central Coast. It includes the population centres of Devonport, Ulverstone, Latrobe, Sheffield and Railton.

Often referred to as the Gateway of Tasmania; it is the starting point for visitors heading off to Cradle Mountain, Tasmania's world famous tourist destination. It is the major passenger port on the North West Coast. The Bass Strait ferry service featuring the Spirit of Tasmania One and Spirit of Tasmania Two operate a daily passenger, vehicle and freight service between Melbourne and Devonport with over 430,000 passengers annually.

The Devonport airport is situated approximately 7 kilometres east of the city and Qantaslink offer four flights to Melbourne daily. Searoad Shipping operate 2 roll on roll off vessels for general freight between Devonport and Melbourne. Cement Australia has exported cement products from Railton to Melbourne since 1926.

Devonport's main CBD is on the western side of the Mersey River and includes the parnaple centre, a multi purpose building housing the Devonport City Council, Devonport Library, Devonport Online Access Centre, the parnaple arts centre and the impressive parnaple convention centre with stunning views of the Mersey River. The CBD also features Providore Place, an all-weather modern pavilion that showcases the North-West region, where the city connects with the farms, the place to see the newest and freshest products from Tasmania.

Sheffield in the Kentish municipality lies 23 kilometres inland from Devonport, has long been the rural hub for the Mount Roland area. The Sheffield area is well known for its high quality butterfat production via dairy farming. It is also known as the Town of Murals featuring over 60 murals depicting the area's rich history and beautiful natural scenery painted on walls throughout the town and buildings along the roadside. The murals attract an estimated 200,000 people to the town annually.

Latrobe, 8 kilometres south-east of Devonport, has a chocolate factory specialising in Belgium chocolates, the main shopping district includes a number of hotels, cafes, restaurants, antique shops and boutiques. The Mersey Community Hospital is located in Latrobe.

Ulverstone, 21 kilometres west of Devonport on the mouth of the Leven River is one of Tasmania's largest towns. The town is part of the Central Coast Council. There is rich farming land in this part of Tasmania, which makes it attractive and prosperous, and this stretch of the Coast attracts an increasing number of retirees.

In comparison to the 2011 census, the population of the radio licence area of Devonport was fairly steady, increasing marginally by 0.38% to 74,991. Over 57% of the population is aged over 40 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

13,198 people or 18% of the population were attending an educational institution in 2016; of these, 48% were in infants or primary, 32% were attending a secondary educational institution, 8% attending university or another tertiary institution and 12% attending TAFE. 25,601 people (34%) already have a tertiary qualification; of these, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Devonport is an old farming district. The area is home to many third and fourth generation farming families. This is reflected in the high level of home ownership. Of the total dwellings (29,382) in Devonport, 39% are owned outright and 32% are mortgaged. Private rental properties represent 20% of total dwellings.

30% of the total households (29,217) in Devonport have a household income range between \$21,000 – \$41,999pa, 26% between \$42,000 – \$77,999pa, 10% between \$78,000 – \$103,999pa, and 16% over \$104,000pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the district.

AGRICULTURE

The farms in the region produced over 8.6 million kilograms of apples. The farms support over 37 thousand head of sheep and lambs, over 16 thousand meat cattle and over 20 thousand dairy cattle. The region supports over 383 thousand orchard trees (including nut trees).

The Devonport and surrounding area has rich red soils that are ideal for producing vegetable crops (beans, onions, peas, potatoes etc) and very significant values of cereals, oil poppies, pyrethrum and other crops.

Simplot Devonport processes around 60,000 tons of vegetables for Birds Eye and Edgell frozen vegetable brands each year. They are proud supporters of Tasmanian food manufacturing employing more than 300 people at the Devonport site.

The Simplot Ulverstone potato processing plant employs over 400 people, the factory sources its potatoes from over 300 local growers and processes over 250,000 tons of potatoes each year turning them into 150,000 tons of frozen french fries.

EMPLOYMENT

The majority (51%) of the labour force of 32,385 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.

