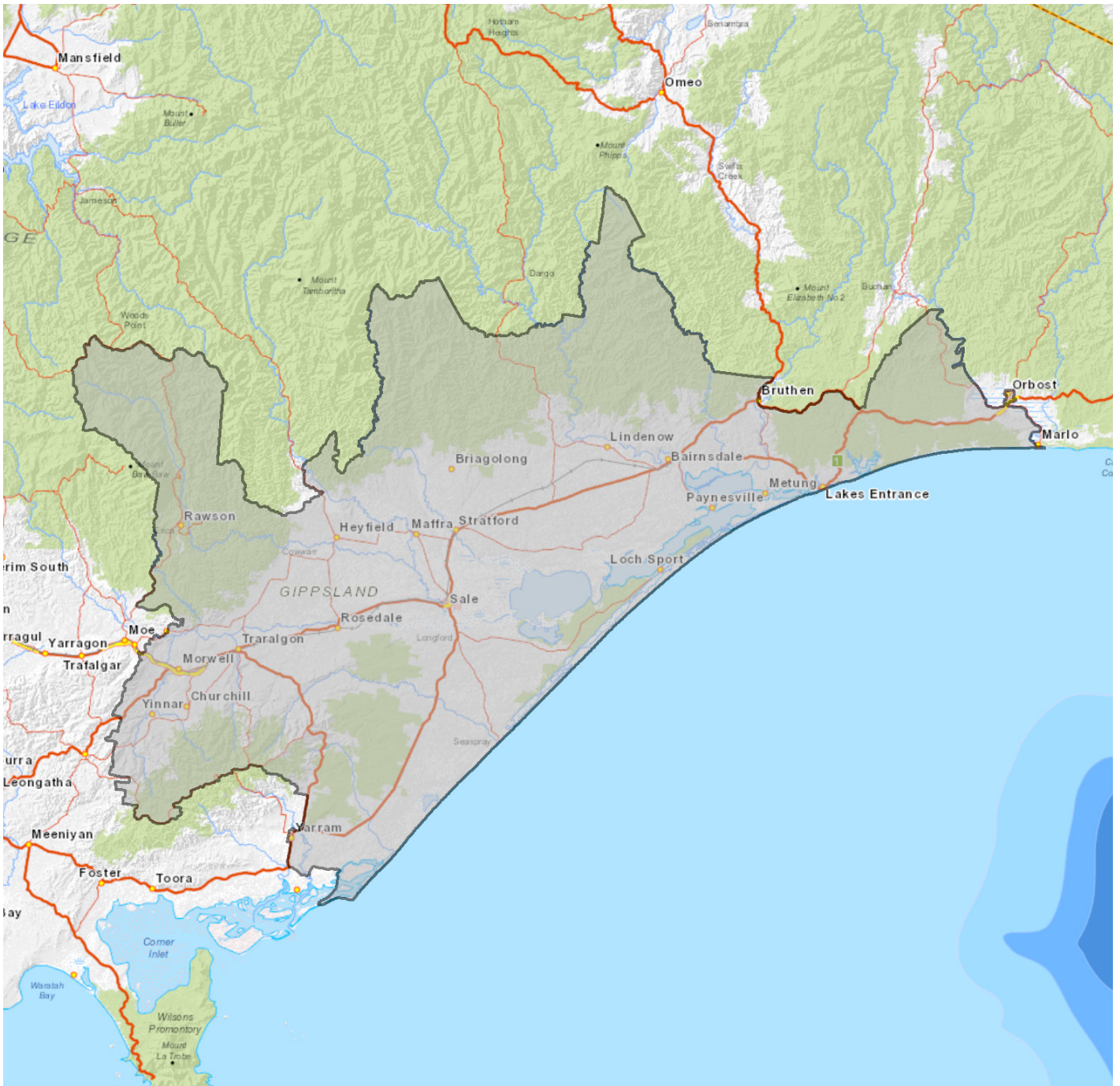


SALE

GOLD 1242/GOLD FM 98.3 • TRFM



| | | |
|--|--|--|
| Station Name | GOLD 1242/GOLD FM 98.3 | TRFM |
| Call Sign | 3GV | 3TFM |
| Frequency | 1242 kHz, 98.3 MHz | 99.5 & 99.9 MHz |
| Network | ACE Radio Broadcasters | ACE Radio Broadcasters |
| Address | PO Box 1242, Traralgon, VIC 3844 | PO Box 1242, Traralgon, VIC 3844 |
| Phone | 03 5173 1000 | 03 5173 1000 |
| Fax | 03 5173 1099 | 03 5173 1099 |
| Email | gippsland@team.aceradio.com.au | gippsland@team.aceradio.com.au |
| Web Address | gippslandsgold.com.au | trfm.com.au |
| Description of Content/Format | News, Talk & Classic Hits | Top 40 |
| Demographic Profile of Station Audience | 40+ | 18-39 |

SALE

GOLD 1242/GOLD FM 98.3 and TRFM's radio licence area is located to the east of Melbourne and covers Victoria's Gippsland and the Latrobe Valley. The Gippsland market is unique in Australia as it has five major population centres spread over a large geographic area. The heaviest concentration of population is in the Latrobe Valley, which consists of three major cities – Moe, Morwell and Traralgon. Other major centres include Sale, Bairnsdale and Lakes Entrance.

Central Gippsland is located around 90 minutes east from the heart of Melbourne and is easily accessible on dual carriage freeways. The Princes Highway is the major coastal route from Melbourne to Sydney and carries an extraordinary amount of traffic through the very heart of the population and coverage areas.

The area is a popular holiday destination with tourism bolstering the population at beachside locations like Lakes Entrance when the summer holidays arrive. The Gippsland Lakes resort area plays all the year round with sailing, power-boating and fishing.

In comparison to the 2011 census, the population of the radio licence area of Gippsland and Latrobe Valley has increased by 2.54% to 144,048. The birthplace for 83% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

