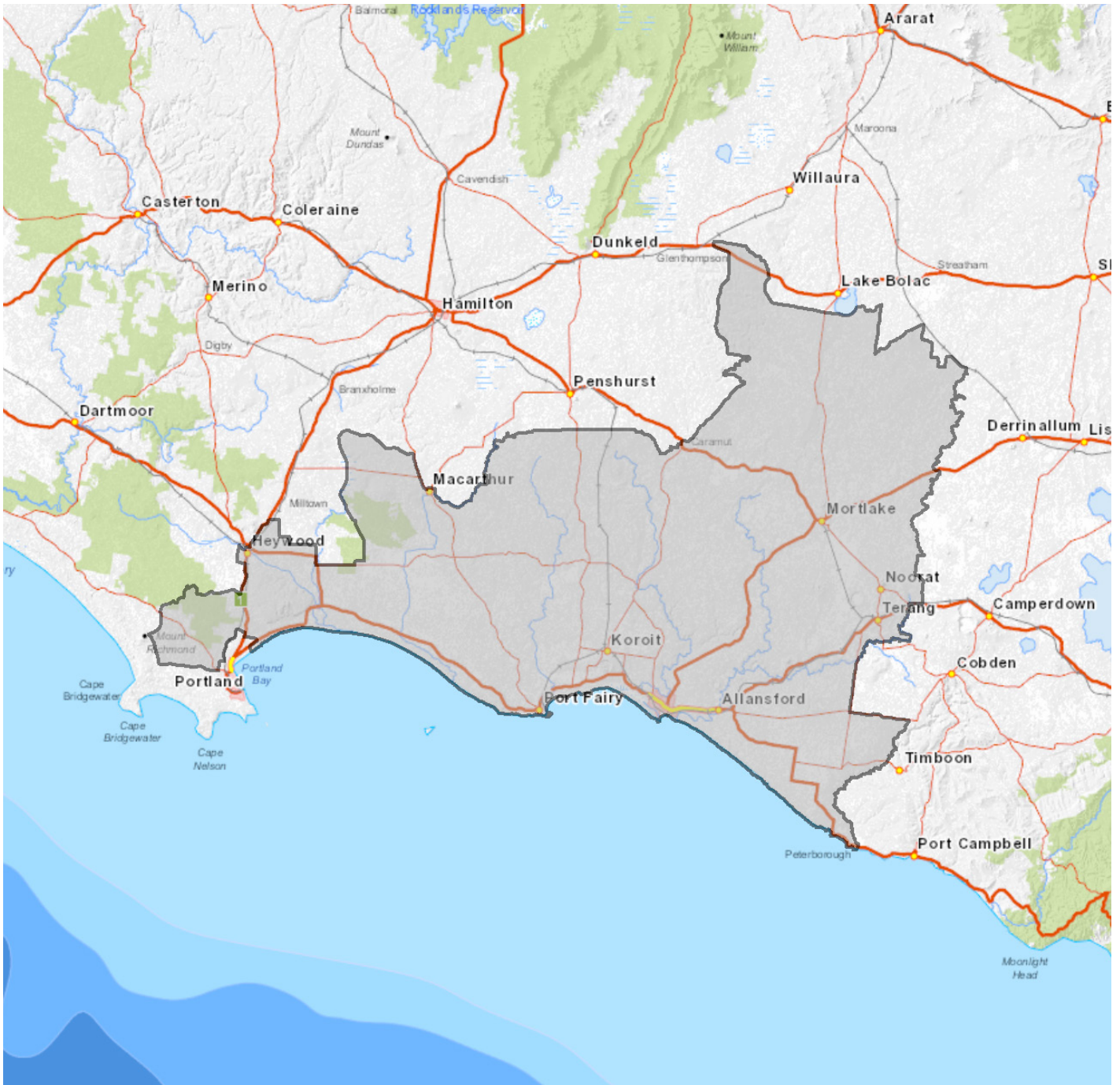


# WARRNAMBOOL

COAST FM • 3YB FM



<b>Station Name</b>	Coast FM	3YB FM
<b>Call Sign</b>	3YFM	3YB
<b>Frequency</b>	95.3 MHz	882 kHz
<b>Network</b>	ACE Radio Broadcasters	ACE Radio Broadcasters
<b>Address</b>	PO Box 485, Warrnambool, VIC 3280	95 Timor St, Warrnambool, VIC 3280
<b>Phone</b>	03 5564 3888	03 5564 3888
<b>Fax</b>	03 5664 3800	03 5664 3800
<b>Email</b>	<a href="mailto:peterh@team.aceradio.com.au">peterh@team.aceradio.com.au</a>	<a href="mailto:peterh@team.aceradio.com.au">peterh@team.aceradio.com.au</a>
<b>Web Address</b>	<a href="http://coast.com.au">coast.com.au</a>	<a href="http://3yb.com.au">3yb.com.au</a>
<b>Description of Content/Format</b>	Hit Music, Local & National News	News, Sport, Talkback & Music
<b>Demographic Profile of Station Audience</b>	18-35	35+

# WARRNAMBOOL

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Warrnambool, located on the rugged Shipwreck Coast in the southwest of Victoria, is about 250 kilometres west of Melbourne on the Princes Highway. The city is located between the Merri and Hopkins Rivers and bounded on a third side by the ocean and spectacular beaches at the western end of the Great Ocean Road. The picturesque coastline around Warrnambool attracts visitors and holidaymakers throughout the year.

In comparison to the 2011 census, the population of the radio licence area of Warrnambool has increased by 2.1% to 61,986. Over 50% of the population is aged over 40 years. The birthplace for 87% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Warrnambool's main education centres include Deakin University (Warrnambool Campus), the South West Institute of TAFE, government and private primary and secondary schools, and pre-school centres. Of the 11,734 people attending an educational institution, 45% were either in infants or primary, 