DEVONPORT

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	32,206	34,259	66,465	88.63%
0-9 years	4,360	4,166	8,526	11.37%
10-17 years	3,594	3,485	7,079	9.44%
18-24 years	2,616	2,421	5,037	6.72%
25-39 years	5,246	5,862	11,108	14.81%
40-54 years	7,230	7,794	15,024	20.03%
55-64 years	5,731	6,002	11,733	15.65%
65-74 years	4,859	5,103	9,962	13.28%
75+ years	2,930	3,592	6,522	8.7%
Total 2011 population	36,546	38,159	74,705	
Total 2016 population	36,566	38,425	74,991	100%
% change 2011-2016			0.38%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	16,496	50.94%
Part-time employed	11,376	35.13%
Not stated employed	1,953	6.03%
Unemployed	2,560	7.9%
Total labour force	32,385	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	336	1.15%
\$7,750 – \$20,999	2,024	6.93%
\$21,000 – \$41,999	8,629	29.53%
\$42,000 – \$77,999	7,649	26.18%
\$78,000 – \$103,999	3,041	10.41%
\$104,000 – \$129,999	2,084	7.13%
\$130,000 – \$155,999	1,132	3.87%
\$160,000 – \$181,999	506	1.73%
\$182,000 – \$207,999	385	1.32%
\$208,000+	501	1.71%
Not stated	2,930	10.03%
Total households	29,217	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	7,271	35.71%
Couple families – No children	9,476	46.53%
Single parents	3,486	17.12%
Other families	131	0.64%
Total families	20,364	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	7,700	25.82%
Technicians & trade workers/ Community & personal service workers	8,349	28%
Clerical & administrative workers	3,274	10.98%
Sales workers	3,065	10.28%
Machinery operators & drivers/Labourers	6,948	23.3%
Not stated	482	1.62%
Total	29,818	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	2,327	7.92%
Mining	488	1.66%
Manufacturing/Electricity, gas, water & waste services/Construction	5,624	19.15%
Wholesale trade/Retail trade/ Accommodation & food services	6,088	20.73%
Transport, postal & warehousing/ Information, media & communications	1,936	6.59%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,428	4.86%
Professional scientific & technical services	956	3.25%
Public administration & safety	1,479	5.04%
Education & training/Health care & social assistance	6,350	21.62%
Arts & recreation services	306	1.04%
Other services	1,168	3.98%
Not stated	1,224	4.17%
Total	29,374	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	308,152
Alcoholic beverages	44,070
Clothing & footwear	62,330
Household furnishings & equipment	76,028
Furniture & floor covering	22,065
Household appliances	21,418
Household services & operation	51,019
Medical care & health expenses	109,096
Motor vehicle purchase	83,563
Motor vehicle running costs	177,498
Recreation	202,846
Recreational & educational equipment	60,696
Holidays	75,535
Personal care	35,163

DEVONPORT

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	3,261	3,121	6,382	8.51%
Secondary	2,090	2,089	4,179	5.57%
TAFE	726	898	1,624	2.17%
University	282	731	1,013	1.35%
Total	6,359	6,839	13,198	17.6%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	11,543	39.29%
Mortgaged	9,331	31.76%
Private rental	5,784	19.69%
Housing authority/Not stated	2,566	8.73%
Other tenure type	158	0.54%
Total dwellings	29,382	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	6,137	8.18%
Certificate	19,464	25.96%
Total	25,601	34.14%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	856	9.75%
\$450 – \$799 per month	1,164	13.25%
\$800 – \$999 per month	1,026	11.68%
\$1,000 – \$1,799 per month	4,086	46.53%
\$1,800 – \$2,399 per month	955	10.87%
\$2,400 – \$2,999 per month	228	2.6%
\$3,000 – \$3,999 per month	126	1.43%
\$4,000+ per month	59	0.67%
Not stated	282	3.21%
Total mortgaged dwellings	8,782	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,728	5.84%
1 vehicle	9,934	33.59%
2+ vehicles	16,782	56.74%
Not stated	1,133	3.83%
Total	29,577	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	49,551
Cereal crops – Wheat for grain – Production (t)	3,209
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	804
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	4,160
Vegetables for human consumption – Tomatoes – Total production (t)	299
Vegetables for human consumption – Total area (ha)	3,378
Fruit & nuts – Avocados – Production (kg)	2,305
Fruit & nuts – Apples – Production (kg)	8,694,520
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	636
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	383,203
Fruit & nuts – Grapes – Total area (ha)	227
Livestock – Sheep & lambs – Total (no.)	37,630
Livestock – Dairy cattle – Total (no.)	20,806
Livestock – Meat cattle – Total (no.)	16,068

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	22,255	74.87%
Internet not accessed from dwelling	6,673	22.45%
Not stated	798	2.68%
Total	29,726	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	31,042	32,443	63,485	85.9%
Europe	1,795	1,863	3,658	4.95%
Africa & Middle East	49	56	105	0.14%
Asia	104	294	398	0.54%
Americas	55	61	116	0.16%
Other	3,000	3,145	6,145	8.31%
Total	36,045	37,862	73,907	100%