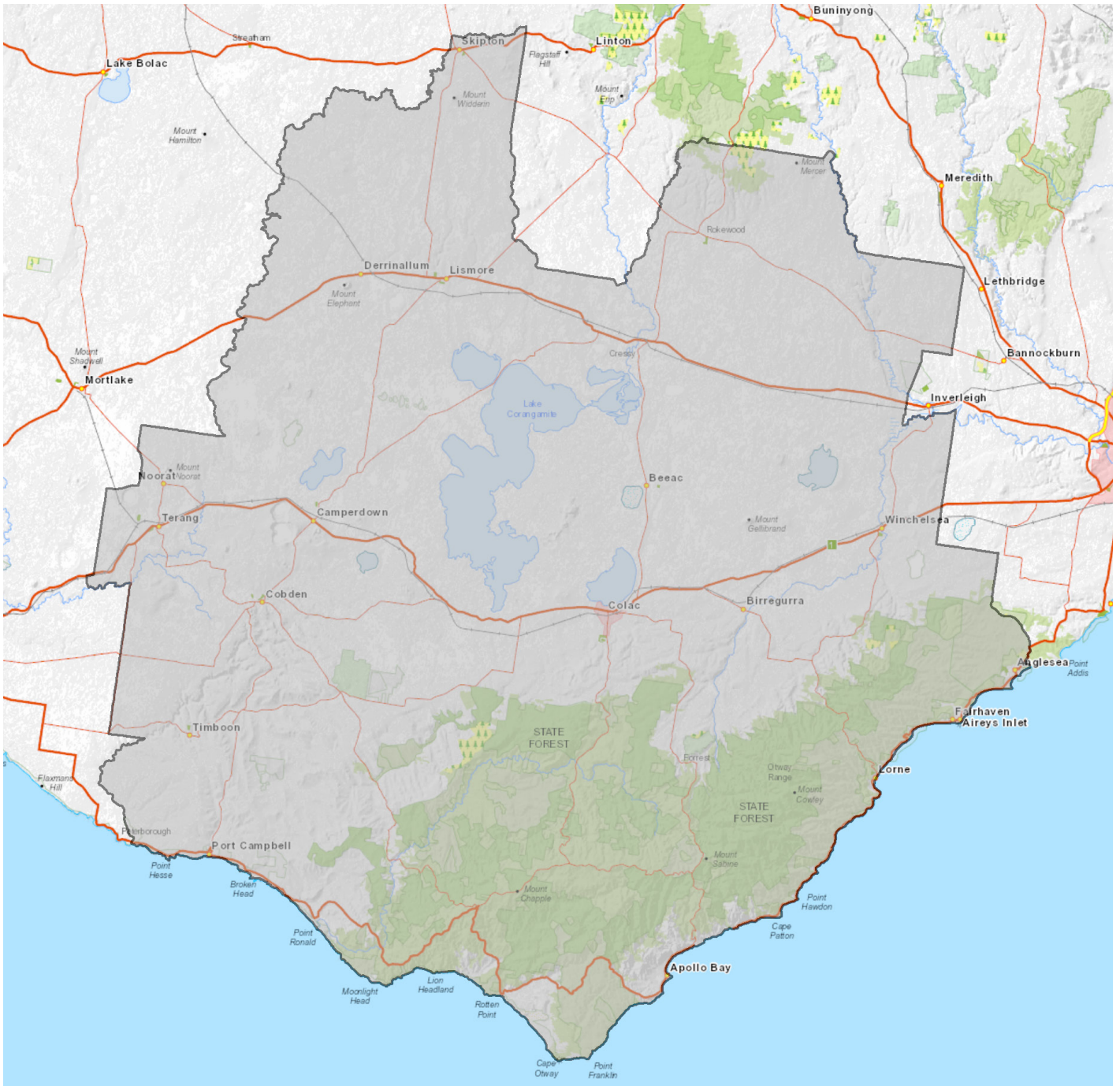


# COLAC

MIXX FM 106.3 • 3CS



<b>Station Name</b>	Mixx FM 106.3	3CS
<b>Call Sign</b>	3CCS	3CS
<b>Frequency</b>	106.3 MHz	1134 kHz
<b>Network</b>	ACE Radio Broadcasters	ACE Radio Broadcasters
<b>Address</b>	PO Box 63, Colac, VIC 3250	PO Box 63, Colac, VIC 3250
<b>Phone</b>	03 5231 5388	03 5231 5388
<b>Fax</b>	03 5231 1406	03 5231 1406
<b>Email</b>	colac@team.aceradio.com.au	colac@team.aceradio.com.au
<b>Web Address</b>	<a href="http://mixx1063.com.au">mixx1063.com.au</a>	<a href="http://3cs.com.au">3cs.com.au</a>
<b>Description of Content/Format</b>	Hit Music	News, Talk, Sport & Music
<b>Demographic Profile of Station Audience</b>	18-39	40+

Colac is located 75 kilometres west of Geelong and within two hours west of Melbourne. The Colac Otway region is famous for its coastline, the Otway rainforests and the northern lakes and craters district. The radio licence area includes Victoria's world famous Great Ocean Road, with translators in Lorne and Apollo Bay.

Colac is the key industrial, commercial and service centre for the area. The town has a thriving economy in primary industries, tourism, and commercial and community services.

In comparison to the 2011 census, the population of Colac has increased by 1.69% to 54,766. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

9,311 people (17%) were attending an educational institution in 2016; of these, 48% were either in infants or primary, 37% were attending a secondary educational institution, 9% attending University or another tertiary institution and 7% attending TAFE. Of the 19,795 people (36%) who already have a tertiary qualification, 31% have a degree and 69% have a certificate, diploma or another tertiary qualification.

A high level of home ownership is reflective of the stability of the region. 43% of the total dwellings (20,205) in Colac are owned outright, 33% are mortgaged and only 17% are privately rented properties.

23% of the households in Colac have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 11% between \$78,000 – 103,999pa; and 20% over \$104,000pa.

All major banks, car dealers, insurance/finance companies, fast-food restaurants and an extensive selection of national retail, chain and independent stores are located in the region.

## AGRICULTURE

Colac has a very strong dairy industry. There are over 331 thousand dairy cattle and 124 thousand beef cattle.

Colac is also a substantial wool producer. The farms in the area support over 790 thousand sheep and lambs.

Other industries within the region include tourism, fishing, timber, food processing, manufacturing and service, construction, retail and wholesale.

## EMPLOYMENT

The majority (55%) of the labour force of 20,336 is employed full time. The main industries of employment are:

