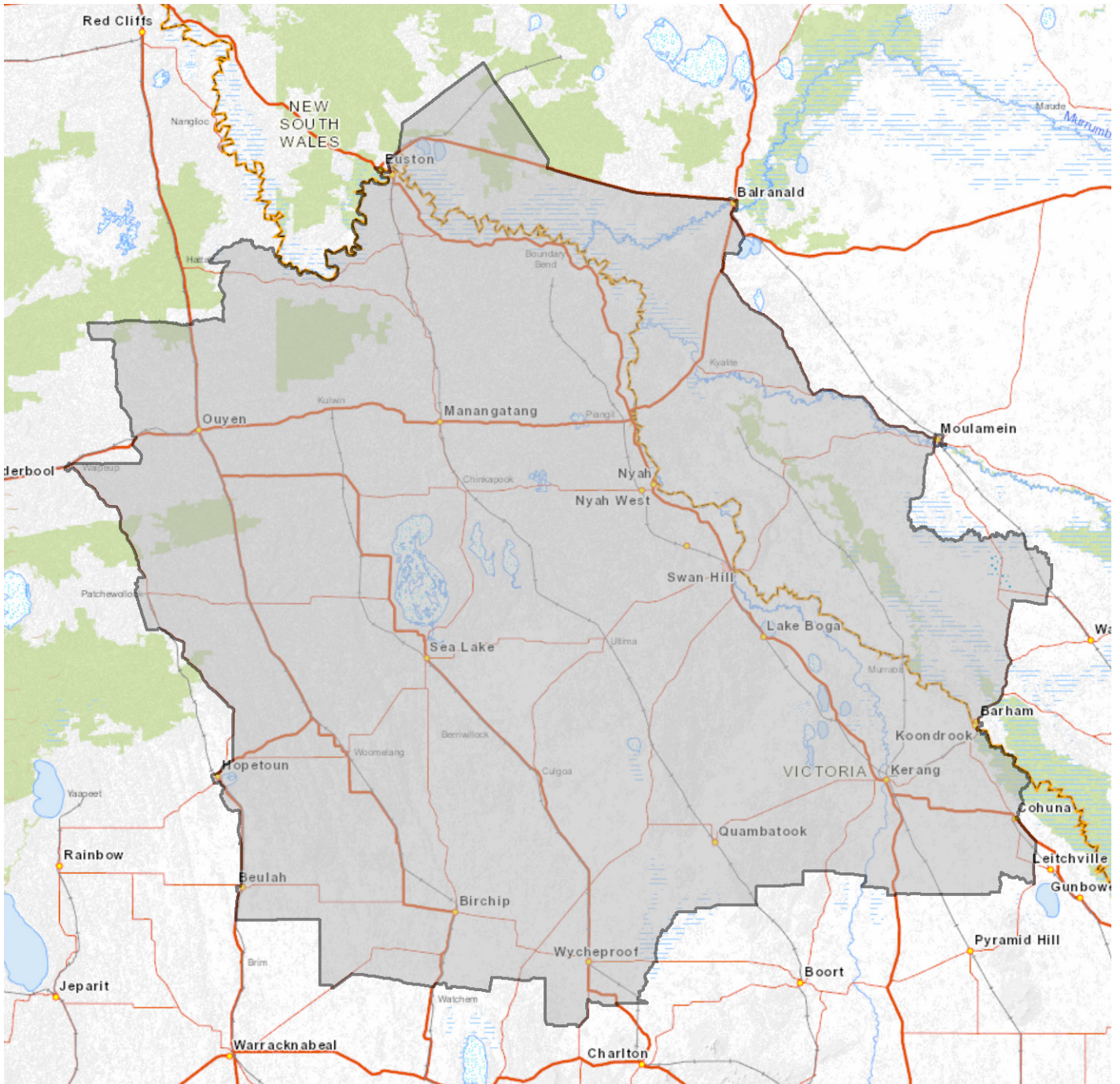


# SWAN HILL

MIXX FM • 3SH



<b>Station Name</b>	MIXX FM	3SH
<b>Call Sign</b>	3SHI	3SH
<b>Frequency</b>	107.7 MHz	1332 kHz
<b>Network</b>	ACE Radio Broadcasters	ACE Radio Broadcasters
<b>Address</b>	PO Box 504, Swan Hill, VIC 3585	77 McCallum St, Swan Hill, VIC 3585
<b>Phone</b>	03 5032 9400	03 5032 9400
<b>Fax</b>	03 5032 9635	03 5032 9635
<b>Email</b>	3sh@swanhill.aceradio.com.au	3sh@swanhill.aceradio.com.au
<b>Web Address</b>	<a href="http://mix1077.com.au">mix1077.com.au</a>	<a href="http://3sh.com.au">3sh.com.au</a>
<b>Description of Content/Format</b>	Hit Music & News	News, Sport, Talkback & Music
<b>Demographic Profile of Station Audience</b>	18-35	35-60

# SWAN HILL

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Swan Hill, at the eastern edge of the Mallee area in the northwest of Victoria, is located on the Murray River. Swan Hill is a picturesque tourist destination with a strong farming district. The famous Murray River, the beautiful lakes district of Lake Boga and the region's year round near-perfect weather make the area an ideal holiday location.

In comparison to the 2011 census, the population of the radio licence area of Swan Hill has decreased by -1.33% to 44,572. The birthplace for 83% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

7,323 people (16%) 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 or another tertiary institution and 7% attending TAFE. 13,008 people (29%) already have a tertiary qualification; of those, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership. Of the total dwellings in Swan Hill, 45% of dwellings are owned outright and 27% are mortgaged. Private rental properties represent 20% of total dwellings.

26% of the total households in Swan Hill have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa; 11% between \$78,000 – \$103,999pa; and 16% over \$104,000pa.

## AGRICULTURE

Being on the banks of the Murray River, Swan Hill has a large amount of irrigated farmland which supports a number of orchards near the river and a strong dairy industry. There are over 68 thousand dairy cattle and over 40 thousand beef cattle.

Further to the south, the area produces wool. The farms in the area support over 545 thousand sheep and lambs.

There are nearly 8 thousand hectares dedicated to grape production and 4.9 million nut trees in the area.

## EMPLOYMENT

The majority (58%) of the labour force of 19,850 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.

Swan Hill is a farming centre. It also has a strong retail centre that supplies the surrounding district. Swan Hill is the major regional centre for commerce in the Mallee.

