



HAMILTON

3HA & MIXX 88.9 FM

ACMA	3HA	3HAF
On-Air Name	3HA	Mixx 88.9 FM
Frequency	981 kHz	88.9 MHz-93.7 MHz
Postal Address	PO Box 981	PO Box 981
Suburb/State/Postcode	HAMILTON VIC 3300	HAMILTON VIC 3300
Phone	03 5571 9981	03 5571 9981
Fax	03 5572 3798	03 5572 3798
e-mail	hamilton@team.aceradio.com.au	hamilton@team.aceradio.com.au
WWW	www.3ha.com.au	www.mixxfm.com.au
Format	News, Talk & Classic Hits	Hit Music
Primary Station Area Coverage	Hamilton – Portland	Hamilton – Portland
Demographic Profile of Station Audience	40+	18-39

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

HAMILTON

Hamilton lies on the Grange Burn and is the main service and commercial centre of the prosperous Western Victoria Plains agricultural region. The city is located about half way between Melbourne and Adelaide.

Hamilton was once positioned as the 'wool capital of the world', producing super-fine Merino wool. In more recent times the region has seen growth in beef and dairy cattle properties. Bluegum plantations have been established, providing another avenue of income within the farming sector. Iluka Resources have established a major separation plant which process minerals from the Douglas Mine at Balmoral to the north of Hamilton.

The Grampians National Park and the coastal towns of Portland and Port Fairy attract many visitors to the area each year. Hamilton itself features many great natural and manmade wonders including the Pastoral Museum, Wannon and Nigretta Falls, substantial Botanic Gardens and one of the most comprehensive art galleries in regional Australia. There is also a burgeoning day tour industry centred on the volcanic features of the region.

In comparison to the 2006 census, the population of the region has increased by 7.21% to 47,549. The birthplace for 89.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

9,148 people (19.3%) were attending an educational institution in 2011, with 8.4% in infants or primary, 7.5% attending a secondary educational institution, 1.4% attending university and 2% attending TAFE. 14,789 people (31.1%) already have a tertiary qualification; 7.6% have a degree and 23.5% have a certificate, diploma or another tertiary qualification.

There is also a very high rate of home ownership in the area. Of the total dwellings (18,561) in Hamilton and districts, 43.4% are owned outright and 31% are mortgaged. Private rental properties represented only 19% of total dwellings.

23.4% of the total households in Hamilton have a household income range between \$21,000 – \$42,000pa, 17.9% between \$42,000 – \$65,000pa and 17.8% between \$65,000 – \$104,000pa.

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

AGRICULTURE

Hamilton is the centre of Victoria's rich wool growing Western District. The farms in the district support over 3.2 million sheep and lambs.

Towards the coast, beef and dairy cattle farming become the major agricultural focus; there are over 354 thousand beef cattle. Some of Australia's leading beef cattle studs are located in the region. Dairy farming is another significant activity in the southern coastal region, with over 111 thousand dairy cattle.

EMPLOYMENT

The majority (55.8%) of the labour force of 23,280 is employed full time. The main industries of employment are:

- Education, Health & Community Services (19.7); and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (18.9%);
- Agriculture Forestry and Fishing (18.7%)
- Manufacturing, Construction, Electricity, Gas & Water Supply (18.2%).

HAMILTON

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	20631	21099	41730	87.76
Aged 0-9 Years	2950	2869	5819	12.24
Aged 10-17 Years	2782	2680	5462	11.49
Aged 18-24 Years	1648	1379	3027	6.37
Aged 25-39 Years	3514	3752	7266	15.28
Aged 40-54 Years	5037	5269	10306	21.67
Aged 55+ Years	7650	8019	15669	32.95
Total 2011 Population	23581	23968	47549	100.00
Total 2006 Population	22023	22328	44351	
% Change 2006-2011			7.21%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	12997	55.83
Part-time Employed	7636	32.80
Not Stated Employed	565	2.43
Unemployed	947	4.07
Total Labour Force	23280	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	583	3.15
\$10000-\$20999pa	2287	12.34
\$21000-\$41999pa	4335	23.39
\$42000-\$64999pa	3309	17.85
\$65000-\$103999pa	3305	17.83
\$104000-\$155999pa	1925	10.39
\$156000+pa	809	4.36
Not Stated	625	3.37
Total Households	18534	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	5290	41.21
Couple Families-No Children	5713	44.50
Single Parents	1712	13.34
Other Families	122	0.95
Total Families	12837	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8239	36.93
Technicians/Trade Workers/Community Personal Service Workers	5220	23.40
Clerical & Administrative Workers	2117	9.49
Sales Workers	1780	7.98
Machinery Operation/Driver/& Labourers	4511	20.22
Not Stated	441	1.98
Total	22308	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4141	18.70
Mining	196	0.88
Construction/Electricity gas water and waste services/Manufacturing	4033	18.21
Wholesale/Retail Trade, Accommodation	4192	18.93
Transport, Postal & Warehouse/ Telecomms	1131	5.11
Finance & Insurance Services	880	3.97
Professional scientific and technical services	642	2.90
Public administration and safety	1181	5.33
Education & Health	4370	19.73
Arts and recreation services	206	0.93
Other services	617	2.79
Not stated	559	2.52
Total	22148	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	184,957
Total Alcoholic beverages	27,560
Total Clothing and Footwear	43,464
Total Household Linen Furnishings & Equipment	56,904
Furniture and Floor Covering	22,035
Household Appliances	11,227
Household Services and Operation	57,279
Total Medical Care and Pharmacy	51,942
Motor Vehicle Purchase	42,500
Total Motor Vehicle Running Cost incl Rego	89,462
Audio Visual Equipment and Parts	48,506
Recreation	138,298
Holidays Australia and Overseas	44,936
Total Personal care and Hygiene	20,340
Total Super and Life Insurance	61,402

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2027	1974	4001	8.42
Secondary	1782	1759	3541	7.45
TAFE	380	573	953	2.01
University & Other	219	434	653	1.37
Total	4408	4740	9148	19.25

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	8063	43.44
Mortgaged	5745	30.95
Private Rental	3534	19.04
Housing Authority/Not Stated	1049	5.65
Other Tenure Type	170	0.92
Total Dwellings	18561	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3616	7.61
Certificate	11173	23.51
Total	14789	31.12

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	706	12.27
\$500-\$799 per month	806	14.01
\$800-\$999 per month	658	11.43
\$1000-\$1399 per month	1222	21.23
\$1400+ per month	2018	35.07
Not Stated	345	5.99
Total Mortgaged Dwellings	5755	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	968	0.05
1 Vehicle	5866	0.32
2+ Vehicles	11082	0.60
Not Stated	614	1.68
Total	16948	0.91

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	881,707
Land Use - Grazing land (including pastures and rangelands) area (ha)	754,193
Cereal Crops - Wheat for grain production (t)	53,681
Cereals for grain total production (t)	79,735
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	11,840
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	404
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	150
Orchard trees (incl. nuts) total trees - number (n)	12,927
Sheep and lambs total number (n)	3,216,883
Milk cattle (n)	111,156
Meat cattle (n)	354,088
Apples production (kg)	92,254
Nectarines production (kg)	3
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5254	28.34
Broadband	11252	60.70
Dial-up	660	3.56
Other	732	3.95
Not Stated	639	3.45
Total	18537	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	21097	21344	42441	89.26
Europe	904	923	1827	3.84
Africa & Middle East	57	71	128	0.27
Asia	155	227	382	0.80
Americas	30	82	112	0.24
Other	1330	1328	2658	5.59
Total Population Total	23573	23975	47548	100.00