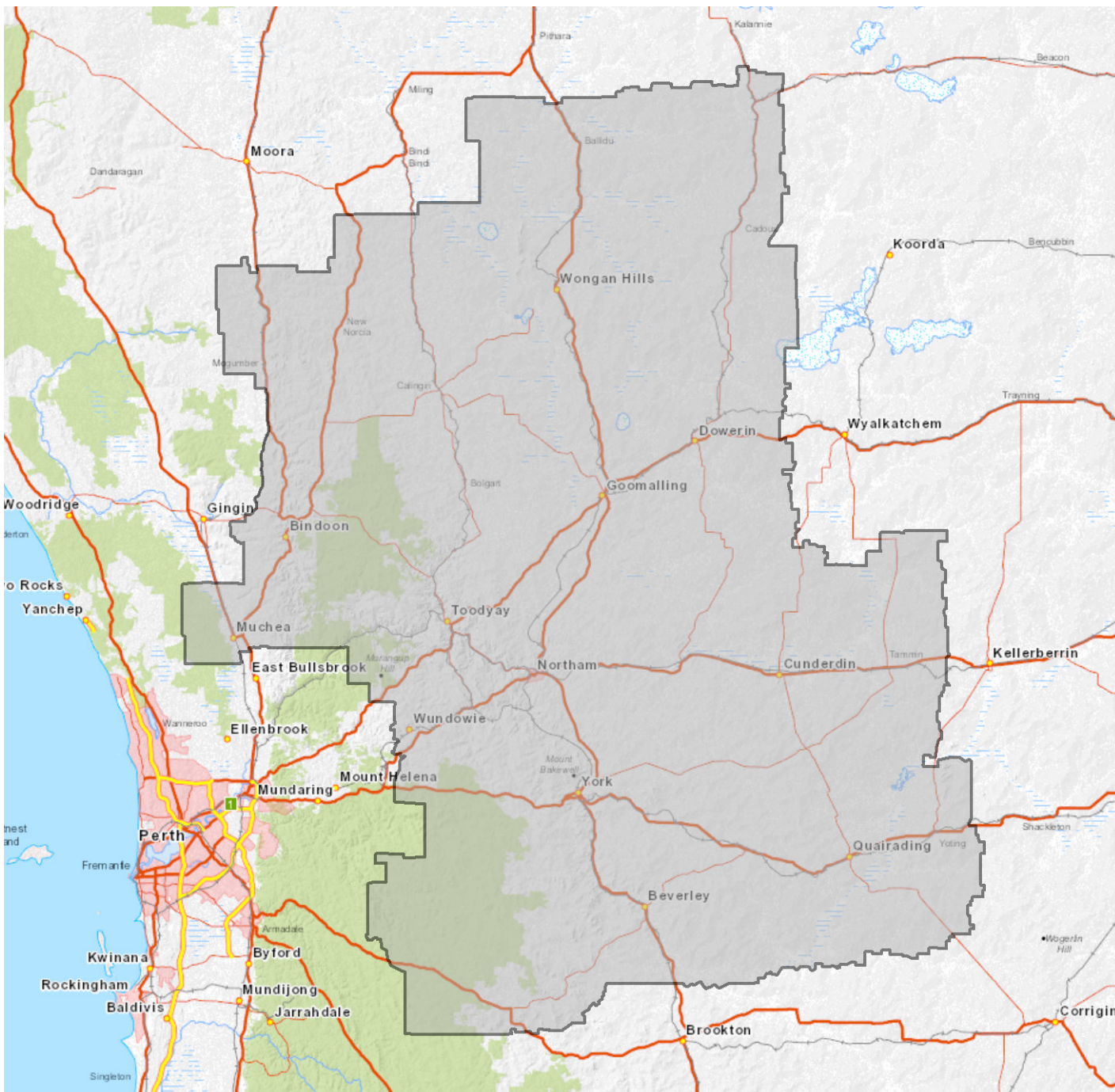


# NORTHAM

HIT 96.5 AVON VALLEY • TRIPLE M AVON VALLEY 864



<b>Station Name</b>	Hit 96.5 Avon Valley	Triple M Avon Valley 864
<b>Call Sign</b>	6NAM	6AM
<b>Frequency</b>	96.5 MHz	864 kHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	PO Box 256, Northam, WA 6401	PO Box 256, Northam, WA 6401
<b>Phone</b>	08 9622 2777	08 9622 2777
<b>Fax</b>	-	-
<b>Email</b>	northam.reception@sca.com.au	northam.reception@sca.com.au
<b>Web Address</b>	<a href="http://hit.com.au">hit.com.au</a>	<a href="http://triplem.com.au/avonvalley">triplem.com.au/avonvalley</a>
<b>Description of Content/Format</b>	Hot Adult Contemporary	Classic Hits
<b>Demographic Profile of Station Audience</b>	18-39	40-59

# NORTHAM

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Northam sits on the picturesque Avon River and is less than 100 kilometres to the east of Perth on the Great Eastern Highway. The town is the regional centre of the Avon Valley and is one of the earliest settlements in the Central Wheatbelt.

Nearby is York, the oldest farming community in WA which boasts an excellent range of heritage buildings.

In comparison to the 2011 census, the population within the radio licence area of Northam has increased by 4.98% to 40,972. The birthplace for 76% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Northam has a Senior High School, C Y O'Connor College of TAFE, Muresk Institute of Agriculture (a division of Curtin University), three primary schools and St Joseph's School. 