# SWAN HILL

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	19,648	19,647	39,295	88.16%
0-9 years	2,767	2,510	5,277	11.84%
10-17 years	2,246	2,025	4,271	9.58%
18-24 years	1,617	1,338	2,955	6.63%
25-39 years	3,334	3,419	6,753	15.15%
40-54 years	4,267	4,251	8,518	19.11%
55-64 years	3,491	3,329	6,820	15.3%
65-74 years	2,730	2,664	5,394	12.1%
75+ years	1,963	2,621	4,584	10.28%
Total 2011 population	22,808	22,363	45,171	
<b>Total 2016 population</b>	<b>22,415</b>	<b>22,157</b>	<b>44,572</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>-1.33%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	11,468	57.77%
Part-time employed	6,222	31.35%
Not stated employed	1,276	6.43%
Unemployed	884	4.45%
<b>Total labour force</b>	<b>19,850</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	367	2.24%
\$7,750 – \$20,999	1,108	6.75%
\$21,000 – \$41,999	4,287	26.13%
\$42,000 – \$77,999	4,317	26.32%
\$78,000 – \$103,999	1,779	10.84%
\$104,000 – \$129,999	1,236	7.53%
\$130,000 – \$155,999	629	3.83%
\$160,000 – \$181,999	263	1.6%
\$182,000 – \$207,999	202	1.23%
\$208,000+	312	1.9%
Not stated	1,904	11.61%
<b>Total households</b>	<b>16,404</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,326	38.79%
Couple families – No children	5,245	47.03%
Single parents	1,461	13.1%
Other families	121	1.08%
<b>Total families</b>	<b>11,153</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	7,147	37.65%
Technicians & trade workers/ Community & personal service workers	4,076	21.47%
Clerical & administrative workers	1,848	9.74%
Sales workers	1,510	7.95%
Machinery operators & drivers/Labourers	4,061	21.39%
Not stated	341	1.8%
<b>Total</b>	<b>18,983</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,808	25.72%
Mining	72	0.39%
Manufacturing/Electricity, gas, water & waste services/Construction	2,494	13.34%
Wholesale trade/Retail trade/ Accommodation & food services	3,244	17.35%
Transport, postal & warehousing/ Information, media & communications	792	4.24%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	648	3.47%
Professional scientific & technical services	503	2.69%
Public administration & safety	840	4.49%
Education & training/Health care & social assistance	3,692	19.75%
Arts & recreation services	131	0.7%
Other services	625	3.34%
Not stated	845	4.52%
<b>Total</b>	<b>18,694</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	211,819
Alcoholic beverages	28,251
Clothing & footwear	40,235
Household furnishings & equipment	48,159
Furniture & floor covering	14,850
Household appliances	12,064
Household services & operation	36,722
Medical care & health expenses	69,008
Motor vehicle purchase	47,454
Motor vehicle running costs	128,273
Recreation	147,646
Recreational & educational equipment	36,179
Holidays	67,000
Personal care	25,807

