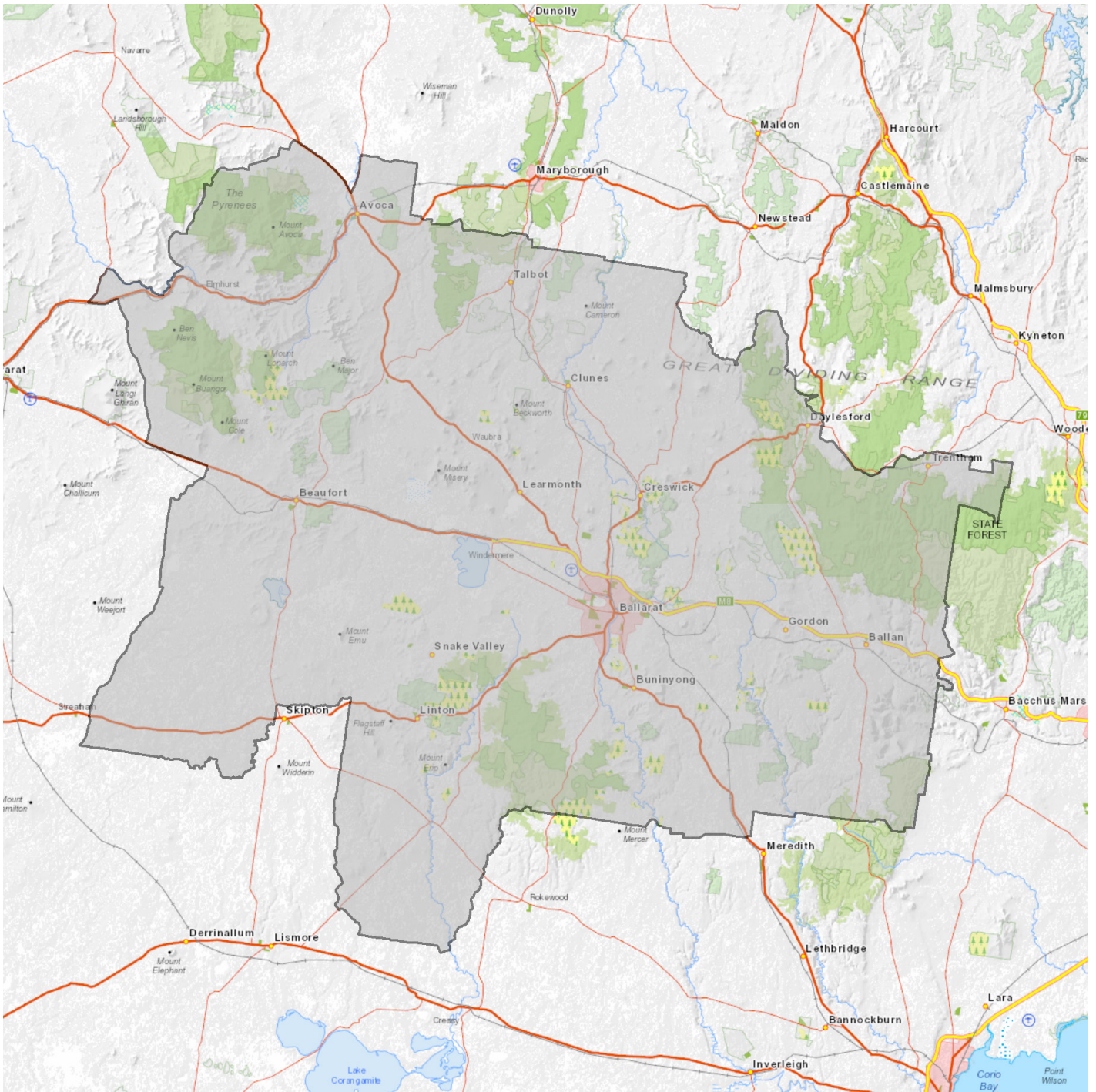


BALLARAT

POWER FM • 3BA FM



| Station Name | Power FM | 3BA FM |
|---|--|--|
| Call Sign | 3BBA | 3RBA |
| Frequency | 103.1 MHz | 102.3 MHz |
| Network | Grant Broadcasters | Grant Broadcasters |
| Address | PO Box 360, Ballarat, VIC 3353 | PO Box 360, Ballarat, VIC 3353 |
| Phone | 03 5331 1333 | 03 5331 1333 |
| Email | info@powerfm.com.au | reception@3ba.com.au |
| Web Address | powerfmballarat.com.au | 3ba.com.au |
| Description of Content/Format | Contemporary Hit Radio | Adult Contemporary/Classic Hits |
| Demographic Profile of Station Audience | 18-39 | 35+ |

BALLARAT

Ballarat is Victoria's largest inland city located to the west of Melbourne on the Western, Midland, Glenelg and Sunraysia Highways, making Ballarat a transport hub of Regional Victoria. The city is linked to Melbourne via expressway and fast-rail link, with travel time just over one hour. Ballarat is the focal point for shopping, education, commerce and medical services in Western Victoria.

In comparison to the 2011 census, the population of Ballarat has increased by 6.75% to 147,322. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Ballarat boasts substantial educational establishments including The University of Ballarat and the Australian Catholic University. Located adjacent to the University of Ballarat is the Greenhill Enterprise Centre, the only Victoria Information Technology Business Incubator outside of Melbourne.

29,560 people (20%) were attending an educational institution in 2016; of these, 42% were either in infants or primary, 32% were attending a secondary educational institution, 20% attending University or another tertiary institution and 6% attending TAFE. 57,182 people (39%) already have a tertiary qualification; of these, 37% have a degree and 63% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (55,472) in Ballarat, 36% of dwellings are owned outright and 35% are mortgaged. Private rental properties represent 22% of total dwellings.