6,275 people (15%) attended an educational institution in 2016, with 50% of these in infants or primary, 36% attending a secondary educational institution, 8% attending TAFE and 7% attending university or another tertiary institution. Of the 12,475 people (30%) who already have a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Northam has a high level of home ownership reflecting the stability of the region. Of the total dwellings (14,076) in Northam, 41% are owned outright and 35% are mortgaged. Private rental properties represent 16% of total dwellings. 21% of the total households in Northam have a household income range between \$21,000 – \$41,999pa, 22% between \$42,000 – \$77,999pa and 11% between \$78,000 – \$103,999pa.

## AGRICULTURE

Northam is the commercial hub for the area's rich farmlands. Farming communities outside Northam primarily produce wheat, barley, and cereal. Over 1 million tonnes of wheat for grain and 1.4 million tonnes of cereal for grain were produced. The region produced over 196 thousand kilograms of avocados.

A range of stock is raised in the area, the most prevalent being sheep, pigs and goats. The properties in the region support nearly 1.2 million sheep and lambs. There are over 33 thousand beef cattle.

## EMPLOYMENT

The majority (57%) of the labour force of 18,223 is employed full time. Business and manufacturing companies in the region cater to the different requirements of the farming sector. There are a number of local manufacturers of farm equipment, such as fibreglass tanks, steel farm sheds and grain bins, based in the area. Local industries include tourism, grain, sheep and cattle, abattoirs, foundry, agricultural services, flour mill and quarrying.

The main industries of employment are:

- Agriculture Forestry and Fishing;
- 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.

