



# INVERELL

## GEM FM & 1188 2NZ

<b>ACMA</b>	2GEM	2NZ
<b>On-Air Name</b>	GEM FM	1188 2NZ
<b>Frequency</b>	95.1MHz	1188 kHz
<b>Postal Address</b>	PO Box 770	PO Box 770
<b>Suburb/State/Postcode</b>	INVERELL NSW 2360	INVERELL NSW 2360
<b>Phone</b>	02 6722 2444	02 6722 2444
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<b>WWW</b>	www.gemfm.com.au	www.2nz.com.au
<b>Format</b>	Hot Adult Contemporary	Adult Contemporary & Talk
<b>Primary Station Area Coverage</b>	Inverell	Inverell
<b>Demographic Profile of Station Audience</b>	15-39	39+

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

## INVERELL

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Inverell is situated on the Macintyre River in the centre of the New England tablelands. It is 689 kilometres by road from Sydney and 437 kilometres from Brisbane. The town is situated on the Gwydir Highway, which connects western New South Wales with the Eastern seaboard.

The Inverell licence area covers 1.09 million hectares of rich farm and grazing land, including large mineral deposits, particularly tin and sapphires. Inverell is primarily a farming centre with a strong retail shopping centre.

The area is a magnet to Queensland visitors in particular as they camp at Copeton Dam near Inverell; or visit the Australian Standing Stones in Glen Innes.

In comparison to the 2006 census, the population of the radio licence area of Inverell has increased by 18.69% to 36,846. Over 54% of the population in Inverell is aged over 40 years. The birthplace for 90.18% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Inverell District offers a full range of educational facilities. Two long daycare centres, three preschools, two primary schools, a private catholic school (K - 10), two high schools and tertiary education through TAFE. Of the 6,996 people attending an educational institution, 46% were in infants or primary, 35% were attending a secondary educational institution, 13% were attending TAFE and 7% were attending University or another tertiary institution. Of the 9,925 people who already have a tertiary qualification, 78% have a certificate, diploma or another tertiary qualification and 22% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (14,146) in Inverell 43% are owned outright, 27% are mortgaged and private rental properties represent 24% of total dwellings.

27% of the total households (14,166) in Inverell have a household income range between \$21,000 – \$41,999pa, 18% between \$42,000 – \$64,999pa and 15% between \$65,000 – \$103,999pa.

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

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Inverell produces substantial quantities of beef, wool and wheat. Figures from the current census show that the region produced over 45 thousand tonnes of barley and 71 thousand tonnes of wheat for grain. Total production of cereals for grain in the area is in excess of 191 thousand tonnes.

The farms in the area support over 295 thousand beef cattle and 612 thousand sheep and lambs.

### EMPLOYMENT

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Inverell is a thriving commercial and service centre set in diverse farming, grazing and mining area.

The majority (58.8%) of the labour force of 15,890 people is employed full time. The main industries of employment are;

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Agriculture, Forestry and Fishing.