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

AGRICULTURE

Agriculture is an important part of the local economy. Ballarat is a wool-producing district. The farms in the district support over 1 million sheep and lambs.

Ballarat also produces a range of cereal crops and has a strong dairy industry. Over 80 thousand tonnes of wheat for grain and 127 thousand tonnes of cereals for grain were produced. Ballarat's livestock yards are the largest in regional Victoria. They are the focal point for stock sales in the western and central regions of Victoria. There are over 54 thousand beef cattle and nearly 8 thousand dairy cattle.

EMPLOYMENT

The majority (53%) of the labour force of 69,369 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.

Attractions include: The Sovereign Hill, The Gold Mining Exchange, Eureka Stockade and events such as the Ballarat Begonia Festival.

BALLARAT

AGE COHORTS

| Age | Male | Female | Total | Market population |
|------------------------------|---------------|---------------|----------------|-------------------|
| 10+ years | 62,747 | 65,957 | 128,704 | 87.36% |
| 0-9 years | 9,586 | 9,032 | 18,618 | 12.64% |
| 10-17 years | 7,356 | 6,878 | 14,234 | 9.66% |
| 18-24 years | 6,463 | 6,257 | 12,720 | 8.63% |
| 25-39 years | 12,364 | 12,963 | 25,327 | 17.19% |
| 40-54 years | 14,328 | 15,304 | 29,632 | 20.11% |
| 55-64 years | 9,700 | 10,239 | 19,939 | 13.53% |
| 65-74 years | 7,997 | 8,099 | 16,096 | 10.93% |
| 75+ years | 4,539 | 6,217 | 10,756 | 7.3% |
| Total 2011 population | 67,271 | 70,733 | 138,004 | |
| Total 2016 population | 72,333 | 74,989 | 147,322 | 100% |
| % change 2011-2016 | | | 6.75% | |

LABOUR FORCE

| Employment classification | Total | Labour force |
|---------------------------|---------------|--------------|
| Full-time employed | 36,659 | 52.85% |
| Part-time employed | 24,119 | 34.77% |
| Not stated employed | 4,019 | 5.79% |
| Unemployed | 4,572 | 6.59% |
| Total labour force | 69,369 | 100% |

