



SHEPPARTON

95.3SR FM & 96.9 STAR FM

ACMA	3SRR	3SUN
On-Air Name	95.3SR FM	96.9 Star FM
Frequency	95.3 MHz, 93.1 MHz	96.9 MHz
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WWW	www.953srfm.com.au	www.969starfm.com.au
Format	Adult Contemporary Gold	CHR
Primary Station Area Coverage	Goulburn & Murray Valleys	Goulburn & Murray Valleys
Demographic Profile of Station Audience	30+	18-39

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



SHEPPARTON

Shepparton is a large regional centre located on the Goulburn Valley Highway in the north of Victoria. Shepparton services the rich Goulburn and Murray Valleys, known for their orchards and dairies. The region's extensive irrigation network has made Shepparton a vital link in Australia's food processing and exporting industries. The area is known as the 'food bowl of Australia'.

In comparison to the 2006 census, the population of the radio licence area of Shepparton has increased by 13.2% to 185,771. The birthplace for 85.5% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

34,569 people (18.6%) were attending an educational institution in 2011, with 8% in infants or primary, 7.1% attending a secondary educational institution, 1.4% attending university or another tertiary institution and 2.1% attending TAFE. 55,036 people (29.6%) already have a tertiary qualification; 7% have a degree and 22.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (70,157) in Shepparton, 39% are owned outright and 32% are mortgaged. Private rental properties represent 21.4% of total dwellings.

24% of the total households in Shepparton have a household income range between \$21,000 – \$42,000pa, 18.5% between \$42,000 – \$65,000pa and 17.4% between \$65,000 – \$104,000pa.

AGRICULTURE

The Goulburn and Murray Valleys account for a large portion of Victoria's dairy production. There are over 280 thousand dairy and 254 thousand beef cattle. The region also supports 1.4 million sheep and lambs.

The area also produces large annual numbers of apples (82 million kilograms), peaches (43 million kilograms), nectarines (9 million kilograms), and stone fruit (5 million kilograms).

EMPLOYMENT

The majority (57.3%) of the labour force of 86,044 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity Gas & Water Supply (21.3%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%); and
- Education, Health & Community Services (19.7%).

The Shepparton region is primarily a food growing and processing area. Agriculture employs 12% of the workforce.

SHEPPARTON

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	80186	82338	162524	87.49
Aged 0-9 Years	12067	11180	23247	12.51
Aged 10-17 Years	10768	10212	20980	11.29
Aged 18-24 Years	7049	6405	13454	7.24
Aged 25-39 Years	13984	15093	29077	15.65
Aged 40-54 Years	18895	19532	38427	20.69
Aged 55+ Years	29490	31096	60586	32.61
Total 2011 Population	92253	93518	185771	100.00
Total 2006 Population	81283	82829	164112	
% Change 2006-2011			13.20%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	49346	57.35
Part-time Employed	26574	30.88
Not Stated Employed	2001	2.33
Unemployed	4216	4.90
Total Labour Force	86044	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2297	3.27
\$10000-\$20999pa	8487	12.09
\$21000-\$41999pa	16904	24.09
\$42000-\$64999pa	13002	18.53
\$65000-\$103999pa	12225	17.42
\$104000-\$155999pa	6848	9.76
\$156000+pa	2675	3.81
Not Stated	2727	3.89
Total Households	70181	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	19452	39.23
Couple Families-No Children	21875	44.11
Single Parents	7662	15.45
Other Families	601	1.21
Total Families	49590	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	26627	32.52
Technicians/Trade Workers/Community Personal Service Workers	19905	24.31
Clerical & Administrative Workers	8847	10.80
Sales Workers	7449	9.10
Machinery Operation/Driver/& Labourers	17471	21.34
Not Stated	1581	1.93
Total	81880	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	9706	11.99
Mining	278	0.34
Construction/Electricity gas water and waste services/Manufacturing	17275	21.34
Wholesale/Retail Trade, Accommodation	16983	20.98
Transport, Postal & Warehouse/ Telecomms	4022	4.97
Finance & Insurance Services	3792	4.68
Professional scientific and technical services	2693	3.33
Public administration and safety	4350	5.37
Education & Health	15955	19.71
Arts and recreation services	918	1.13
Other services	3033	3.75
Not stated	1960	2.42
Total	80965	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	699,210
Total Alcoholic beverages	104,187
Total Clothing and Footwear	164,310
Total Household Linen Furnishings & Equipment	215,121
Furniture and Floor Covering	83,302
Household Appliances	42,444
Household Services and Operation	216,538
Total Medical Care and Pharmacy	196,362
Motor Vehicle Purchase	160,666
Total Motor Vehicle Running Cost incl Rego	338,201
Audio Visual Equipment and Parts	183,372
Recreation	522,822
Holidays Australia and Overseas	169,877
Total Personal care and Hygiene	76,892
Total Super and Life Insurance	232,125

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	7669	7276	14945	8.05
Secondary	6527	6681	13208	7.11
TAFE	1744	2134	3878	2.09
University & Other	803	1735	2538	1.37
Total	16743	17826	34569	18.61

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	27089	38.61
Mortgaged	22528	32.11
Private Rental	15035	21.43
Housing Authority/Not Stated	4747	6.77
Other Tenure Type	758	1.08
Total Dwellings	70157	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	12904	6.95
Certificate	42132	22.68
Total	55036	29.63

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2105	9.33
\$500-\$799 per month	2536	11.24
\$800-\$999 per month	2211	9.80
\$1000-\$1399 per month	5104	22.62
\$1400+ per month	9176	40.67
Not Stated	1431	6.34
Total Mortgaged Dwellings	22563	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	4470	0.06
1 Vehicle	22889	0.33
2+ Vehicles	40215	0.57
Not Stated	2589	1.88
Total	63104	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,396,776
Land Use - Grazing land (including pastures and rangelands) area (ha)	871,517
Cereal Crops - Wheat for grain production (t)	571,877
Cereals for grain total production (t)	779,172
Cereal Crops - Rice for grain production (t)	38,030
Cereal Crops - Barley for grain production (t)	97,510
Sorghum for grain production (t)	160
Vegetables for human consumption, total area (ha)	2,715
Tomatoes total production (t)	45,702
Avocados, total production (kg)	8,730
Nuts total trees (n)	70,949
Total grapes total area of vines (ha)	3,994
Orchard trees (incl. nuts) total trees - number (n)	8,241,077
Sheep and lambs total number (n)	1,448,871
Milk cattle (n)	280,730
Meat cattle (n)	254,841
Apples production (kg)	82,937,297
Nectarines production (kg)	9,477,945
Peaches production (kg)	43,459,741

INTERNET USAGE

Connection	Total	% Market Population
No Connection	19733	28.13
Broadband	42419	60.46
Dial-up	2625	3.74
Other	2572	3.67
Not Stated	2812	4.01
Total	70161	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	78793	80022	158815	85.52
Europe	4663	4762	9425	5.08
Africa & Middle East	454	385	839	0.45
Asia	1296	1564	2860	1.54
Americas	179	212	391	0.21
Other	6811	6561	13372	7.20
Total Population Total	92196	93506	185702	100.00