

HAMILTON

MIXX FM • 3HA FM



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| Station Name | MIXX FM | 3HA FM |
| Call Sign | 3HFM | 3HA |
| Frequency | 88.9 MHz, 93.7 MHz | 981 kHz, 92.9 MHz |
| Network | ACE Radio Broadcasters | ACE Radio Broadcasters |
| Address | 61 Brown St, Hamilton, VIC 3300 | 61 Brown St, Hamilton, VIC 3300 |
| Phone | 03 5571 9981 | 03 5571 9981 |
| Email | hamilton@team.aceradio.com.au | hamilton@team.aceradio.com.au |
| Web Address | mixx889.com.au | 3ha.com.au |
| Description of Content/Format | Hit Music & News | News, Talk, Sport & Music |
| Demographic Profile of Station Audience | 18-39 | 40+ |

HAMILTON

Hamilton lies on the Grange Burn and is the main service and commercial centre of the prosperous Western Victoria Plains agricultural region. The city is located about halfway between Melbourne and Adelaide.

Hamilton was once positioned as the 'wool capital of the world' producing super-fine Merino wools. In more recent times the region has seen growth in beef and dairy cattle properties. Bluegum plantations have been established providing another avenue of income within the farming sector.

The Grampians National Park and the coastal towns of Portland and Port Fairy attract many visitors to the area each year. Hamilton itself features many great natural and manmade wonders including the Pastoral Museum, Wannon and Nigretta Falls, substantial Botanic Gardens and one of the most comprehensive art galleries in regional Australia. There is also a burgeoning day tour industry centred on the volcanic features of the region.

In comparison to the 2011 census, the population of the region has decreased by -0.73% to 47,203. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,074 people (17.1%) were attending an educational institution in 2016; of these, 47% were either in infants or primary, 38% were attending a secondary educational institution, 7% attending university and 7% attending TAFE. 16,842 people (36%) already have a tertiary qualification; of these, 29% have a degree and 71% have a certificate, diploma or another tertiary qualification.

There is also a high rate of home ownership in the area. Of the total dwellings (18,273) in Hamilton and districts, 43% of dwellings are owned outright and 31% are mortgaged. Private rental properties represented only 18% of total dwellings.

24% of the total households in Hamilton have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 19% 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

Hamilton is the centre of Victoria's rich wool growing Western District. The farms in the district support over 2.9 million sheep and lambs.

Towards the coast, beef and dairy cattle farming become the major agricultural focus; there are over 280 thousand beef cattle. Some of Australia's leading beef cattle studs are located in the region. Dairy farming is another significant activity in the southern coastal region, with over 115 thousand milk cattle.

EMPLOYMENT

The majority (54%) of the labour force of 22,478 is employed full time. The main industries of employment are:

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

The area also has a varied manufacturing base that includes the Portland Aluminium Smelter, wool processing, farm machinery manufacture and meat processing.

HAMILTON

AGE COHORTS

| Age | Male | Female | Total | Market population |
|------------------------------|---------------|---------------|---------------|-------------------|
| 10+ years | 20,568 | 21,177 | 41,745 | 88.44% |
| 0-9 years | 2,860 | 2,598 | 5,458 | 11.56% |
| 10-17 years | 2,416 | 2,250 | 4,666 | 9.88% |
| 18-24 years | 1,587 | 1,371 | 2,958 | 6.27% |
| 25-39 years | 3,190 | 3,505 | 6,695 | 14.18% |
| 40-54 years | 4,830 | 4,997 | 9,827 | 20.82% |
| 55-64 years | 3,681 | 3,792 | 7,473 | 15.83% |
| 65-74 years | 3,018 | 2,873 | 5,891 | 12.48% |
| 75+ years | 1,846 | 2,389 | 4,235 | 8.97% |
| Total 2011 population | 23,581 | 23,968 | 47,549 | |
| Total 2016 population | 23,428 | 23,775 | 47,203 | 100% |
| % change 2011-2016 | | | -0.73% | |

