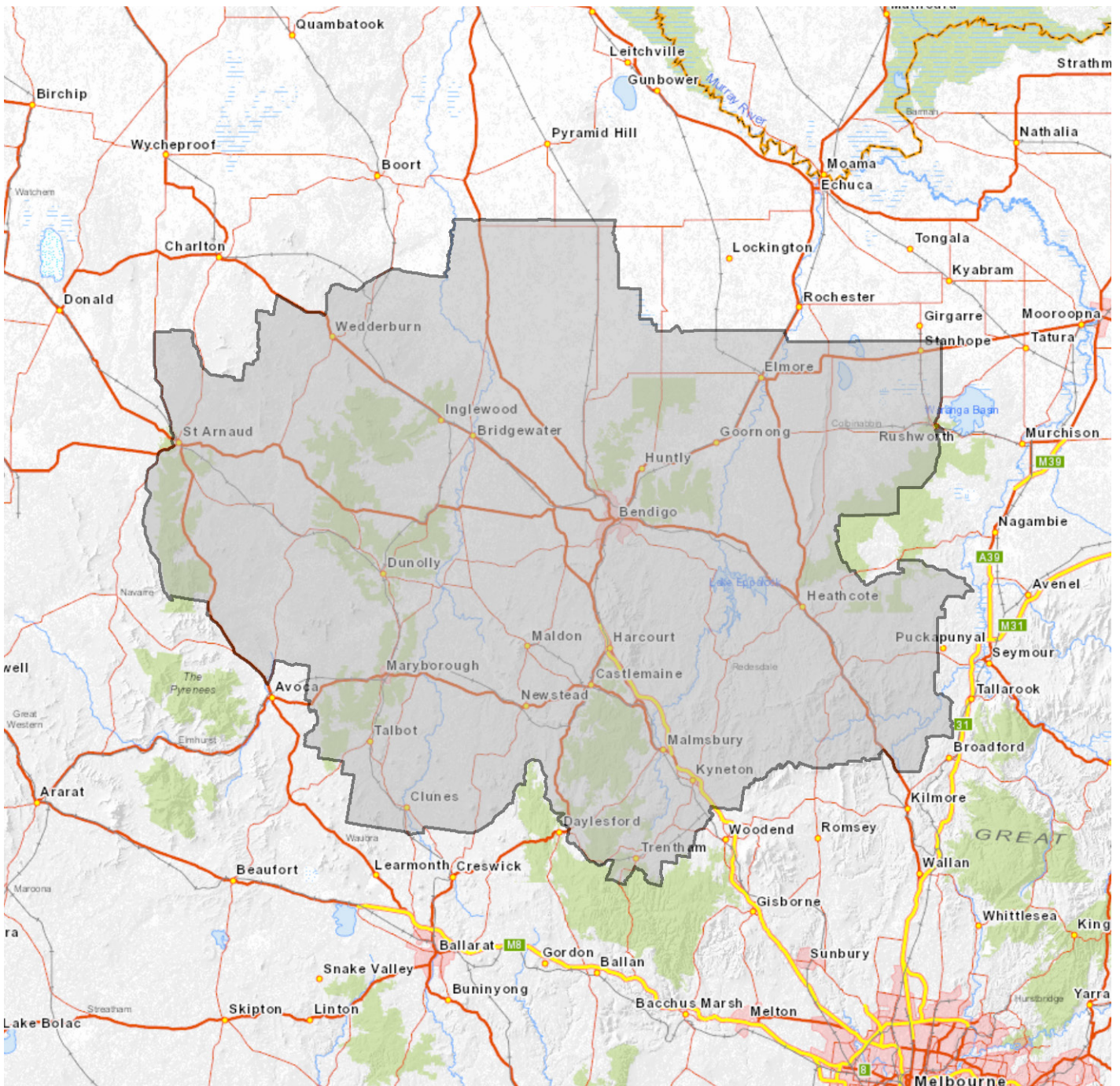


MARYBOROUGH (CENTRAL VICTORIA)

