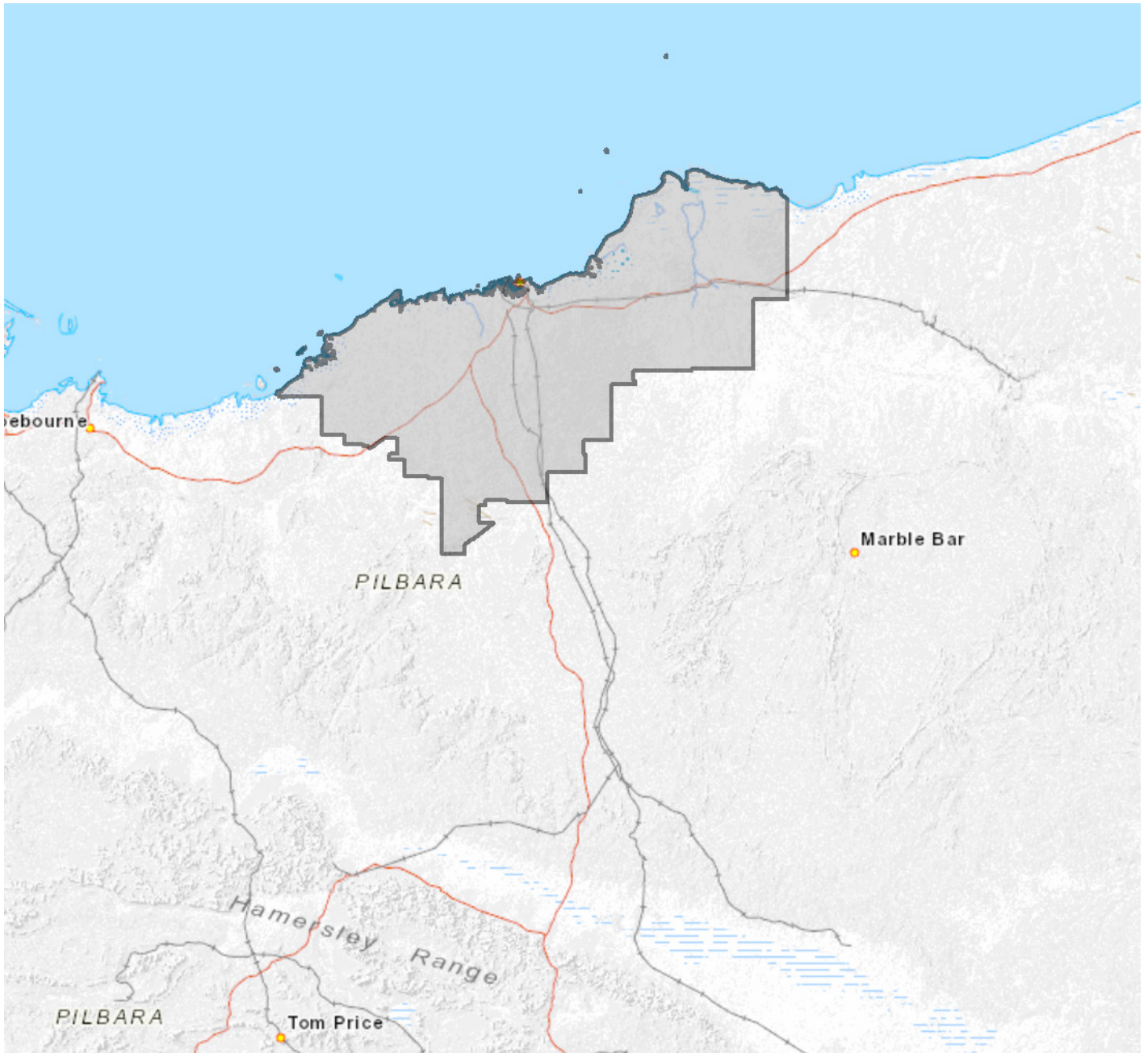


# PORT HEDLAND/BROOME

TRIPLE M PORT HEDLAND 94.1 • TRIPLE M BROOME 102.9 •  
HIT 91.7 PORT HEDLAND • HIT 101.3 BROOME



<b>Station Name</b>	Triple M Port Hedland 94.1	Triple M Broome 102.9	Hit 91.7 Port Hedland	Hit 101.3 Broome
<b>Call Sign</b>	6NW	6NW	6HED	6HED
<b>Frequency</b>	94.1 MHz	102.9 MHz	91.7 MHz	101.3 MHz
<b>Network</b>	Southern Cross Austereo	Southern Cross Austereo	Southern Cross Austereo	Southern Cross Austereo
<b>Address</b>	Court Place, South Hedland WA 6722	27-29 Dampier Terrace, Broome WA 6725	Court Place, South Hedland WA 6722	27-29 Dampier Terrace, Broome, WA 6725
<b>Phone</b>	08 6380 6932	08 9191 9799	08 6332 1180	08 9191 9799
<b>Email</b>				
<b>Web Address</b>	<a href="http://triplem.com.au/porthedland">triplem.com.au/porthedland</a>	<a href="http://triplem.com.au/broome">triplem.com.au/broome</a>	<a href="http://hit.com.au/porthedland">hit.com.au/porthedland</a>	<a href="http://hit.com.au/broome">hit.com.au/broome</a>
<b>Description of Content/Format</b>	Music: 60s, 70s, 80s	Adult Contemporary	Top 40	Contemporary Hits
<b>Demographic Profile of Station Audience</b>	30-54	30-54	18-39	18-34

# PORT HEDLAND

---

Port Hedland is located over 1,600 kilometres north of Perth via the Great Northern Highway or 1,761 kilometres via the North West Coastal highway. Port Hedland is an important regional centre in the Pilbara Region of Western Australia.

Port Hedland is an industrial centre that revolves around the mining and shipping of iron ore – the port is one of the largest iron ore ports in Australia. The town is committed to the extraction, processing and exporting of iron ore. An iron ore crushing mill is located at Nelson Point.

The satellite town of South Hedland (18 kilometres inland) was established due to a shortage of land above cyclonic storm surge levels adjacent to the original town site.

Broome is one of the tourist hotspots for Western Australia with visitors coming from all over the country to see the famous Cable Beach and the magnificent sunsets, and to ride the camel trains. Broome is the western gateway to the natural landscapes of the Kimberley.

In comparison to the 2011 census, the population within the radio licence area of Port Hedland has increased by 1% to 31,164. Port Hedland has a very young population; 62% of the population is aged under 40 years, and 30% are aged under 25 years. The birthplace for 72% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