36% were attending a secondary educational institution, 11% attending University or another tertiary institution, and 9% attending TAFE. Of the 22,558 people who already have a tertiary qualification, 32% have a degree and 68% have a certificate, diploma or another tertiary qualification.

Like many regional centres, Warrnambool has a relatively high proportion of children and teenagers; 42% of families have children. Many people are attracted to Warrnambool's appeal as a stable coastal city. The stability of the area is reflected in the large number of homes that are owned outright. Of the total dwellings in Warrnambool, 38% of dwellings are owned outright and 33% are mortgaged. Private rental properties represented 22% of total dwellings.

22% of the total households (22,898) in Warrnambool have a household income range between \$21,000 – \$41,999pa; 25% between \$42,000 – \$77,999pa; 12% between \$78,000 – \$103,999pa; and 23% 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 area.

## AGRICULTURE

Warrnambool is a comprehensive regional service centre. Major industries and services include retail, tourism, education and health, dairy and meat processing, clothing manufacture, building and construction.

Warrnambool has a strong dairy industry; there are over 227 thousand dairy cattle and over 172 thousand beef cattle. The district also produces some wool, being on the southern edge of Victoria's wool producing Western Districts. The farms in the district support over 1.1 million sheep and lambs.

## EMPLOYMENT

The majority (55%) of the labour force of 30,716 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.

A strong farming community surrounds Warrnambool. Dairy farming is relatively labour intensive and employs a large proportion of the local workforce. Warrnambool also supports a number of manufacturing industries.

