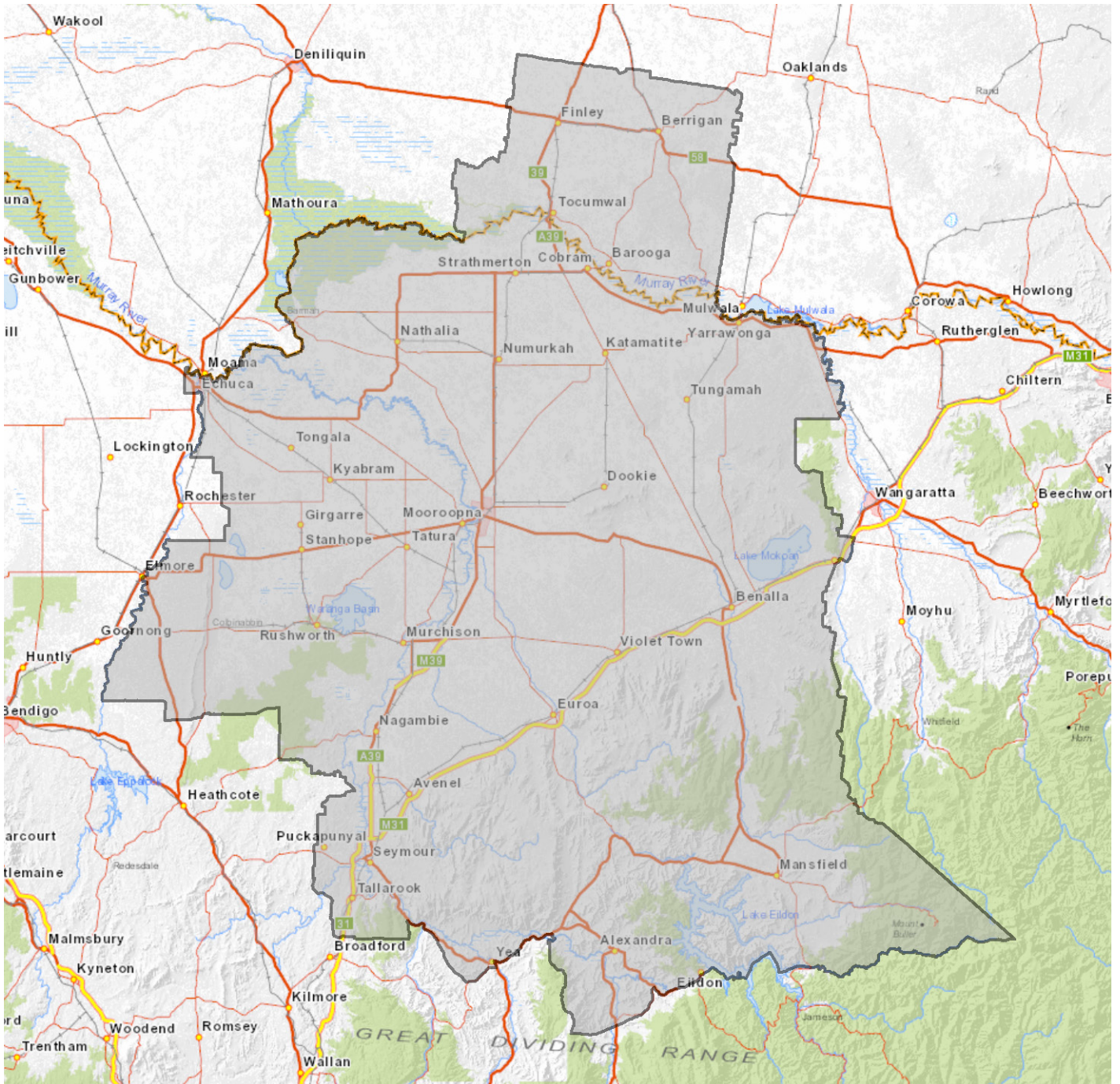


SHEPPARTON

HIT 96.9 GOULBURN VALLEY • TRIPLE M GOULBURN VALLEY 95.3



Station Name	Hit 96.9 Goulburn Valley	Triple M Goulburn Valley 95.3
Call Sign	3SUN	3SRR
Frequency	96.9 MHz	95.3 MHz
Network	Southern Cross Austereo	Southern Cross Austereo
Address	625 Wyndham St, Shepparton, VIC 3630	625 Wyndham St, Shepparton, VIC 3630
Phone	03 5831 3969	03 5821 1260
Fax	03 5822 2956	03 5822 2956
Email	steve.hetherton@sca.com.au	steve.hetherton@sca.com.au
Web Address	hit.com.au/goulburnvalley	triplem.com.au/goulburnvalley
Description of Content/Format	Hot Adult Contemporary	Adult Contemporary
Demographic Profile of Station Audience	18-39	30+

SHEPPARTON

Shepparton is a large regional centre located on the Goulburn Valley Highway in the north of Victoria. Shepparton services the rich Goulburn and Murray Valleys, known for their orchards and dairies. The region's extensive irrigation network has made Shepparton a vital link in Australia's food processing and exporting industries. The area is known as the 'food bowl of Australia'.

In comparison to the 2011 census, the population of the radio licence area of Shepparton has increased by 3.0% to 191,351. The birthplace for 83% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

32,982 people (17%) were attending an educational institution in 2016; of these, 46% were either in infants or primary, 37% were attending a secondary educational institution, 8% attending University or another tertiary institution and 9% attending TAFE. 64,583 people (34%) already have a tertiary qualification; of these, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (71,149) in Shepparton, 39% of dwellings are owned outright and 32% are mortgaged. Private rental properties represent 21% of total dwellings.

25% of the total households in Shepparton have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 19% over \$104,000pa.

AGRICULTURE

The Goulburn and Murray Valleys account for a large portion of Victoria's dairy production. There are over 305 thousand dairy cattle and 180 thousand beef cattle.

The area produced over 89 million kilograms of apples, 32 million kilograms of peaches, and 6 million kilograms of nectarines.

EMPLOYMENT

The majority (56%) of the labour force of 86,462 is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Manufacturing/Electricity Gas Water and Waste Services/Construction; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

The Shepparton region is primarily a food growing and processing area. Agriculture employs 12% of the workforce.

SHEPPARTON

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	83,452	85,040	168,492	88.05%
