



# GOULBURN

## 2GN & EAGLE FM 93.5

<b>ACMA</b>	2GN	2SNO
<b>On-Air Name</b>	2GN	Eagle FM 93.5
<b>Frequency</b>	1368 kHz	93.5 MHz
<b>Postal Address</b>	PO Box 115	PO Box 115
<b>Suburb/State/Postcode</b>	Goulburn NSW 2580	Goulburn NSW 2580
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<b>Format</b>	Classic Hits	Contemporary Hits
<b>Primary Station Area Coverage</b>	Goulburn & Southern Tablelands of NSW	Goulburn & Southern Tablelands of NSW
<b>Demographic Profile of Station Audience</b>	30+	18-39

**More info:** Click [here](#) for updated Station contacts and non-metro Agency representation

## GOULBURN

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Goulburn is located in the southeast of NSW on the scenic Southern Tablelands. It is conveniently one hour from Canberra, under two hours from Sydney by freeway, and one and a half hours from the South Coast. Goulburn is a major agricultural centre for the Southern Tablelands area as well as being a regional centre for a number of NSW Government departments. It was Australia's first inland city and boasts many beautiful historic buildings, including the oldest running brewery in NSW.

In comparison to the 2006 census, the population of the radio licence area of Goulburn has increased by 24.42% to 48,806. There was an increase across all age brackets since the 2006 census. Over 53% of the population in Goulburn is aged over 40 years. The birthplace for 86.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. The area has a relatively large number of children and teenagers. This is reflected in a high proportion of families with children (42% of total families).

Of the 9,661 people attending an educational institution, 42% were either in infants or primary, 34% were attending a secondary educational institution, 13% attending TAFE and 11% attending University or another tertiary institution. Of the 16,817 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (18,222) in Goulburn, 39% are owned outright and 35% are mortgaged. Private rental properties represented only 20% of total dwellings. 20% of the total households (18,227) in Goulburn have a household income range between \$21,000 – \$41,999pa, 16% between \$42,000 – \$64,999pa and 18% between \$65,000 – \$103,999pa.

Some of the main Goulburn attractions are the Blues, Roses, Heritage and Jazz festivals, Lilac Time, and the Wakefield Park Motor Racing Circuit.

### AGRICULTURE

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Goulburn is one of the major wool producing areas in Australia. The farms in the area support over 1.4 million sheep and lambs. There is a large sheep abattoir serving the district, which is one of the area's biggest employers of personnel. There is also a first class wool processing plant.

The Goulburn area also produces beef (145 thousand beef cattle in total), over 374 thousand kilograms of peaches and 150 thousand kilograms of nectarines.

### EMPLOYMENT

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60.6% of the total labour force of 23,960 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health, and Community Services; and
- Manufacturing, Construction, Electricity Gas & Water Supply.

Goulburn, being a service centre to the large rural hinterland, provides a large percentage of agricultural employment. Goulburn also supports a large retail sector including all major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.



## GOULBURN

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	21615	21084	42699	87.49
Aged 0-9 Years	3125	2982	6107	12.51
Aged 10-17 Years	2821	2575	5396	11.06
Aged 18-24 Years	1830	1646	3476	7.12
Aged 25-39 Years	3880	3853	7733	15.84
Aged 40-54 Years	5546	5462	11008	22.55
Aged 55+ Years	7538	7548	15086	30.91
Total 2011 Population	24740	24066	48806	100.00
Total 2006 Population	19807	19448	39225	
% Change 2006-2011			24.43%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	14543	60.70
Part-time Employed	6937	28.95
Not Stated Employed	486	2.03
Unemployed	1085	4.53
Total Labour Force	23960	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	603	3.31
\$10000-\$20999pa	1944	10.67
\$21000-\$41999pa	3617	19.84
\$42000-\$64999pa	2940	16.13
\$65000-\$103999pa	3203	17.57
\$104000-\$155999pa	2472	13.56
\$156000+pa	1467	8.05
Not Stated	560	3.07
Total Households	18227	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	5460	41.51
Couple Families-No Children	5605	42.61
Single Parents	1936	14.72
Other Families	153	1.16
Total Families	13154	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7756	33.84
Technicians/Trade Workers/Community Personal Service Workers	5864	25.59
Clerical & Administrative Workers	3019	13.17
Sales Workers	1882	8.21
Machinery Operation/Driver/& Labourers	4002	17.46
Not Stated	395	1.72
Total	22918	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2272	9.93
Mining	190	0.83
Construction/Electricity gas water and waste services/Manufacturing	3386	14.80
Wholesale/Retail Trade, Accom + Food	4399	19.23
Transport Postal & Warehouse/Telecomms	1296	5.67
Finance & Insurance Services	1163	5.08
Professional scientific and technical services	1165	5.09
Public administration and safety	3036	13.27
Education & Health	4349	19.01
Arts and recreation services	258	1.13
Other services	907	3.97
Inadequately described or not stated	454	1.98
Total	22875	100.00

### ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	173,546
Total Alcoholic beverages	27,166
Total Clothing and Footwear	37,456
Total Household Linen Furnishings & Equipment	43,062
Furniture and Floor Covering	14,574
Household Appliances	10,878
Household Services and Operation	57,318
Total Medical Care and Pharmacy	52,414
Motor Vehicle Purchase	38,517
Total Motor Vehicle Running Cost incl Rego	75,647
Audio Visual Equipment and Parts	43,511
Recreation	133,381
Holidays Australia and Overseas	43,307
Total Personal care and Hygiene	20,833
Total Super and Life Insurance	67,405

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2125	1969	4094	8.39
Secondary	1738	1587	3325	6.81
TAFE	512	705	1217	2.49
University & Other	368	657	1025	2.10
<b>Total</b>	<b>4743</b>	<b>4918</b>	<b>9661</b>	<b>19.80</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7116	39.05
Mortgaged	6331	34.74
Private Rental	3647	20.01
Housing Authority/Not Stated	1000	5.49
Other Tenure Type	128	0.70
<b>Total Dwellings</b>	<b>18222</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4569	9.36
Certificate	12248	25.10
<b>Total</b>	<b>16817</b>	<b>34.47</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	444	7.00
\$500-\$799 per month	497	7.83
\$800-\$999 per month	403	6.35
\$1000-\$1399 per month	1050	16.55
\$1400+ per month	3615	56.97
Not Stated	336	5.30
<b>Total Mortgaged Dwellings</b>	<b>6345</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1021	0.06
1 Vehicle	5693	0.31
2+ Vehicles	10948	0.60
Not Stated	554	1.54
<b>Total</b>	<b>16641</b>	<b>0.91</b>

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	774,747
Land Use - Grazing land (including pastures and rangelands) area (ha)	689,910
Cereal Crops - Wheat for grain production (t)	3,584
Cereals for grain total production (t)	11,114
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	530
Sorghum for grain production (t)	2
Vegetables for human consumption, total area (ha)	58
Tomatoes total production (t)	6
Avocados, total production (kg)	0
Nuts total trees (n)	1,428
Total grapes total area of vines (ha)	158
Orchard trees (incl. nuts) total trees - number (n)	111,351
Sheep and lambs total number (n)	1,440,620
Milk cattle (n)	1,019
Meat cattle (n)	145,849
Apples production (kg)	54,075
Nectarines production (kg)	150,221
Peaches production (kg)	374,141

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	4584	25.17
Broadband	11612	63.75
Dial-up	767	4.21
Other	674	3.70
Not Stated	578	3.17
<b>Total</b>	<b>18215</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	21417	20914	42331	86.81
Europe	1305	1184	2489	5.10
Africa & Middle East	97	39	136	0.28
Asia	192	257	449	0.92
Americas	71	83	154	0.32
Other	1636	1566	3202	6.57
<b>Total Population Total</b>	<b>24718</b>	<b>24043</b>	<b>48761</b>	<b>100.00</b>