



# BALLARAT

## 103.1 POWER FM & 3BA 102.3 FM

<b>ACMA</b>	3BBA	3RBA
<b>On-Air Name</b>	103.1 Power FM	3BA 102.3 FM
<b>Frequency</b>	103.1 MHz	102.3 MHz
<b>Postal Address</b>	PO Box 360	PO Box 360
<b>Suburb/State/Postcode</b>	BALLARAT VIC 3350	BALLARAT VIC 3350
<b>Phone</b>	03 5331 1333	03 5331 1333
<b>Fax</b>	03 5331 1723	03 5331 1723
<b>e-mail</b>	info@powerfm.com.au	reception@3ba.com.au
<b>WWW</b>	www.powerfm.com.au/ballarat	www.3ba.com.au
<b>Format</b>	Current Hits Radio – 90's & Today	Gold, Classic Hits 60's to Today
<b>Primary Station Area Coverage</b>	Ballarat and Western Victoria	Ballarat and Western Victoria
<b>Demographic Profile of Station Audience</b>	10-39	35+

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



## BALLARAT

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Ballarat is Victoria's largest inland city, located to the west of Melbourne on the Western, Midland, Glenelg and Sunraysia Highways, making Ballarat a transport hub of regional Victoria. The city is linked to Melbourne via expressway and fast-rail link, with travel time just over one hour.

Ballarat is the focal point for shopping, education, commerce and medical services in western Victoria. Ballarat is a large and prosperous regional centre.

In comparison to the 2006 census, the population of Ballarat has increased by 14.5% to 138,004. The birthplace for 86.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Ballarat boasts substantial educational establishments including the University of Ballarat and the Australian Catholic University, attracting nearly 25,000 students annually. Located adjacent to the University of Ballarat is the Greenhill Enterprise Centre, the only Victorian Information Technology Business Incubator outside of Melbourne.

29,183 people (21.1%) were attending an educational institution in 2011, with 8% in infants or primary, 7% attending a secondary educational institution, 4.3% attending university or another tertiary institution and 1.8% attending TAFE. 47,283 people (34.3%) already have a tertiary qualification; 10.5% have a degree and 23.8% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (52,661) in Ballarat, 36.9% are owned outright and 35.2% are mortgaged. Private rental properties represent 21.2% of total dwellings. 22.7% of the total households in Ballarat have a household income range between \$21,000 – \$42,000pa, 18% between \$42,000 – \$65,000pa and 18% between \$65,000 – \$104,000pa.

### AGRICULTURE

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Agriculture is an important part of the local economy. Ballarat is a wool-producing district. The farms in the district support over 1.2 million sheep and lambs.

Ballarat also grows potatoes, a range of cereal crops and has a strong dairy industry. Over 98 thousand tonnes of wheat for grain and 152 thousand tonnes of cereals for grain were produced. Ballarat's livestock yards are the largest in regional Victoria. They are the focal point for stock sales in the western and central regions of Victoria. There are over 66 thousand beef and 8 thousand dairy cattle.

### EMPLOYMENT

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The majority (56%) of the labour force of 65,800 is employed full time. The main industries of employment are:

- Education, Health & Community Services (23.4%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (20.4%).

Attractions include: Sovereign Hill, The Gold Museum, Museum of Australian Democracy at Eureka, Kryal Castle, Ballarat Fine Art Gallery and events such as the Ballarat Begonia Festival, Springfest and Super Southern Swap Meet as other major events.

