



REBEL RADIO NETWORK

REGIONAL/RURAL QLD & NSW

REBEL FM & BREEZE FM

ACMA	4RBL	4BRZ
On-Air Name	Rebel FM	Breeze FM
Frequency	Various	Various
Postal Address	Po Box 1730	P O Box 1730
Suburb/State/Postcode	Oxenford QLD 4210	Oxenford QLD 4210
Phone	07 566 566 00	07 566 566 00
Fax	07 5541 4444	07 5541 4444
e-mail	admin@rebelfm.com.au	admin@thebreeze.com.au
WWW	www.rebelfm.com.au	www.thebreeze.com.au
Format	Rock	Classic Hits
Primary Station Area Coverage	Regional Qld & NSW	Regional Qld & NSW
Demographic Profile of Station Audience	25-44	40-54

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

REBEL RADIO NETWORK

The Rebel Radio Network is the regional radio network that broadcasts to regional and remote areas of Queensland and northern New South Wales through a network of local radio stations including;

- REBEL 90.5 FM South Brisbane/Logan & REBEL 99.4 FM Gold Coast Hinterland Region.
- Breeze 92.1 FM South Brisbane/Logan & Breeze 100.6 FM Gold Coast Hinterland Region.
- REBEL FM 97.1 & Breeze 95.5 FM on the Western Darling Downs – the only commercial FM radio stations to serve the rich Western Darling Downs towns of Chinchilla and Miles and surrounding districts.
- REBEL 106.7 FM Wide Bay with the largest highway coverage of any radio station in Queensland, from Tiara & Childers to Gin Gin.
- REBEL 88.9 FM & Breeze 89.7 FM, covering the mining towns of Moura and Biloela.
- REBEL 97.1 FM & Breeze 90.1FM in the New England and Southern Downs, serving Stanthorpe, Tenterfield and Goondiwindi.
- REBEL also reaches mining regions in Queensland and NSW including CSG developments, the Surat Basin & the Galileo Basin. Mining communities including the Callide Valley, Newlands and Collinsville mines, Weipa and Century Mine.

The population within the radio licence area for the Rebel Radio Network is over 349,000. Over 52% of the population is aged 40 years and over. The birthplace for 86.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 62,807 people attending an educational institution, 52% were in infants or primary, 32% were attending a secondary educational institution, 9% attending TAFE, and 7% attending University or another tertiary institution. Of the 97,961 people who already have a tertiary qualification, 22% have a degree and 78% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (124,234), 40% are owned outright and 28% are mortgaged. Private rental properties represent only 24% of total dwellings.

23% of the total households (124,239) in the licence area for the Rebel Radio Network have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 16% between \$65,000-\$103,999pa.

AGRICULTURE

The Rebel/Breeze licence area covers a diversity of regions in Queensland and New South Wales, from the Gold Coast hinterland region and the World Heritage regions of the Lamington National Park, to the Daintree's, Cape York, and farmers and graziers of West Queensland. The Network also reaches more people involved in the mining industry outside Brisbane than any other radio station.

Over 4.1 million tonnes of sugar cane was cut for crushing within the Rebel Radio Network commercial radio licence area. Over 2.7 million tonnes of wheat for grain and 3.7 million tonnes of cereals for grain were harvested.

The farms in the region support over 7.2 million sheep and lambs; there are over 7.9 million beef cattle and 82 thousand dairy cattle.

EMPLOYMENT

The majority (61%) of the labour force of 160,382 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing;
- Education, Health & Community Services; and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;

The REBEL FM licence area covers a large and diverse area of Queensland and New South Wales. Its workforce is predominantly agricultural (over 23%).