GOLD CENTRAL VICTORIA



Station Name	Gold Central Victoria
Call Sign	3EL
Frequency	98.3 MHz & 1071 kHz
Network	Grant Broadcasters
Address	333 High Street, Golden Square, VIC 3555
Phone	03 5441 1071
Fax	03 5441 1666
Email	pd@goldcentralvictoria.com.au
Web Address	goldcentralvictoria.com.au
Description of Content/Format	Classic Hits/Easy Listening
Demographic Profile of Station Audience	35+ – Core 40-60

MARYBOROUGH

Gold Central Victoria services Central Victoria which includes Bendigo, Maryborough, Castlemaine, and Ballarat. Gold Central Victoria has studios located in Bendigo. Bendigo is the second most populous municipality in regional Victoria while Ballarat is third. Both centres have a diverse economy with a thriving tourist industry.

In comparison to the 2011 census, the population of the radio licence area of Central Victoria has increased by 6.25% to 179,658. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Northern Campus of Latrobe University is based in Bendigo, while Ballarat is home to Ballarat University. 33,089 people (18%) were attending an educational institution in 2016; of these, 43% were either in infants or primary, 34% were attending a secondary educational institution, 15% attending University or another tertiary institution and 8% attending TAFE. 68,299 people (38%) already have a tertiary qualification; of these, 35% have a degree and 65% have a certificate, diploma or another tertiary qualification.

The stability of the area is also reflected in the large number of homes that are owned. Of the total dwellings in Central Victoria (68,514), 38% of dwellings are owned outright and 35% are mortgaged. Private rental properties represent 20% of total dwellings.

25% of the total households in Central Victoria have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and one in five over \$104,000pa.

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

AGRICULTURE

The area is a large wool producer. The farms in the area support over 1.4 million sheep and lambs. The district also has a strong dairy and beef industry, particularly in the north. There are over 32 thousand dairy cattle and over 55 thousand beef cattle.

The district also grows wheat and fruit. Over 84 thousand tonnes of wheat for grain and 221 thousand tonnes of cereal for grain were produced. Over 4.1 million kilograms of apples were grown.

There are over 1,500 hectares of grapes covering such award winning wine areas as Bendigo, Harcourt Valley, and the Pyrenees.

EMPLOYMENT

The majority (53%) of the labour force of 82,777 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.

Bendigo and Ballarat have a strong retail sector that supports the surrounding districts. Both are also regional centres for a number of government departments.