## BALLARAT

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	58342	62121	120463	87.29
Aged 0-9 Years	8929	8612	17541	12.71
Aged 10-17 Years	7697	7229	14926	10.82
Aged 18-24 Years	6496	6361	12857	9.32
Aged 25-39 Years	11632	12358	23990	17.38
Aged 40-54 Years	13845	14988	28833	20.89
Aged 55+ Years	18672	21185	39857	28.88
Total 2011 Population	67271	70733	138004	100.00
Total 2006 Population	58582	61914	120496	
% Change 2006-2011			14.53%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	36765	55.87
Part-time Employed	21260	32.31
Not Stated Employed	1291	1.96
Unemployed	3758	5.71
Total Labour Force	65800	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1417	2.69
\$10000-\$20999pa	6325	12.00
\$21000-\$41999pa	11938	22.66
\$42000-\$64999pa	9509	18.05
\$65000-\$103999pa	9479	17.99
\$104000-\$155999pa	5971	11.33
\$156000+pa	2577	4.89
Not Stated	1655	3.14
Total Households	52694	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	14882	41.14
Couple Families-No Children	14655	40.51
Single Parents	6172	17.06
Other Families	469	1.30
Total Families	36178	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	20148	32.43
Technicians/Trade Workers/Community Personal Service Workers	15986	25.73
Clerical & Administrative Workers	7938	12.78
Sales Workers	6132	9.87
Machinery Operation/Driver/& Labourers	10746	17.30
Not Stated	1176	1.89
Total	62126	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3017	4.87
Mining	451	0.73
Construction/Electricity gas water and waste services/Manufacturing	12645	20.43
Wholesale/Retail Trade, Accommodation	13221	21.36
Transport, Postal & Warehouse/ Telecomms	3627	5.86
Finance & Insurance Services	3233	5.22
Professional scientific and technical services	3253	5.26
Public administration and safety	3737	6.04
Education & Health	14478	23.39
Arts and recreation services	1005	1.62
Other services	2081	3.36
Not stated	1143	1.85
Total	61891	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	538,555
Total Alcoholic beverages	80,248
Total Clothing and Footwear	126,557
Total Household Linen Furnishings & Equipment	165,693
Furniture and Floor Covering	64,162
Household Appliances	32,692
Household Services and Operation	166,785
Total Medical Care and Pharmacy	151,244
Motor Vehicle Purchase	123,750
Total Motor Vehicle Running Cost incl Rego	260,494
Audio Visual Equipment and Parts	141,239
Recreation	402,695
Holidays Australia and Overseas	130,845
Total Personal care and Hygiene	59,224
Total Super and Life Insurance	178,791

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5706	5439	11145	8.07
Secondary	4838	4868	9706	7.03
TAFE	1186	1245	2431	1.76
University & Other	2373	3528	5901	4.28
Total	14103	15080	29183	21.14

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	19422	36.88
Mortgaged	18560	35.24
Private Rental	11157	21.19
Housing Authority/Not Stated	3151	5.98
Other Tenure Type	371	0.70
Total Dwellings	52661	100.00

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	14479	10.49
Certificate	32804	23.77
Total	47283	34.26

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1621	8.77
\$500-\$799 per month	2003	10.84
\$800-\$999 per month	1582	8.56
\$1000-\$1399 per month	4273	23.12
\$1400+ per month	8083	43.73
Not Stated	923	4.99
Total Mortgaged Dwellings	18485	100.00

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3422	0.06
1 Vehicle	17452	0.33
2+ Vehicles	30017	0.57
Not Stated	1782	1.72
Total	47469	0.90

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	646,402
Land Use - Grazing land (including pastures and rangelands) area (ha)	497,512
Cereal Crops - Wheat for grain production (t)	98,009
Cereals for grain total production (t)	152,881
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	34,155
Sorghum for grain production (t)	46
Vegetables for human consumption, total area (ha)	1,754
Tomatoes total production (t)	138
Avocados, total production (kg)	0
Nuts total trees (n)	3,011
Total grapes total area of vines (ha)	710
Orchard trees (incl. nuts) total trees - number (n)	16,056
Sheep and lambs total number (n)	1,269,941
Milk cattle (n)	8,331
Meat cattle (n)	66,360
Apples production (kg)	40,027
Nectarines production (kg)	274
Peaches production (kg)	389

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	12641	23.99
Broadband	34083	64.69
Dial-up	1941	3.68
Other	2170	4.12
Not Stated	1851	3.51
Total	52686	100.00

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	58041	61221	119262	86.40
Europe	3657	3796	7453	5.40
Africa & Middle East	179	191	370	0.27
Asia	912	1031	1943	1.41
Americas	235	224	459	0.33
Other	4239	4308	8547	6.19
Total Population Total	67263	70771	138034	100.00