- Agriculture Forestry and Fishing;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	24,146	24,125	48,271	88.14%
0-9 years	3,409	3,086	6,495	11.86%
10-17 years	2,813	2,521	5,334	9.74%
18-24 years	1,875	1,721	3,596	6.57%
25-39 years	4,062	4,004	8,066	14.73%
40-54 years	5,522	5,637	11,159	20.38%
55-64 years	4,253	4,324	8,577	15.66%
65-74 years	3,541	3,280	6,821	12.45%
75+ years	2,080	2,638	4,718	8.61%
Total 2011 population	27,005	26,852	26,852	
<b>Total 2016 population</b>	<b>27,555</b>	<b>27,211</b>	<b>54,766</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>1.69%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	14,348	54.75%
Part-time employed	9,141	34.88%
Not stated employed	1,704	6.5%
Unemployed	1,013	3.87%
<b>Total labour force</b>	<b>26,206</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	446	2.19%
\$7,750 – \$20,999	1,212	5.96%
\$21,000 – \$41,999	4,635	22.79%
\$42,000 – \$77,999	5,325	26.19%
\$78,000 – \$103,999	2,267	11.15%
\$104,000 – \$129,999	1,806	8.88%
\$130,000 – \$155,999	948	4.66%
\$160,000 – \$181,999	433	2.13%
\$182,000 – \$207,999	354	1.74%
\$208,000+	627	3.08%
Not stated	2,283	11.23%
<b>Total households</b>	<b>20,336</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	5,723	40.49%
Couple families – No children	6,342	44.86%
Single parents	1,933	13.67%
Other families	138	0.98%
<b>Total families</b>	<b>14,136</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	9,018	35.82%
Technicians & trade workers/ Community & personal service workers	6,010	23.87%
Clerical & administrative workers	2,206	8.76%
Sales workers	1,945	7.73%
Machinery operators & drivers/Labourers	5,548	22.04%
Not stated	446	1.77%
<b>Total</b>	<b>25,173</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,810	19.37%
Mining	76	0.31%
Manufacturing/Electricity, gas, water & waste services/Construction	4,377	17.63%
Wholesale trade/Retail trade/ Accommodation & food services	4,449	17.92%
Transport, postal & warehousing/ Information, media & communications	1,184	4.77%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,066	4.29%
Professional scientific & technical services	871	3.51%
Public administration & safety	1,164	4.69%
Education & training/Health care & social assistance	4,754	19.15%
Arts & recreation services	298	1.2%
Other services	727	2.93%
Not stated	1,054	4.24%
<b>Total</b>	<b>24,830</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	260,704
Alcoholic beverages	34,685
Clothing & footwear	49,730
Household furnishings & equipment	57,573
Furniture & floor covering	17,417
Household appliances	14,532
Household services & operation	43,810
Medical care & health expenses	83,859
Motor vehicle purchase	58,139
Motor vehicle running costs	159,235
Recreation	180,306
Recreational & educational equipment	43,917
Holidays	81,369
Personal care	31,810

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,395	2,079	4,474	8.17%
Secondary	1,800	1,622	3,422	6.25%
TAFE	260	359	619	1.13%
University	225	571	796	1.45%
<b>Total</b>	<b>4,680</b>	<b>4,631</b>	<b>9,311</b>	<b>17%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	8,716	43.14%
Mortgaged	6,728	33.3%
Private rental	3,456	17.1%
Housing authority/Not stated	1,177	5.83%
Other tenure type	128	0.63%
<b>Total dwellings</b>	<b>20,205</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	6,081	11.1%
Certificate	13,714	25.04%
<b>Total</b>	<b>19,795</b>	<b>36.14%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	589	9.4%
\$450 – \$799 per month	649	10.36%
\$800 – \$999 per month	611	9.75%
\$1,000 – \$1,799 per month	2,479	39.56%
\$1,800 – \$2,399 per month	898	14.33%
\$2,400 – \$2,999 per month	281	4.48%
\$3,000 – \$3,999 per month	175	2.79%
\$4,000+ per month	181	2.89%
Not stated	403	6.43%
<b>Total mortgaged dwellings</b>	<b>6,266</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	791	3.87%
1 vehicle	5,978	29.28%
2+ vehicles	12,769	62.54%
Not stated	879	4.31%
<b>Total</b>	<b>20,417</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	587,524
Cereal crops – Wheat for grain – Production (t)	128,852
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	51,642
Cereal crops – Sorghum for grain – Production (t)	6
Cereal crops – Total for grain – Production (t)	194,672
Vegetables for human consumption – Tomatoes – Total production (t)	71
Vegetables for human consumption – Total area (ha)	330
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	1,718
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	3,428
Fruit & nuts – Grapes – Total area (ha)	81
Livestock – Sheep & lambs – Total (no.)	790,921
Livestock – Dairy cattle – Total (no.)	331,603
Livestock – Meat cattle – Total (no.)	124,228

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	15,655	76.33%
Internet not accessed from dwelling	4,246	20.7%
Not stated	608	2.96%
<b>Total</b>	<b>20,509</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	23,325	23,076	46,401	86.4%
Europe	898	959	1,857	3.46%
Africa & Middle East	58	29	87	0.16%
Asia	128	173	301	0.56%
Americas	15	48	63	0.12%
Other	2,561	2,432	4,993	9.3%
<b>Total</b>	<b>26,985</b>	<b>26,717</b>	<b>53,702</b>	<b>100%</b>