0-9 years	11,750	11,109	22,859	11.95%
10-17 years	9,552	8,921	18,473	9.65%
18-24 years	7,101	6,266	13,367	6.99%
25-39 years	14,386	15,204	29,590	15.46%
40-54 years	18,141	18,947	37,088	19.38%
55-64 years	13,775	14,161	27,936	14.6%
65-74 years	12,210	11,910	24,120	12.61%
75+ years	8,287	9,631	17,918	9.36%
Total 2011 population	92,253	93,518	185,771	
Total 2016 population	95,202	96,149	191,351	100%
% change 2011-2016			3%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	48,328	55.9%
Part-time employed	27,924	32.3%
Not stated employed	5,591	6.47%
Unemployed	4,619	5.34%
Total labour force	86,462	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	1,292	1.83%
\$7,750 – \$20,999	4,338	6.13%
\$21,000 – \$41,999	17,690	25%
\$42,000 – \$77,999	18,105	25.59%
\$78,000 – \$103,999	7,911	11.18%
\$104,000 – \$129,999	5,975	8.44%
\$130,000 – \$155,999	3,332	4.71%
\$160,000 – \$181,999	1,595	2.25%
\$182,000 – \$207,999	946	1.34%
\$208,000+	1,585	2.24%
Not stated	7,990	11.29%
Total households	70,759	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	19,126	38.68%
Couple families – No children	22,293	45.09%
Single parents	7,646	15.46%
Other families	376	0.76%
Total families	49,441	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	26,001	31.86%
Technicians & trade workers/ Community & personal service workers	20,748	25.43%
Clerical & administrative workers	8,551	10.48%
Sales workers	7,536	9.23%
Machinery operators & drivers/Labourers	17,497	21.44%
Not stated	1,270	1.56%
Total	81,603	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	9,672	11.96%
Mining	201	0.25%
Manufacturing/Electricity, gas, water & waste services/Construction	15,984	19.77%
Wholesale trade/Retail trade/ Accommodation & food services	15,455	19.12%
Transport, postal & warehousing/ Information, media & communications	3,921	4.85%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	3,692	4.57%
Professional scientific & technical services	2,823	3.49%
Public administration & safety	4,254	5.26%
Education & training/Health care & social assistance	17,081	21.13%
Arts & recreation services	907	1.12%
Other services	3,152	3.9%
Not stated	3,700	4.58%
Total	80,842	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	912,600
Alcoholic beverages	121,555
Clothing & footwear	173,744
Household furnishings & equipment	204,283
Furniture & floor covering	62,359
Household appliances	51,380
Household services & operation	155,599
Medical care & health expenses	295,287
Motor vehicle purchase	203,949
Motor vehicle running costs	555,212
Recreation	633,451
Recreational & educational equipment	154,721
Holidays	286,602
Personal care	111,278

