



MOUNT GAMBIER

5SE & STAR FM 96.1

ACMA	5SE	5SEF
On-Air Name	5SE	Star FM 96.1
Frequency	963 kHz	96.1 MHz
Postal Address	PO BOX 500	PO BOX 500
Suburb/State/Postcode	Mt Gambier SA 5290	Mt Gambier SA 5290
Phone	08 8725 5155	08 8725 5155
Fax	08 8725 0708	08 8725 0708
e-mail	963@5se.com.au	96.1@starfm.net.au
WWW	www.theradio.com.au	www.theradio.com.au
Format	Adult Contemporary/ Classic Hits	Hot Adult Contemporary
Primary Station Area Coverage	South East SA	South East SA
Demographic Profile of Station Audience	35-54	18-39

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

MOUNT GAMBIER

Mt Gambier lies in the southeast region of South Australia, also known as The Green Triangle. The city was built on the slopes of an extinct volcano and is perhaps best known for its remarkable 'Blue Lake' in the main crater of the volcano. Mt Gambier is the ideal stopover for those travelling between Adelaide and Melbourne.

5SE and 96.1 Star FM's Radio Licence Area includes the Coonawarra, arguably Australia's finest red wine producing region.

In comparison to the 2006 census, the population of the radio licence area of Mt Gambier has increased by 9.34% to 56,000. The birthplace for 87.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

19.7% or 11,057 people were attending an educational institution in 2011, with 10% in infants or primary school, 6.1% in secondary school, 2.3% at TAFE and 1.2% at university or another tertiary institution. 27.8% or 15,580 people already have a tertiary qualification, 5.7% have a degree and 22.1% have a certificate, diploma or another tertiary qualification.

Like many regional centres, Mt Gambier has a relatively high proportion of home ownership. Of the total dwellings (21,893) in Mt Gambier, 34.4% of dwellings are owned outright and 35% are mortgaged. Private rental properties represented only 20.2% of total dwellings.

23% of the total households in Mt Gambier have a household income range between \$21,000 – \$42,000pa, 19% between \$42,000 – \$65,000pa and 18.6% between \$65,000 – \$104,000pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city.

AGRICULTURE

In addition to the vineyards and wineries of the Coonawarra, Padthaway and Limestone Coast in nearby Penola, the area produces wool; the farms in the area support over 1.7 million sheep.

The region also has a substantial beef and dairy industry; there are over 380 thousand beef and over 74 thousand dairy cattle.

EMPLOYMENT

Mount Gambier, the commercial centre of the south-eastern South Australia is a thriving city. The majority (56%) of the labour force of 28,115 is employed full time. Mt Gambier is an agricultural, forestry and commercial fishing centre; these industries are major employers. Other main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (22%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21.8%);
- Education and training /Health care and social assistance (16.8%) and
- Agriculture, Forestry & Fishing (15.8%).

MOUNT GAMBIER

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	24147	24358	48505	86.62
Aged 0-9 Years	3888	3607	7495	13.38
Aged 10-17 Years	3088	3047	6135	10.96
Aged 18-24 Years	2169	1959	4128	7.37
Aged 25-39 Years	4763	5040	9803	17.51
Aged 40-54 Years	6243	6123	12366	22.08
Aged 55+ Years	7884	8189	16073	28.70
Total 2011 Population	28035	27965	56000	100.00
Total 2006 Population	25505	25711	51216	
% Change 2006-2011			9.34%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	15825	56.21
Part-time Employed	8736	31.03
Not Stated Employed	527	1.87
Unemployed	1608	5.71
Total Labour Force	28155	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	699	3.19
\$10000-\$20999pa	2695	12.30
\$21000-\$41999pa	4996	22.80
\$42000-\$64999pa	4128	18.84
\$65000-\$103999pa	4090	18.67
\$104000-\$155999pa	2291	10.46
\$156000+pa	844	3.85
Not Stated	608	2.77
Total Households	21912	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6216	40.42
Couple Families-No Children	6712	43.64
Single Parents	2300	14.96
Other Families	151	0.98
Total Families	15379	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8051	30.29
Technicians/Trade Workers/Community Personal Service Workers	6217	23.39
Clerical & Administrative Workers	2869	10.80
Sales Workers	2588	9.74
Machinery Operation/Driver/& Labourers	6439	24.23
Not Stated	413	1.55
Total	26577	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4203	15.87
Mining	145	0.55
Construction/Electricity gas water and waste services/Manufacturing	5838	22.05
Wholesale/Retail Trade, Accommodation	5798	21.90
Transport, Postal & Warehouse/ Telecomms	1309	4.94
Finance & Insurance Services	1294	4.89
Professional scientific and technical services	691	2.61
Public administration and safety	1069	4.04
Education & Health	4448	16.80
Arts and recreation services	160	0.60
Other services	1008	3.81
Not stated	514	1.94
Total	26477	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	194,589
Total Alcoholic beverages	28,388
Total Clothing and Footwear	40,041
Total Household Linen Furnishings & Equipment	53,948
Furniture and Floor Covering	18,980
Household Appliances	12,639
Household Services and Operation	62,782
Total Medical Care and Pharmacy	64,223
Motor Vehicle Purchase	38,762
Total Motor Vehicle Running Cost incl Rego	89,718
Audio Visual Equipment and Parts	54,154
Recreation	146,722
Holidays Australia and Overseas	40,962
Total Personal care and Hygiene	23,792
Total Super and Life Insurance	54,349

MOUNT GAMBIER

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2851	2748	5599	10.00
Secondary	1712	1716	3428	6.12
TAFE	505	823	1328	2.37
University & Other	206	496	702	1.25
Total	5274	5783	11057	19.74

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7534	34.41
Mortgaged	7650	34.94
Private Rental	4427	20.22
Housing Authority/Not Stated	1943	8.87
Other Tenure Type	339	1.55
Total Dwellings	21893	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3205	5.72
Certificate	12375	22.09
Total	15580	27.81

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	771	10.11
\$500-\$799 per month	1069	14.02
\$800-\$999 per month	927	12.15
\$1000-\$1399 per month	1920	25.17
\$1400+ per month	2556	33.51
Not Stated	384	5.03
Total Mortgaged Dwellings	7627	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1336	0.06
1 Vehicle	7073	0.32
2+ Vehicles	12792	0.58
Not Stated	707	1.64
Total	19865	0.91

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	778,750
Land Use - Grazing land (including pastures and rangelands) area (ha)	649,882
Cereal Crops - Wheat for grain production (t)	43,749
Cereals for grain total production (t)	72,484
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	20,027
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	2,698
Tomatoes total production (t)	2
Avocados, total production (kg)	0
Nuts total trees (n)	295
Total grapes total area of vines (ha)	9,172
Orchard trees (incl. nuts) total trees - number (n)	359,994
Sheep and lambs total number (n)	1,784,056
Milk cattle (n)	74,516
Meat cattle (n)	380,767
Apples production (kg)	1,072,137
Nectarines production (kg)	1,159
Peaches production (kg)	1,390

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6172	28.19
Broadband	13042	59.56
Dial-up	908	4.15
Other	1029	4.70
Not Stated	745	3.40
Total	21896	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	24640	24473	49113	87.70
Europe	1445	1599	3044	5.44
Africa & Middle East	75	61	136	0.24
Asia	238	363	601	1.07
Americas	48	67	115	0.21
Other	1595	1399	2994	5.35
Total Population Total	28041	27962	56003	100.00