MARYBOROUGH

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	77,126	80,685	157,811	87.84%
0-9 years	11,281	10,566	21,847	12.16%
10-17 years	8,561	8,278	16,839	9.37%
18-24 years	7,442	7,026	14,468	8.05%
25-39 years	14,148	14,967	29,115	16.21%
40-54 years	17,211	18,320	35,531	19.78%
55-64 years	12,784	13,198	25,982	14.46%
65-74 years	10,403	10,548	20,951	11.66%
75+ years	6,577	8,348	14,925	8.31%
Total 2011 population	83,283	85,806	169,089	
Total 2016 population	88,407	91,251	179,658	100%
% change 2011-2016			6.25%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	43,715	52.81%
Part-time employed	29,251	35.34%
Not stated employed	4,774	5.77%
Unemployed	5,037	6.09%
Total labour force	82,777	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,163	1.7%
\$7,750 – \$20,999	4,187	6.12%
\$21,000 – \$41,999	16,943	24.75%
\$42,000 – \$77,999	17,790	25.99%
\$78,000 – \$103,999	7,681	11.22%
\$104,000 – \$129,999	5,841	8.53%
\$130,000 – \$155,999	3,264	4.77%
\$160,000 – \$181,999	1,745	2.55%
\$182,000 – \$207,999	1,222	1.79%
\$208,000+	1,711	2.5%
Not stated	6,903	10.08%
Total households	68,450	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	18,281	38.85%
Couple families – No children	20,249	43.04%
Single parents	7,977	16.95%
Other families	543	1.15%
Total families	47,050	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	25,727	33.07%
Technicians & trade workers/ Community & personal service workers	20,426	26.25%
Clerical & administrative workers	8,872	11.4%
Sales workers	7,238	9.3%
Machinery operators & drivers/Labourers	14,390	18.49%
Not stated	1,154	1.48%
Total	77,807	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,800	6.23%
Mining	924	1.2%
Manufacturing/Electricity, gas, water & waste services/Construction	14,340	18.6%
Wholesale trade/Retail trade/ Accommodation & food services	14,548	18.87%
Transport, postal & warehousing/ Information, media & communications	3,545	4.6%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	4,908	6.37%
Professional scientific & technical services	3,360	4.36%
Public administration & safety	5,240	6.8%
Education & training/Health care & social assistance	18,492	23.99%
Arts & recreation services	1,184	1.54%
Other services	2,753	3.57%
Not stated	2,990	3.88%
Total	77,084	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	877,233
Alcoholic beverages	116,705
Clothing & footwear	167,366
Household furnishings & equipment	193,710
Furniture & floor covering	58,608
Household appliances	48,896
Household services & operation	147,440
Medical care & health expenses	282,166
Motor vehicle purchase	195,540
Motor vehicle running costs	535,765
Recreation	606,743
Recreational & educational equipment	147,790
Holidays	273,816
Personal care	107,039

MARYBOROUGH

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	7,345	6,918	14,263	7.94%
Secondary	5,686	5,442	11,128	6.19%
TAFE	1,143	1,445	2,588	1.44%
University	1,800	3,310	5,110	2.84%
Total	15,974	17,115	33,089	18.42%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	26,159	38.18%
Mortgaged	23,874	34.85%
Private rental	13,894	20.28%
Housing authority/Not stated	4,252	6.21%
Other tenure type	335	0.49%
Total dwellings	68,514	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	23,573	13.12%
Certificate	44,726	24.9%
Total	68,299	38.02%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	2,239	9.72%
\$450 – \$799 per month	2,249	9.77%
\$800 – \$999 per month	2,104	9.14%
\$1,000 – \$1,799 per month	9,944	43.18%
\$1,800 – \$2,399 per month	3,507	15.23%
\$2,400 – \$2,999 per month	967	4.2%
\$3,000 – \$3,999 per month	658	2.86%
\$4,000+ per month	334	1.45%
Not stated	1,028	4.46%
Total mortgaged dwellings	23,030	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	3,366	4.87%
1 vehicle	22,143	32.04%
2+ vehicles	40,671	58.84%
Not stated	2,938	4.25%
Total	69,118	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	908,296
Cereal crops – Wheat for grain – Production (t)	84,691
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	94,682
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	221,371
Vegetables for human consumption – Tomatoes – Total production (t)	118,625
Vegetables for human consumption – Total area (ha)	1,722
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	4,185,631
Fruit & nuts – Nectarines – Production (kg)	39
Fruit & nuts – Peaches – Production (kg)	16,516
Fruit & nuts – Nuts – Total trees (no.)	16,531
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	889,440
Fruit & nuts – Grapes – Total area (ha)	1,584
Livestock – Sheep & lambs – Total (no.)	1,418,146
Livestock – Dairy cattle – Total (no.)	32,124
Livestock – Meat cattle – Total (no.)	55,295

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	54,071	78.24%
Internet not accessed from dwelling	13,016	18.83%
Not stated	2,019	2.92%
Total	69,106	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	74,702	77,133	151,835	85.59%
Europe	2,855	2,813	5,668	3.2%
Africa & Middle East	219	172	391	0.22%
Asia	1,295	1,500	2,795	1.58%
Americas	99	108	207	0.12%
Other	8,153	8,352	16,505	9.3%
Total	87,323	90,078	177,401	100%