HOUSEHOLD INCOME

| Income range (pa) | Total | Occupied dwellings |
|-------------------------|---------------|--------------------|
| \$0 – \$7,749 | 991 | 1.8% |
| \$7,750 – \$20,999 | 3,247 | 5.9% |
| \$21,000 – \$41,999 | 13,256 | 24.09% |
| \$42,000 – \$77,999 | 13,941 | 25.34% |
| \$78,000 – \$103,999 | 6,264 | 11.38% |
| \$104,000 – \$129,999 | 4,938 | 8.97% |
| \$130,000 – \$155,999 | 2,765 | 5.02% |
| \$160,000 – \$181,999 | 1,470 | 2.67% |
| \$182,000 – \$207,999 | 1,044 | 1.9% |
| \$208,000+ | 1,702 | 3.09% |
| Not stated | 5,407 | 9.83% |
| Total households | 55,025 | 100% |

FAMILY STRUCTURE

| Type of family | Total | Total families |
|-------------------------------|---------------|----------------|
| Couple families – Children | 15,514 | 41.12% |
| Couple families – No children | 15,388 | 40.79% |
| Single parents | 6,416 | 17.01% |
| Other families | 408 | 1.08% |
| Total families | 37,726 | 100% |

OCCUPATION

| Employment classification | Total | Occupations |
|--|---------------|-------------|
| Managers/Professionals | 21,361 | 33.01% |
| Technicians & trade workers/ Community & personal service workers | 17,368 | 26.84% |
| Clerical & administrative workers | 7,848 | 12.13% |
| Sales Workers | 6,260 | 9.68% |
| Machinery operators & drivers/Labourers | 10,861 | 16.79% |
| Not stated | 1,003 | 1.55% |
| Total | 64,701 | 100% |

INDUSTRY

| Industry | Total | Workforce |
|---|---------------|-------------|
| Agriculture, forestry & fishing | 2,991 | 4.66% |
| Mining | 384 | 0.6% |
| Manufacturing/Electricity, gas, water & waste services/Construction | 11,484 | 17.88% |
| Wholesale trade/Retail trade/ Accommodation & food services | 12,754 | 19.85% |
| Transport, postal & warehousing/ Information, media & communications | 3,630 | 5.65% |
| Financial & insurance services/ Rental hiring & real estate services/ Administration & support services | 3,254 | 5.06% |
| Professional scientific & technical services | 3,289 | 5.12% |
| Public administration & safety | 3,988 | 6.21% |
| Education & training/Health care & social assistance | 16,643 | 25.91% |
| Arts & recreation services | 1,259 | 1.96% |
| Other services | 2,162 | 3.37% |
| Not stated | 2,408 | 3.75% |
| Total | 64,246 | 100% |

ANNUAL HOUSEHOLD EXPENDITURE

| Product or service | \$000's (pa) |
|--------------------------------------|--------------|
| Food & non-alcoholic beverages | 708,919 |
| Alcoholic beverages | 94,315 |
| Clothing & footwear | 135,241 |
| Household furnishings & equipment | 156,549 |
| Furniture & floor covering | 47,362 |
| Household appliances | 39,515 |
| Household services & operation | 119,141 |
| Medical care & health expenses | 228,031 |
| Motor vehicle purchase | 158,059 |
| Motor vehicle running costs | 432,983 |
| Recreation | 490,313 |
| Recreational & educational equipment | 119,427 |
| Holidays | 221,271 |
| Personal care | 86,501 |

BALLARAT

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | Market population |
|-----------------|---------------|---------------|---------------|-------------------|
| Infants/primary | 6,312 | 5,998 | 12,310 | 8.36% |
| Secondary | 4,649 | 4,722 | 9,371 | 6.36% |
| TAFE | 868 | 955 | 1,823 | 1.24% |
| University | 2,391 | 3,665 | 6,056 | 4.11% |
| Total | 14,220 | 15,340 | 29,560 | 20.06% |