24,546 people (17%) were attending an educational institution in 2016; of these, 46% were either in infants or primary, 35% were attending a secondary educational institution, 11% attending University or another tertiary institution and 8% attending TAFE. 52,245 people (36%) already have a tertiary qualification; of these, 26% have a degree and 74% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (54,895) in the Gippsland and Latrobe Valley region, nearly 40% of dwellings are owned outright and over 33% are mortgaged. Private rental properties represent 20% of total dwellings. 25% of the total households in the Gippsland and Latrobe Valley region have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; 10% between \$65,000 – \$103,999pa; and 20% over \$104,000pa.

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

AGRICULTURE

Gippsland is one of Australia's most important dairy regions. There are over 158 thousand dairy and 150 thousand beef cattle. Gippsland cheeses and dairy products are some of the best in the world. The rich grazing land, particularly along the east coast, produces beef and wool. The farms in the district support over 298 thousand sheep and lambs.

The area also produces timber and has a fishing fleet based on the Gippsland Lakes.

EMPLOYMENT

The majority (52%) of the labour force of 63,596 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.

Generation Victoria produces much of Victoria's power in the Latrobe Valley, which has rich brown coal deposits.

Mining, electricity, gas, water and a variety of heavy industries, such as Australian Paper Manufacturers, provide much of the employment in the Latrobe Valley.

SALE

AGE COHORTS

| Age | Male | Female | Total | Market population |
|------------------------------|---------------|---------------|----------------|-------------------|
| 10+ years | 62,372 | 64,675 | 127,047 | 88.2% |
| 0-9 years | 8,767 | 8,234 | 17,001 | 11.8% |
| 10-17 years | 6,674 | 6,557 | 13,231 | 9.19% |
| 18-24 years | 5,469 | 5,023 | 10,492 | 7.28% |
| 25-39 years | 11,704 | 11,888 | 23,592 | 16.38% |
| 40-54 years | 13,280 | 14,231 | 27,511 | 19.1% |
| 55-64 years | 10,446 | 11,010 | 21,456 | 14.9% |
| 65-74 years | 9,294 | 9,030 | 18,324 | 12.72% |
| 75+ years | 5,505 | 6,936 | 12,441 | 8.64% |
| Total 2011 population | 69,457 | 71,029 | 140,486 | |
| Total 2016 population | 71,139 | 72,909 | 144,048 | 100% |
| % change 2011-2016 | | | 2.54% | |