# SWAN HILL

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,799	1,661	3,460	7.76%
Secondary	1,431	1,387	2,818	6.32%
TAFE	227	305	532	1.19%
University	109	404	513	1.15%
<b>Total</b>	<b>3,566</b>	<b>3,757</b>	<b>7,323</b>	<b>16.43%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	7,383	44.75%
Mortgaged	4,449	26.97%
Private rental	3,274	19.84%
Housing authority/Not stated	1,265	7.67%
Other tenure type	128	0.78%
<b>Total dwellings</b>	<b>16,499</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,165	7.1%
Certificate	9,843	22.08%
<b>Total</b>	<b>13,008</b>	<b>29.18%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	603	15.03%
\$450 – \$799 per month	699	17.43%
\$800 – \$999 per month	526	13.11%
\$1,000 – \$1,799 per month	1,415	35.28%
\$1,800 – \$2,399 per month	361	9%
\$2,400 – \$2,999 per month	67	1.67%
\$3,000 – \$3,999 per month	46	1.15%
\$4,000+ per month	62	1.55%
Not stated	232	5.78%
<b>Total mortgaged dwellings</b>	<b>4,011</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	920	5.5%
1 vehicle	4,953	29.62%
2+ vehicles	9,958	59.55%
Not stated	892	5.33%
<b>Total</b>	<b>16,723</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,907,964
Cereal crops – Wheat for grain – Production (t)	390,737
Cereal crops – Rice for grain – Production (t)	7,050
Cereal crops – Barley for grain – Production (t)	291,363
Cereal crops – Sorghum for grain – Production (t)	1,054
Cereal crops – Total for grain – Production (t)	706,167
Vegetables for human consumption – Tomatoes – Total production (t)	3,878
Vegetables for human consumption – Total area (ha)	2,407
Fruit & nuts – Avocados – Production (kg)	1,050,321
Fruit & nuts – Apples – Production (kg)	73,970
Fruit & nuts – Nectarines – Production (kg)	17,074,120
Fruit & nuts – Peaches – Production (kg)	8,663,390
Fruit & nuts – Nuts – Total trees (no.)	4,911,063
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	8,679,076
Fruit & nuts – Grapes – Total area (ha)	7,706
Livestock – Sheep & lambs – Total (no.)	545,142
Livestock – Dairy cattle – Total (no.)	68,673
Livestock – Meat cattle – Total (no.)	40,983

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	11,715	70.39%
Internet not accessed from dwelling	4,350	26.14%
Not stated	577	3.47%
<b>Total</b>	<b>16,642</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	18,338	18,046	36,384	82.55%
Europe	362	433	795	1.8%
Africa & Middle East	171	93	264	0.6%
Asia	528	580	1,108	2.51%
Americas	3	12	15	0.03%
Other	2,875	2,635	5,510	12.5%
<b>Total</b>	<b>22,277</b>	<b>21,799</b>	<b>44,076</b>	<b>100%</b>