## INVERELL

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	15798	16074	31872	86.50
Aged 0-9 Years	2521	2453	4974	13.50
Aged 10-17 Years	2083	1929	4012	10.89
Aged 18-24 Years	1301	1132	2433	6.60
Aged 25-39 Years	2645	2866	5511	14.96
Aged 40-54 Years	3688	3811	7499	20.35
Aged 55+ Years	6081	6336	12417	33.70
Total 2011 Population	18319	18527	36846	100.00
Total 2006 Population	15256	15788	31044	
% Change 2006-2011			18.69%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	9357	58.89
Part-time Employed	4527	28.49
Not Stated Employed	414	2.61
Unemployed	1039	6.54
Total Labour Force	15890	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	641	4.52
\$10000-\$20999pa	2000	14.12
\$21000-\$41999pa	3847	27.16
\$42000-\$64999pa	2550	18.00
\$65000-\$103999pa	2082	14.70
\$104000-\$155999pa	956	6.75
\$156000+pa	429	3.03
Not Stated	589	4.16
Total Households	14166	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3738	37.38
Couple Families-No Children	4551	45.51
Single Parents	1562	15.62
Other Families	148	1.48
Total Families	9999	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5430	36.47
Technicians/Trade Workers/Community Personal Service Workers	3216	21.60
Clerical & Administrative Workers	1447	9.72
Sales Workers	1377	9.25
Machinery Operation/Driver/& Labourers	3174	21.32
Not Stated	246	1.65
Total	14890	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3430	23.11
Mining	101	0.68
Construction/Electricity gas water and waste services/Manufacturing	2093	14.10
Wholesale/Retail Trade, Accommodation	2919	19.67
Transport, Postal & Warehouse/ Telecomms	591	3.98
Finance & Insurance Services	593	4.00
Professional scientific and technical services	414	2.79
Public administration and safety	919	6.19
Education & Health	2802	18.88
Arts and recreation services	95	0.64
Other services	516	3.48
Not Stated	367	2.47
Total	14840	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	134,464
Total Alcoholic beverages	21,048
Total Clothing and Footwear	29,021
Total Household Linen Furnishings & Equipment	33,365
Furniture and Floor Covering	11,292
Household Appliances	8,428
Household Services and Operation	44,411
Total Medical Care and Pharmacy	40,611
Motor Vehicle Purchase	29,843
Total Motor Vehicle Running Cost incl Rego	58,611
Audio Visual Equipment and Parts	33,713
Recreation	103,344
Holidays Australia and Overseas	33,554
Total Personal care and Hygiene	16,142
Total Super and Life Insurance	52,225



**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	1667	1531	3198	8.68
Secondary	1208	1219	2427	6.59
TAFE	378	502	880	2.39
University & Other	169	322	491	1.33
<b>Total</b>	<b>3422</b>	<b>3574</b>	<b>6996</b>	<b>18.98</b>

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	6045	42.73
Mortgaged	3810	26.93
Private Rental	3340	23.61
Housing Authority/Not Stated	786	5.56
Other Tenure Type	165	1.17
<b>Total Dwellings</b>	<b>14146</b>	<b>100.00</b>

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	2218	6.02
Certificate	7707	20.91
<b>Total</b>	<b>9925</b>	<b>26.93</b>

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	561	14.61
\$500-\$799 per month	567	14.77
\$800-\$999 per month	440	11.46
\$1000-\$1399 per month	833	21.70
\$1400+ per month	1186	30.89
Not Stated	252	6.56
<b>Total Mortgaged Dwellings</b>	<b>3839</b>	<b>100.00</b>

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	1043	0.07
1 Vehicle	4911	0.35
2+ Vehicles	7658	0.54
Not Stated	551	1.98
<b>Total</b>	<b>12569</b>	<b>0.89</b>

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	1,091,400
Land Use - Grazing land (including pastures and rangelands) area (ha)	852,929
Cereal Crops - Wheat for grain production (t)	71,861
Cereals for grain total production (t)	191,298
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	45,098
Sorghum for grain production (t)	60,140
Vegetables for human consumption, total area (ha)	165
Tomatoes total production (t)	1,335
Avocados, total production (kg)	1,581
Nuts total trees (n)	897
Total grapes total area of vines (ha)	85
Orchard trees (incl. nuts) total trees - number (n)	21,399
Sheep and lambs total number (n)	612,106
Milk cattle (n)	234
Meat cattle (n)	295,009
Apples production (kg)	68,210
Nectarines production (kg)	343
Peaches production (kg)	1,485

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	4913	34.65
Broadband	7667	54.08
Dial-up	517	3.65
Other	512	3.61
Not Stated	568	4.01
<b>Total</b>	<b>14177</b>	<b>100.00</b>

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	16487	16762	33249	90.19
Europe	533	521	1054	2.86
Africa & Middle East	65	47	112	0.30
Asia	83	154	237	0.64
Americas	90	91	181	0.49
Other	1076	957	2033	5.51
<b>Total Population Total</b>	<b>18334</b>	<b>18532</b>	<b>36866</b>	<b>100.00</b>