LABOUR FORCE

| Employment classification | Total | Labour force |
|---------------------------|---------------|--------------|
| Full-time employed | 12,169 | 54.14% |
| Part-time employed | 7,682 | 34.18% |
| Not stated employed | 1,544 | 6.87% |
| Unemployed | 1,083 | 4.82% |
| Total labour force | 22,478 | 100% |

HOUSEHOLD INCOME

| Income range (pa) | Total | Occupied dwellings |
|-------------------------|---------------|--------------------|
| \$0 – \$7,749 | 321 | 1.75% |
| \$7,750 – \$20,999 | 1,201 | 6.56% |
| \$21,000 – \$41,999 | 4,464 | 24.39% |
| \$42,000 – \$77,999 | 4,657 | 25.44% |
| \$78,000 – \$103,999 | 2,058 | 11.24% |
| \$104,000 – \$129,999 | 1,507 | 8.23% |
| \$130,000 – \$155,999 | 860 | 4.7% |
| \$160,000 – \$181,999 | 437 | 2.39% |
| \$182,000 – \$207,999 | 299 | 1.63% |
| \$208,000+ | 434 | 2.37% |
| Not stated | 2,065 | 11.28% |
| Total households | 18,303 | 100% |

FAMILY STRUCTURE

| Type of family | Total | Total families |
|-------------------------------|---------------|----------------|
| Couple families – Children | 4,884 | 39.18% |
| Couple families – No children | 5,803 | 46.55% |
| Single parents | 1,690 | 13.56% |
| Other families | 90 | 0.72% |
| Total families | 12,467 | 100% |

OCCUPATION

| Employment classification | Total | Occupations |
|--|---------------|-------------|
| Managers/Professionals | 7,603 | 35.55% |
| Technicians & trade workers/ Community & personal service workers | 5,087 | 23.78% |
| Clerical & administrative workers | 2,033 | 9.51% |
| Sales workers | 1,714 | 8.01% |
| Machinery operators & drivers/Labourers | 4,622 | 21.61% |
| Not stated | 329 | 1.54% |
| Total | 21,388 | 100% |

INDUSTRY

| Industry | Total | Workforce |
|---|---------------|-------------|
| Agriculture, forestry & fishing | 4,061 | 19.31% |
| Mining | 127 | 0.6% |
| Manufacturing/Electricity, gas, water & waste services/Construction | 3,190 | 15.17% |
| Wholesale trade/Retail trade/ Accommodation & food services | 3,791 | 18.03% |
| Transport, postal & warehousing/ Information, media & communications | 1,050 | 4.99% |
| Financial & insurance services/ Rental hiring & real estate services/ Administration & support services | 703 | 3.34% |
| Professional scientific & technical services | 639 | 3.04% |
| Public administration & safety | 1,166 | 5.54% |
| Education & training/Health care & social assistance | 4,636 | 22.05% |
| Arts & recreation services | 194 | 0.92% |
| Other services | 642 | 3.05% |
| Not stated | 830 | 3.95% |
| Total | 21,029 | 100% |

ANNUAL HOUSEHOLD EXPENDITURE

| Product or service | \$000's (pa) |
|--------------------------------------|--------------|
| Food & non-alcoholic beverages | 233,871 |
| Alcoholic beverages | 31,115 |
| Clothing & footwear | 44,611 |
| Household furnishings & equipment | 51,647 |
| Furniture & floor covering | 15,624 |
| Household appliances | 13,036 |
| Household services & operation | 39,301 |
| Medical care & health expenses | 75,228 |
| Motor vehicle purchase | 52,155 |
| Motor vehicle running costs | 142,845 |
| Recreation | 161,748 |
| Recreational & educational equipment | 39,397 |
| Holidays | 72,994 |
| Personal care | 28,536 |

HAMILTON

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | Market population |
|-----------------|--------------|--------------|--------------|-------------------|
| Infants/primary | 2,011 | 1,784 | 3,795 | 8.04% |
| Secondary | 1,543 | 1,565 | 3,108 | 6.58% |
| TAFE | 236 | 361 | 597 | 1.26% |
| University | 162 | 412 | 574 | 1.22% |
| Total | 3,952 | 4,122 | 8,074 | 17.1% |