SHEPPARTON

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	7,797	7,395	15,192	7.94%
Secondary	6,172	5,928	12,100	6.32%
TAFE	1,287	1,679	2,966	1.55%
University	718	2,006	2,724	1.42%
Total	15,974	17,008	32,982	17.24%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	27,888	39.2%
Mortgaged	22,714	31.92%
Private rental	14,701	20.66%
Housing authority/Not stated	5,307	7.46%
Other tenure type	539	0.76%
Total dwellings	71,149	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	17,514	9.15%
Certificate	47,069	24.6%
Total	64,583	33.75%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	1,758	8.12%
\$450 – \$799 per month	2,178	10.05%
\$800 – \$999 per month	2,319	10.71%
\$1,000 – \$1,799 per month	9,700	44.78%
\$1,800 – \$2,399 per month	2,873	13.26%
\$2,400 – \$2,999 per month	813	3.75%
\$3,000 – \$3,999 per month	526	2.43%
\$4,000+ per month	350	1.62%
Not stated	1,144	5.28%
Total mortgaged dwellings	21,661	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	3,566	4.96%
1 vehicle	22,664	31.52%
2+ vehicles	42,183	58.66%
Not stated	3,492	4.86%
Total	71,905	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,186,154
Cereal crops – Wheat for grain – Production (t)	347,822
Cereal crops – Rice for grain – Production (t)	7,971
Cereal crops – Barley for grain – Production (t)	85,275
Cereal crops – Sorghum for grain – Production (t)	2,175
Cereal crops – Total for grain – Production (t)	505,175
Vegetables for human consumption – Tomatoes – Total production (t)	180,514
Vegetables for human consumption – Total area (ha)	3,294
Fruit & nuts – Avocados – Production (kg)	2,555
Fruit & nuts – Apples – Production (kg)	89,303,148
Fruit & nuts – Nectarines – Production (kg)	5,994,922
Fruit & nuts – Peaches – Production (kg)	32,140,385
Fruit & nuts – Nuts – Total trees (no.)	67,439
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	6,968,622
Fruit & nuts – Grapes – Total area (ha)	3,260
Livestock – Sheep & lambs – Total (no.)	1,274,842
Livestock – Dairy cattle – Total (no.)	305,448
Livestock – Meat cattle – Total (no.)	180,365

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	54,233	75.52%
Internet not accessed from dwelling	15,078	21%
Not stated	2,499	3.48%
Total	71,810	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	77,904	78,410	156,314	83.12%
Europe	3,064	3,220	6,284	3.34%
Africa & Middle East	1,089	812	1,901	1.01%
Asia	1,472	1,820	3,292	1.75%
Americas	75	91	166	0.09%
Other	10,034	10,067	20,101	10.69%
Total	93,638	94,420	188,058	100%