5,278 people (17%) were attending an educational institution in 2016; half of these in infants or primary, 28% attending a secondary educational institution, 11% attending TAFE and 11% attending university or another tertiary institution. Of the 12,063 people (39%) who already have a tertiary qualification, 30% have a degree and 70% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (8,761) in the Port Hedland radio licence area, 12% are owned outright and 19% are mortgaged. Private rental properties represent 50% of total dwellings.

With a large mining industry in the area, incomes in Port Hedland are generally higher than average. 13% of households have a household income range between \$42,000 – \$77,999pa, 11% between \$78,000 – \$103,999pa, 14% between \$104,000 – \$129,999pa, and 37% over \$130,000pa.

## AGRICULTURE

Port Hedland is located in the arid northwest of Western Australia and is primarily a mining area – the main industries are iron ore processing and export. As mining is the economic focus in the area, it does not support much farming; however the area does have some livestock production, with over 4 thousand beef cattle.

## EMPLOYMENT

The majority (70%) of the labour force of 16,839 is employed full time. The main industries of employment are:

- Mining;
- Education and Training/Health Care and Social Assistance; and
- Wholesale Trade/Retail Trade/Accommodation and Food Services.

# PORT HEDLAND

## AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	14,530	11,754	26,284	84.34%
0-9 years	2,496	2,384	4,880	15.66%
10-17 years	1,335	1,288	2,623	8.42%
18-24 years	1,078	1,027	2,105	6.75%
25-39 years	5,312	4,413	9,725	31.21%
40-54 years	4,126	3,023	7,149	22.94%
55-64 years	1,855	1,380	3,235	10.38%
65-74 years	657	498	1,155	3.71%
75+ years	167	125	292	0.94%
Total 2011 population	17,480	13,360	30,840	
<b>Total 2016 population</b>	<b>17,026</b>	<b>14,138</b>	<b>31,164</b>	<b>100%</b>
<b>% change 2011-2016</b>			<b>1.05%</b>	

## LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	11,754	69.8%
Part-time employed	3,114	18.49%
Not stated employed	1,185	7.04%
Unemployed	786	4.67%
<b>Total labour force</b>	<b>16,839</b>	<b>100%</b>

## HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	135	1.55%
\$7,750 – \$20,999	318	3.65%
\$21,000 – \$41,999	613	7.03%
\$42,000 – \$77,999	1,130	12.96%
\$78,000 – \$103,999	989	11.34%
\$104,000 – \$129,999	1,183	13.57%
\$130,000 – \$155,999	713	8.18%
\$160,000 – \$181,999	603	6.92%
\$182,000 – \$207,999	706	8.1%
\$208,000+	1,184	13.58%
Not stated	1,145	13.13%
<b>Total households</b>	<b>8,719</b>	<b>100%</b>

## FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	2,946	45.92%
Couple families – No children	2,459	38.33%
Single parents	927	14.45%
Other families	83	1.29%
<b>Total families</b>	<b>6,415</b>	<b>100%</b>

## OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	4,234	26.29%
Technicians & trade workers/ Community & personal service workers	5,137	31.9%
Clerical & administrative workers	1,856	11.53%
Sales workers	971	6.03%
Machinery operators & drivers/Labourers	3,554	22.07%
Not stated	352	2.19%
<b>Total</b>	<b>16,104</b>	<b>100%</b>

## INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	236	1.48%
Mining	3,370	21.16%
Manufacturing/Electricity, gas, water & waste services/Construction	1,708	10.72%
Wholesale trade/Retail trade/ Accommodation & food services	2,496	15.67%
Transport, postal & warehousing/ Information, media & communications	1,323	8.31%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	961	6.03%
Professional scientific & technical services	459	2.88%
Public administration & safety	958	6.02%
Education & training/Health care & social assistance	2,965	18.62%
Arts & recreation services	177	1.11%
Other services	606	3.81%
Not stated	667	4.19%
<b>Total</b>	<b>15,926</b>	<b>100%</b>

## ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	110,379
Alcoholic beverages	14,334
Clothing & footwear	19,375
Household furnishings & equipment	28,105
Furniture & floor covering	9,576
Household appliances	7,348
Household services & operation	19,896
Medical care & health expenses	44,657
Motor vehicle purchase	13,961
Motor vehicle running costs	64,158
Recreation	82,469
Recreational & educational equipment	19,366
Holidays	36,755
Personal care	13,603

# PORT HEDLAND

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,339	1,304	2,643	8.48%
Secondary	737	738	1,475	4.73%
TAFE	233	361	594	1.91%
University	196	370	566	1.82%
<b>Total</b>	<b>2,505</b>	<b>2,773</b>	<b>5,278</b>	<b>16.94%</b>

## DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	1,063	12.13%
Mortgaged	1,624	18.54%
Private rental	4,369	49.87%
Housing authority/Not stated	1,632	18.63%
Other tenure type	73	0.83%
<b>Total dwellings</b>	<b>8,761</b>	<b>100%</b>

## UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	3,575	11.47%
Certificate	8,488	27.24%
<b>Total</b>	<b>12,063</b>	<b>38.71%</b>

## MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	33	2.3%
\$450 – \$799 per month	33	2.3%
\$800 – \$999 per month	19	1.32%
\$1,000 – \$1,799 per month	219	15.24%
\$1,800 – \$2,399 per month	233	16.21%
\$2,400 – \$2,999 per month	247	17.19%
\$3,000 – \$3,999 per month	363	25.26%
\$4,000+ per month	225	15.66%
Not stated	65	4.52%
<b>Total mortgaged dwellings</b>	<b>1,437</b>	<b>100%</b>

## MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	548	6.13%
1 vehicle	2,627	29.37%
2+ vehicles	5,302	59.29%
Not stated	466	5.21%
<b>Total</b>	<b>8,943</b>	<b>100%</b>

## AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	191,263
Cereal crops – Wheat for grain – Production (t)	0
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	0
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	0
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	1
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
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.)	57
Fruit & nuts – Grapes – Total area (ha)	0
Livestock – Sheep & lambs – Total (no.)	0
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	4,837

## INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	7,218	80.8%
Internet not accessed from dwelling	1,354	15.16%
Not stated	361	4.04%
<b>Total</b>	<b>8,933</b>	<b>100%</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	12,133	9,959	22,092	72.19%
Europe	748	553	1,301	4.25%
Africa & Middle East	247	181	428	1.4%
Asia	702	779	1,481	4.84%
Americas	25	30	55	0.18%
Other	2,919	2,328	5,247	17.14%
<b>Total</b>	<b>16,774</b>	<b>13,830</b>	<b>30,604</b>	<b>100%</b>