DWELLING TENURE TYPE

| Tenure type | Total | Total dwellings |
|------------------------------|---------------|-----------------|
| Fully owned | 7,934 | 43.42% |
| Mortgaged | 5,720 | 31.3% |
| Private rental | 3,321 | 18.17% |
| Housing authority/Not stated | 1,176 | 6.44% |
| Other tenure type | 122 | 0.67% |
| Total dwellings | 18,273 | 100% |

UNIVERSITY QUALIFICATIONS

| Type of tertiary qualification | Total | Market population |
|--------------------------------|---------------|-------------------|
| Degree | 4,898 | 10/38% |
| Certificate | 11,944 | 25.3% |
| Total | 16,842 | 35.68% |

MORTGAGE PAYMENTS

| Monthly mortgage payment | Total | Mortgaged dwellings |
|----------------------------------|--------------|---------------------|
| \$0 – \$449 per month | 659 | 12.28% |
| \$450 – \$799 per month | 748 | 13.93% |
| \$800 – \$999 per month | 565 | 10.53% |
| \$1,000 – \$1,799 per month | 2,125 | 39.59% |
| \$1,800 – \$2,399 per month | 596 | 11.1% |
| \$2,400 – \$2,999 per month | 171 | 3.19% |
| \$3,000 – \$3,999 per month | 127 | 2.37% |
| \$4,000+ per month | 102 | 1.9% |
| Not stated | 275 | 5.12% |
| Total mortgaged dwellings | 5,368 | 100% |

MOTOR VEHICLES

| Number of cars | Total | % Total |
|----------------|---------------|-------------|
| No vehicles | 807 | 4.38% |
| 1 vehicle | 5,620 | 30.53% |
| 2+ vehicles | 11,160 | 60.63% |
| Not stated | 820 | 4.45% |
| Total | 18,407 | 100% |

AGRICULTURAL COMMODITY

| Agriculture commodity | Value |
|--|-----------|
| Area of holding – Total area (ha) | 821,469 |
| Cereal crops – Wheat for grain – Production (t) | 39,980 |
| Cereal crops – Rice for grain – Production (t) | 0 |
| Cereal crops – Barley for grain – Production (t) | 12,907 |
| Cereal crops – Sorghum for grain – Production (t) | 0 |
| Cereal crops – Total for grain – Production (t) | 63,315 |
| Vegetables for human consumption – Tomatoes – Total production (t) | 0 |
| Vegetables for human consumption – Total area (ha) | 518 |
| Fruit & nuts – Avocados – Production (kg) | 0 |
| Fruit & nuts – Apples – Production (kg) | 33,799 |
| Fruit & nuts – Nectarines – Production (kg) | 0 |
| Fruit & nuts – Peaches – Production (kg) | 0 |
| Fruit & nuts – Nuts – Total trees (no.) | 0 |
| Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.) | 3,289 |
| Fruit & nuts – Grapes – Total area (ha) | 86 |
| Livestock – Sheep & lambs – Total (no.) | 2,911,862 |
| Livestock – Dairy cattle – Total (no.) | 115,613 |
| Livestock – Meat cattle – Total (no.) | 280,072 |

INTERNET USAGE

| Connection | Total | Total dwellings |
|-------------------------------------|---------------|-----------------|
| Internet accessed from dwelling | 13,934 | 75.7% |
| Internet not accessed from dwelling | 3,969 | 21.56% |
| Not stated | 505 | 2.74% |
| Total | 18,408 | 100% |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | Market population |
|-------------------------|---------------|---------------|---------------|-------------------|
| Oceania incl. Australia | 20,183 | 20,416 | 40,599 | 86.84% |
| Europe | 580 | 672 | 1,252 | 2.68% |
| Africa & Middle East | 64 | 43 | 107 | 0.23% |
| Asia | 145 | 248 | 393 | 0.84% |
| Americas | 14 | 18 | 32 | 0.07% |
| Other | 2,150 | 2,220 | 4,370 | 9.35% |
| Total | 23,136 | 23,617 | 46,753 | 100% |