# NORTHAM

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	19,661	16,590	36,251	88.48%
0-9 years	2,423	2,298	4,721	11.52%
10-17 years	1,933	1,727	3,660	8.93%
18-24 years	1,573	983	2,556	6.24%
25-39 years	4,025	2,946	6,971	17.01%
40-54 years	4,820	4,301	9,121	22.26%
55-64 years	3,346	3,090	6,436	15.71%
65-74 years	2,692	2,257	4,949	12.08%
75+ years	1,272	1,286	2,558	6.24%
Total 2011 population	20,457	18,573	39,030	
<b>Total 2016 population</b>	<b>22,084</b>	<b>18,888</b>	<b>40,972</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>4.98%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	10,439	57.28%
Part-time employed	5,438	29.84%
Not stated employed	1,176	6.45%
Unemployed	1,170	6.42%
<b>Total labour force</b>	<b>18,223</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	325	2.32%
\$7,750 – \$20,999	744	5.31%
\$21,000 – \$41,999	3,005	21.44%
\$42,000 – \$77,999	3,027	21.6%
\$78,000 – \$103,999	1,553	11.08%
\$104,000 – \$129,999	1,252	8.93%
\$130,000 – \$155,999	774	5.52%
\$160,000 – \$181,999	439	3.13%
\$182,000 – \$207,999	375	2.68%
\$208,000+	689	4.92%
Not stated	1,834	13.08%
<b>Total households</b>	<b>14,017</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	4,004	38.57%
Couple families – No children	5,083	48.96%
Single parents	1,240	11.94%
Other families	55	0.53%
<b>Total families</b>	<b>10,382</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,570	32.88%
Technicians & trade workers/ Community & personal service workers	4,202	24.81%
Clerical & administrative workers	2,009	11.86%
Sales workers	1,108	6.54%
Machinery operators & drivers/Labourers	3,797	22.42%
Not stated	252	1.49%
<b>Total</b>	<b>16,938</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,322	19.84%
Mining	845	5.05%
Manufacturing/Electricity, gas, water & waste services/Construction	2,447	14.62%
Wholesale trade/Retail trade/ Accommodation & food services	2,375	14.19%
Transport, postal & warehousing/ Information, media & communications	934	5.58%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	841	5.02%
Professional scientific & technical services	487	2.91%
Public administration & safety	1,203	7.19%
Education & training/Health care & social assistance	2,761	16.49%
Arts & recreation services	126	0.75%
Other services	584	3.49%
Not stated	815	4.87%
<b>Total</b>	<b>16,740</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	175,556
Alcoholic beverages	22,736
Clothing & footwear	30,796
Household furnishings & equipment	44,621
Furniture & floor covering	15,176
Household appliances	11,706
Household services & operation	31,643
Medical care & health expenses	71,113
Motor vehicle purchase	22,130
Motor vehicle running costs	102,148
Recreation	130,924
Recreational & educational equipment	30,737
Holidays	58,350
Personal care	21,642

# NORTHAM

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,584	1,537	3,121	7.62%
Secondary	1,161	1,071	2,232	5.45%
TAFE	175	328	503	1.23%
University	128	291	419	1.02%
<b>Total</b>	<b>3,048</b>	<b>3,227</b>	<b>6,275</b>	<b>15.32%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,733	40.73%
Mortgaged	4,924	34.98%
Private rental	2,247	15.96%
Housing authority/Not stated	1,036	7.36%
Other tenure type	136	0.97%
<b>Total dwellings</b>	<b>14,076</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,977	7.27%
Certificate	9,498	23.18%
<b>Total</b>	<b>12,475</b>	<b>30.45%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	488	10.34%
\$450 – \$799 per month	371	7.86%
\$800 – \$999 per month	332	7.03%
\$1,000 – \$1,799 per month	1,465	31.03%
\$1,800 – \$2,399 per month	859	18.2%
\$2,400 – \$2,999 per month	413	8.75%
\$3,000 – \$3,999 per month	378	8.01%
\$4,000+ per month	172	3.64%
Not stated	243	5.15%
<b>Total mortgaged dwellings</b>	<b>4,721</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	396	2.8%
1 vehicle	3,540	25%
2+ vehicles	9,615	67.9%
Not stated	609	4.3%
<b>Total</b>	<b>14,160</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,883,383
Cereal crops – Wheat for grain – Production (t)	1,090,137
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	335,629
Cereal crops – Sorghum for grain – Production (t)	540
Cereal crops – Total for grain – Production (t)	1,463,999
Vegetables for human consumption – Tomatoes – Total production (t)	10
Vegetables for human consumption – Total area (ha)	14
Fruit & nuts – Avocados – Production (kg)	196,410
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	385
Fruit & nuts – Peaches – Production (kg)	494
Fruit & nuts – Nuts – Total trees (no.)	2,201
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	305,469
Fruit & nuts – Grapes – Total area (ha)	191
Livestock – Sheep & lambs – Total (no.)	1,179,459
Livestock – Dairy cattle – Total (no.)	179
Livestock – Meat cattle – Total (no.)	33,918

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	11,234	79.11%
Internet not accessed from dwelling	2,582	18.18%
Not stated	384	2.7%
<b>Total</b>	<b>14,200</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	16,620	14,129	30,749	76.05%
Europe	1,724	1,795	3,519	8.7%
Africa & Middle East	276	142	418	1.03%
Asia	537	321	858	2.12%
Americas	31	31	62	0.15%
Other	2,609	2,215	4,824	11.93%
<b>Total</b>	<b>21,797</b>	<b>18,633</b>	<b>40,430</b>	<b>100%</b>