DWELLING TENURE TYPE

| Tenure type | Total | Total dwellings |
|------------------------------|---------------|-----------------|
| Fully owned | 20,092 | 36.22% |
| Mortgaged | 19,462 | 35.08% |
| Private rental | 12,192 | 21.98% |
| Housing authority/Not stated | 3,407 | 6.14% |
| Other tenure type | 319 | 0.58% |
| Total dwellings | 55,472 | 100% |

UNIVERSITY QUALIFICATIONS

| Type of tertiary qualification | Total | Market population |
|--------------------------------|---------------|-------------------|
| Degree | 21,398 | 14.52% |
| Certificate | 35,784 | 24.29% |
| Total | 57,182 | 38.81% |

MORTGAGE PAYMENTS

| Monthly mortgage payment | Total | Mortgaged dwellings |
|----------------------------------|---------------|---------------------|
| \$0 – \$449 per month | 1,371 | 7.29% |
| \$450 – \$799 per month | 1,649 | 8.76% |
| \$800 – \$999 per month | 1,753 | 9.32% |
| \$1,000 – \$1,799 per month | 8,522 | 45.29% |
| \$1,800 – \$2,399 per month | 2,929 | 15.56% |
| \$2,400 – \$2,999 per month | 920 | 4.89% |
| \$3,000 – \$3,999 per month | 559 | 2.97% |
| \$4,000+ per month | 304 | 1.62% |
| Not stated | 811 | 4.31% |
| Total mortgaged dwellings | 18,818 | 100% |

MOTOR VEHICLES

| Number of cars | Total | % Total |
|----------------|---------------|-------------|
| No vehicles | 2,962 | 5.33% |
| 1 vehicle | 18,203 | 32.76% |
| 2+ vehicles | 32,201 | 57.96% |
| Not stated | 2,191 | 3.94% |
| Total | 55,557 | 100% |

AGRICULTURAL COMMODITY

| Agriculture commodity | Value |
|--|-----------|
| Area of holding – Total area (ha) | 399,492 |
| Cereal crops – Wheat for grain – Production (t) | 80,259 |
| Cereal crops – Rice for grain – Production (t) | 0 |
| Cereal crops – Barley for grain – Production (t) | 26,629 |
| Cereal crops – Sorghum for grain – Production (t) | 0 |
| Cereal crops – Total for grain – Production (t) | 127,345 |
| Vegetables for human consumption – Tomatoes – Total production (t) | 280 |
| Vegetables for human consumption – Total area (ha) | 1,931 |
| Fruit & nuts – Avocados – Production (kg) | 0 |
| Fruit & nuts – Apples – Production (kg) | 52,571 |
| Fruit & nuts – Nectarines – Production (kg) | 1 |
| Fruit & nuts – Peaches – Production (kg) | 200 |
| Fruit & nuts – Nuts – Total trees (no.) | 0 |
| Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.) | 5,207 |
| Fruit & nuts – Grapes – Total area (ha) | 465 |
| Livestock – Sheep & lambs – Total (no.) | 1,053,708 |
| Livestock – Dairy cattle – Total (no.) | 7,776 |
| Livestock – Meat cattle – Total (no.) | 54,784 |

INTERNET USAGE

| Connection | Total | Total dwellings |
|-------------------------------------|---------------|-----------------|
| Internet accessed from dwelling | 44,497 | 79.78% |
| Internet not accessed from dwelling | 9,776 | 17.53% |
| Not stated | 1,499 | 2.69% |
| Total | 55,772 | 100% |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | Market population |
|-------------------------|---------------|---------------|----------------|-------------------|
| Oceania incl. Australia | 60,438 | 63,147 | 123,585 | 85.53% |
| Europe | 2,693 | 2,832 | 5,525 | 3.82% |
| Africa & Middle East | 173 | 127 | 300 | 0.21% |
| Asia | 1,029 | 1,254 | 2,283 | 1.58% |
| Americas | 116 | 109 | 225 | 0.16% |
| Other | 6,049 | 6,524 | 12,573 | 8.7% |
| Total | 70,498 | 73,993 | 144,491 | 100% |