LABOUR FORCE

| Employment classification | Total | Labour force |
|---------------------------|---------------|--------------|
| Full-time employed | 33,247 | 52.28% |
| Part-time employed | 21,628 | 34.01% |
| Not stated employed | 4,076 | 6.41% |
| Unemployed | 4,645 | 7.3% |
| Total labour force | 63,596 | 100% |

HOUSEHOLD INCOME

| Income range (pa) | Total | Occupied dwellings |
|-------------------------|---------------|--------------------|
| \$0 – \$7,749 | 1,170 | 2.14% |
| \$7,750 – \$20,999 | 3,629 | 6.64% |
| \$21,000 – \$41,999 | 13,805 | 25.28% |
| \$42,000 – \$77,999 | 13,526 | 24.76% |
| \$78,000 – \$103,999 | 5,681 | 10.4% |
| \$104,000 – \$129,999 | 4,524 | 8.28% |
| \$130,000 – \$155,999 | 2,435 | 4.46% |
| \$160,000 – \$181,999 | 1,258 | 2.3% |
| \$182,000 – \$207,999 | 1,123 | 2.06% |
| \$208,000+ | 1,600 | 2.93% |
| Not stated | 5,868 | 10.74% |
| Total households | 54,619 | 100% |

FAMILY STRUCTURE

| Type of family | Total | Total families |
|-------------------------------|---------------|----------------|
| Couple families – Children | 14,102 | 37.43% |
| Couple families – No children | 17,123 | 45.45% |
| Single parents | 6,118 | 16.24% |
| Other families | 334 | 0.89% |
| Total families | 37,677 | 100% |

OCCUPATION

| Employment classification | Total | Occupations |
|--|---------------|-------------|
| Managers/Professionals | 17,109 | 29.04% |
| Technicians & trade workers/ Community & personal service workers | 16,572 | 28.12% |
| Clerical & administrative workers | 7,062 | 11.98% |
| Sales workers | 5,707 | 9.69% |
| Machinery operators & drivers/Labourers | 11,487 | 19.49% |
| Not stated | 987 | 1.68% |
| Total | 58,924 | 100% |

INDUSTRY

| Industry | Total | Workforce |
|---|---------------|-------------|
| Agriculture, forestry & fishing | 4,489 | 7.74% |
| Mining | 984 | 1.7% |
| Manufacturing/Electricity, gas, water & waste services/Construction | 11,476 | 19.78% |
| Wholesale trade/Retail trade/ Accommodation & food services | 11,446 | 19.73% |
| Transport, postal & warehousing/ Information, media & communications | 2,320 | 4% |
| Financial & insurance services/ Rental hiring & real estate services/ Administration & support services | 2,893 | 4.99% |
| Professional scientific & technical services | 1,954 | 3.37% |
| Public administration & safety | 4,293 | 7.4% |
| Education & training/Health care & social assistance | 13,071 | 22.53% |
| Arts & recreation services | 523 | 0.9% |
| Other services | 2,224 | 3.83% |
| Not stated | 2,348 | 4.05% |
| Total | 58,021 | 100% |

ANNUAL HOUSEHOLD EXPENDITURE

| Product or service | \$000's (pa) |
|--------------------------------------|--------------|
| Food & non-alcoholic beverages | 701,576 |
| Alcoholic beverages | 93,340 |
| Clothing & footwear | 133,828 |
| Household furnishings & equipment | 154,934 |
| Furniture & floor covering | 46,871 |
| Household appliances | 39,107 |
| Household services & operation | 117,897 |
| Medical care & health expenses | 225,673 |
| Motor vehicle purchase | 156,458 |
| Motor vehicle running costs | 428,514 |
| Recreation | 485,219 |
| Recreational & educational equipment | 118,185 |
| Holidays | 218,972 |
| Personal care | 85,605 |

SALE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

| School | Male | Female | Total | Market population |
|-----------------|---------------|---------------|---------------|-------------------|
| Infants/primary | 5,825 | 5,412 | 11,237 | 7.8% |
| Secondary | 4,265 | 4,275 | 8,540 | 5.93% |
| TAFE | 840 | 1,225 | 2,065 | 1.43% |
| University | 802 | 1,902 | 2,704 | 1.88% |
| Total | 11,732 | 12,814 | 24,546 | 17.04% |

