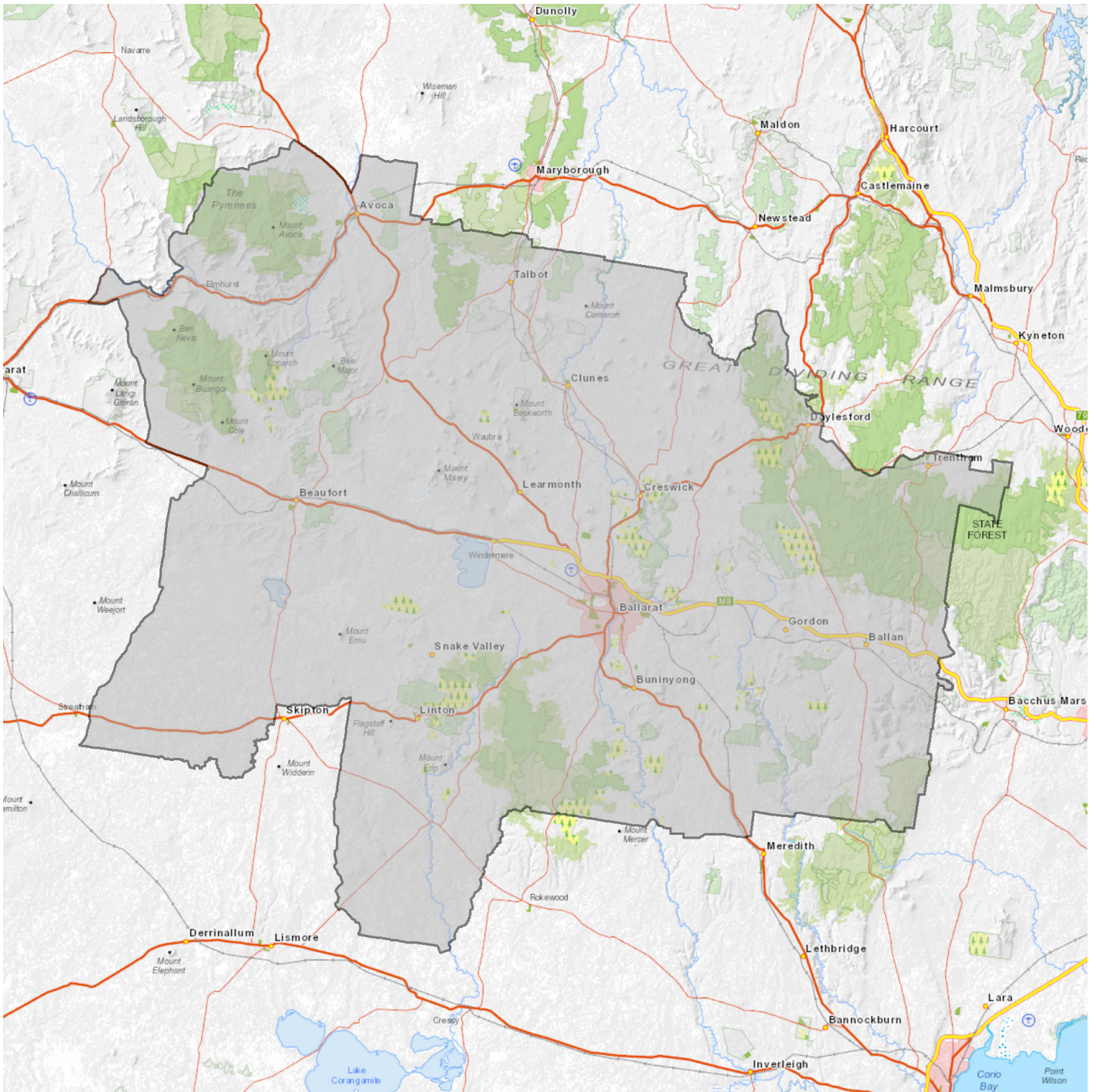


BALLARAT

POWER FM BALLARAT • 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%