# WARRNAMBOOL

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	26,493	27,936	54,429	87.81%
0-9 years	3,927	3,630	7,557	12.19%
10-17 years	3,198	3,144	6,342	10.23%
18-24 years	2,546	2,340	4,886	7.88%
25-39 years	4,906	5,203	10,109	16.31%
40-54 years	6,090	6,484	12,574	20.29%
55-64 years	4,364	4,506	8,870	14.31%
65-74 years	3,347	3,418	6,765	10.91%
75+ years	2,042	2,841	4,883	7.88%
Total 2011 population	29,916	30,797	60,713	
<b>Total 2016 population</b>	<b>30,420</b>	<b>31,566</b>	<b>61,986</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>2.1%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	16,821	54.76%
Part-time employed	10,540	34.31%
Not stated employed	1,968	6.41%
Unemployed	1,387	4.52%
<b>Total labour force</b>	<b>30,716</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	410	1.79%
\$7,750 – \$20,999	1,360	5.94%
\$21,000 – \$41,999	5,052	22.06%
\$42,000 – \$77,999	5,740	25.07%
\$78,000 – \$103,999	2,754	12.03%
\$104,000 – \$129,999	2,157	9.42%
\$130,000 – \$155,999	1,272	5.56%
\$160,000 – \$181,999	611	2.67%
\$182,000 – \$207,999	471	2.06%
\$208,000+	722	3.15%
Not stated	2,349	10.26%
<b>Total households</b>	<b>22,898</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	6,646	41.51%
Couple families – No children	6,865	42.88%
Single parents	2,333	14.57%
Other families	166	1.04%
<b>Total families</b>	<b>16,010</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	10,205	34.85%
Technicians & trade workers/ Community & personal service workers	6,880	23.5%
Clerical & administrative workers	2,907	9.93%
Sales workers	2,811	9.6%
Machinery operators & drivers/Labourers	6,027	20.58%
Not stated	450	1.54%
<b>Total</b>	<b>29,280</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	4,427	15.26%
Mining	74	0.26%
Manufacturing/Electricity, gas, water & waste services/Construction	4,806	16.56%
Wholesale trade/Retail trade/ Accommodation & food services	5,880	20.26%
Transport, postal & warehousing/ Information, media & communications	1,242	4.28%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	1,251	4.31%
Professional scientific & technical services	1,016	3.5%
Public administration & safety	1,365	4.7%
Education & training/Health care & social assistance	6,571	22.64%
Arts & recreation services	333	1.15%
Other services	928	3.2%
Not stated	1,126	3.88%
<b>Total</b>	<b>29,019</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	294,248
Alcoholic beverages	39,147
Clothing & footwear	56,128
Household furnishings & equipment	64,981
Furniture & floor covering	19,658
Household appliances	16,402
Household services & operation	49,447
Medical care & health expenses	94,649
Motor vehicle purchase	65,620
Motor vehicle running costs	179,723
Recreation	203,506
Recreational & educational equipment	49,568
Holidays	91,839
Personal care	35,903

# WARRNAMBOOL

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	2,704	2,564	5,268	8.5%
Secondary	2,069	2,115	4,184	6.75%
TAFE	409	611	1,020	1.65%
University	383	879	1,262	2.04%
<b>Total</b>	<b>5,565</b>	<b>6,169</b>	<b>11,734</b>	<b>18.93%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	8,780	38.24%
Mortgaged	7,499	32.66%
Private rental	4,997	21.76%
Housing authority/Not stated	1,502	6.54%
Other tenure type	184	0.8%
<b>Total dwellings</b>	<b>22,962</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	7,278	11.74%
Certificate	15,280	24.65%
<b>Total</b>	<b>22,558</b>	<b>36.39%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	624	8.96%
\$450 – \$799 per month	559	8.03%
\$800 – \$999 per month	567	8.14%
\$1,000 – \$1,799 per month	3,052	43.83%
\$1,800 – \$2,399 per month	1,186	17.03%
\$2,400 – \$2,999 per month	303	4.35%
\$3,000 – \$3,999 per month	188	2.7%
\$4,000+ per month	145	2.08%
Not stated	340	4.88%
<b>Total mortgaged dwellings</b>	<b>6,964</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	1,009	4.37%
1 vehicle	7,136	30.93%
2+ vehicles	13,988	60.62%
Not stated	942	4.08%
<b>Total</b>	<b>23,075</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	491,220
Cereal crops – Wheat for grain – Production (t)	43,011
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	12,560
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	61,481
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	263
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	5,075
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.)	494
Fruit & nuts – Grapes – Total area (ha)	21
Livestock – Sheep & lambs – Total (no.)	1,110,984
Livestock – Dairy cattle – Total (no.)	227,370
Livestock – Meat cattle – Total (no.)	172,897

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	18,015	77.76%
Internet not accessed from dwelling	4,521	19.51%
Not stated	632	2.73%
<b>Total</b>	<b>23,168</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	26,348	27,176	53,524	87.14%
Europe	659	750	1,409	2.29%
Africa & Middle East	40	44	84	0.14%
Asia	400	394	794	1.29%
Americas	26	25	51	0.08%
Other	2,656	2,902	5,558	9.05%
<b>Total</b>	<b>30,129</b>	<b>31,291</b>	<b>61,420</b>	<b>100%</b>