DWELLING TENURE TYPE

| Tenure type | Total | Total dwellings |
|------------------------------|---------------|-----------------|
| Fully owned | 21,902 | 39.9% |
| Mortgaged | 18,179 | 33.12% |
| Private rental | 10,816 | 19.7% |
| Housing authority/Not stated | 3,718 | 6.77% |
| Other tenure type | 280 | 0.51% |
| Total dwellings | 54,895 | 100% |

UNIVERSITY QUALIFICATIONS

| Type of tertiary qualification | Total | Market population |
|--------------------------------|---------------|-------------------|
| Degree | 13,699 | 9.51% |
| Certificate | 38,546 | 26.76% |
| Total | 52,245 | 36.27% |

MORTGAGE PAYMENTS

| Monthly mortgage payment | Total | Mortgaged dwellings |
|----------------------------------|---------------|---------------------|
| \$0 – \$449 per month | 1,526 | 8.74% |
| \$450 – \$799 per month | 1,989 | 11.39% |
| \$800 – \$999 per month | 1,955 | 11.19% |
| \$1,000 – \$1,799 per month | 7,478 | 42.81% |
| \$1,800 – \$2,399 per month | 2,427 | 13.9% |
| \$2,400 – \$2,999 per month | 659 | 3.77% |
| \$3,000 – \$3,999 per month | 416 | 2.38% |
| \$4,000+ per month | 241 | 1.38% |
| Not stated | 775 | 4.44% |
| Total mortgaged dwellings | 17,466 | 100% |

MOTOR VEHICLES

| Number of cars | Total | % Total |
|----------------|---------------|-------------|
| No vehicles | 2,909 | 5.26% |
| 1 vehicle | 18,249 | 33.03% |
| 2+ vehicles | 31,575 | 57.14% |
| Not stated | 2,523 | 4.57% |
| Total | 55,256 | 100% |

AGRICULTURAL COMMODITY

| Agriculture commodity | Value |
|--|---------|
| Area of holding – Total area (ha) | 328,710 |
| Cereal crops – Wheat for grain – Production (t) | 7,893 |
| Cereal crops – Rice for grain – Production (t) | 0 |
| Cereal crops – Barley for grain – Production (t) | 1,722 |
| Cereal crops – Sorghum for grain – Production (t) | 266 |
| Cereal crops – Total for grain – Production (t) | 11,056 |
| Vegetables for human consumption – Tomatoes – Total production (t) | 3,742 |
| Vegetables for human consumption – Total area (ha) | 3,703 |
| Fruit & nuts – Avocados – Production (kg) | 6,588 |
| Fruit & nuts – Apples – Production (kg) | 227,689 |
| Fruit & nuts – Nectarines – Production (kg) | 2,494 |
| Fruit & nuts – Peaches – Production (kg) | 6,818 |
| Fruit & nuts – Nuts – Total trees (no.) | 11 |
| Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.) | 31,385 |
| Fruit & nuts – Grapes – Total area (ha) | 26 |
| Livestock – Sheep & lambs – Total (no.) | 298,309 |
| Livestock – Dairy cattle – Total (no.) | 158,392 |
| Livestock – Meat cattle – Total (no.) | 150,707 |

INTERNET USAGE

| Connection | Total | Total dwellings |
|-------------------------------------|---------------|-----------------|
| Internet accessed from dwelling | 42,871 | 77.49% |
| Internet not accessed from dwelling | 10,721 | 19.38% |
| Not stated | 1,734 | 3.13% |
| Total | 55,326 | 100% |

BIRTHPLACE BY REGION

| Region | Male | Female | Total | Market population |
|-------------------------|---------------|---------------|----------------|-------------------|
| Oceania incl. Australia | 58,072 | 59,001 | 117,073 | 82.61% |
| Europe | 3,639 | 3,909 | 7,548 | 5.33% |
| Africa & Middle East | 200 | 171 | 371 | 0.26% |
| Asia | 832 | 1,033 | 1,865 | 1.32% |
| Americas | 61 | 83 | 144 | 0.1% |
| Other | 7,283 | 7,441 | 14,724 | 10.39% |
| Total | 70,087 | 71,638 | 141,725 | 100% |