REBEL RADIO NETWORK

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	155914	144918	300832	86.01
Aged 0-9 Years	25146	23804	48950	13.99
Aged 10-17 Years	19740	18995	38735	11.07
Aged 18-24 Years	12488	10665	23153	6.62
Aged 25-39 Years	28213	28290	56503	16.15
Aged 40-54 Years	39842	38291	78133	22.34
Aged 55+ Years	55631	48677	104308	29.82
Total 2011 Population	181060	168722	349782	100.00
Total 2006 Population	99034	93395	192429	
% Change 2006-2011			81.77%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	97123	60.56
Part-time Employed	43675	27.23
Not Stated Employed	4595	2.87
Unemployed	9095	5.67
Total Labour Force	160382	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	5328	4.29
\$10000-\$20999pa	14241	11.46
\$21000-\$41999pa	28557	22.99
\$42000-\$64999pa	21249	17.10
\$65000-\$103999pa	20342	16.37
\$104000-\$155999pa	12658	10.19
\$156000+pa	5875	4.73
Not Stated	4782	3.85
Total Households	124239	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	37209	40.08
Couple Families-No Children	41395	44.59
Single Parents	12983	13.99
Other Families	1240	1.34
Total Families	92827	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	53542	35.39
Technicians/Trade Workers/Community Personal Service Workers	32778	21.66
Clerical & Administrative Workers	15226	10.06
Sales Workers	9099	6.01
Machinery Operation/Driver/& Labourers	37616	24.86
Not Stated	3050	2.02
Total	151311	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	35138	23.22
Mining	7311	4.83
Construction/Electricity gas water and waste services/Manufacturing	22197	14.67
Wholesale/Retail Trade, Accommodation	23565	15.57
Transport, Postal & Warehouse/ Telecomms	7003	4.63
Finance & Insurance Services	6319	4.18
Professional scientific and technical services	4290	2.83
Public administration and safety	9328	6.16
Education & Health	25439	16.81
Arts and recreation services	1371	0.91
Other services	5039	3.33
Not stated	4345	2.87
Total	151345	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	760,239
Total Alcoholic beverages	122,514
Total Clothing and Footwear	150,679
Total Household Linen Furnishings & Equipment	238,301
Furniture and Floor Covering	84,806
Household Appliances	56,289
Household Services and Operation	275,814
Total Medical Care and Pharmacy	310,941
Motor Vehicle Purchase	176,339
Total Motor Vehicle Running Cost incl Rego	370,790
Audio Visual Equipment and Parts	208,259
Recreation	630,136
Holidays Australia and Overseas	203,330
Total Personal care and Hygiene	89,030
Total Super and Life Insurance	209,824

REBEL RADIO NETWORK

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	16615	15903	32518	9.30
Secondary	10080	10223	20303	5.81
TAFE	2194	3454	5648	1.62
University & Other	1244	3094	4338	1.24
Total	30133	32674	62807	17.97

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	49699	40.00
Mortgaged	34521	27.79
Private Rental	29961	24.12
Housing Authority/Not Stated	8207	6.61
Other Tenure Type	1846	1.49
Total Dwellings	124234	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	21774	6.23
Certificate	76187	21.79
Total	97961	28.02

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	4553	13.10
\$500-\$799 per month	3850	11.08
\$800-\$999 per month	2680	7.71
\$1000-\$1399 per month	5652	16.26
\$1400+ per month	15370	44.23
Not Stated	2649	7.62
Total Mortgaged Dwellings	34754	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	7734	0.06
1 Vehicle	38519	0.31
2+ Vehicles	73386	0.59
Not Stated	4501	1.85
Total	111905	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	105,409,773
Land Use - Grazing land (including pastures and rangelands) area (ha)	99,117,441
Cereal Crops - Wheat for grain production (t)	2,761,978
Cereals for grain total production (t)	3,709,275
Cereal Crops - Rice for grain production (t)	4,749
Cereal Crops - Barley for grain production (t)	326,040
Sorghum for grain production (t)	440,246
Vegetables for human consumption, total area (ha)	11,243
Tomatoes total production (t)	65,574
Avocados, total production (kg)	7,763,088
Nuts total trees (n)	467,141
Total grapes total area of vines (ha)	3,680
Orchard trees (incl. nuts) total trees - number (n)	3,900,056
Sheep and lambs total number (n)	7,236,928
Milk cattle (n)	82,509
Meat cattle (n)	7,991,564
Apples production (kg)	33,493,547
Nectarines production (kg)	1,206,610
Peaches production (kg)	1,392,576

INTERNET USAGE

Connection	Total	% Market Population
No Connection	35073	28.25
Broadband	74819	60.25
Dial-up	4633	3.73
Other	4754	3.83
Not Stated	4893	3.94
Total	124172	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	155377	146386	301763	86.32
Europe	8313	7863	16176	4.63
Africa & Middle East	547	515	1062	0.30
Asia	1331	1844	3175	0.91
Americas	563	615	1178	0.34
Other	14750	11471	26221	7.50
Total Population Total	180881	168694	349575	100.00