



# BATHURST

## 1503 2BS GOLD & 99.3 B-ROCK FM

<b>ACMA</b>	2BS	2BSX
<b>On-Air Name</b>	1503 2BS Gold	99.3 B-Rock FM
<b>Frequency</b>	1503KHz	99.3MHz
<b>Postal Address</b>	109 George St	109 George St
<b>Suburb/State/Postcode</b>	Bathurst, NSW, 2795	Bathurst, NSW, 2795
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<b>WWW</b>	www.2bs.com.au	www.brockfm.com.au
<b>Format</b>	News & Talk	Rock
<b>Primary Station Area Coverage</b>	Bathurst, Blayney, Oberon	Bathurst, Blayney, Oberon
<b>Demographic Profile of Station Audience</b>	25+	18-39

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

## BATHURST

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The city of Bathurst is the oldest inland settlement in Australia and is now the fastest growing region in NSW. The city is home to Mount Panorama Motor Racing district and a growing wine and food industry. Bathurst is a key industry sector in the Central NSW region, generating a Gross Regional Product of approximately \$1.4 billion and accounting for more than 20% of the Central NSW region's gross regional product in 2008/2009\*.

In comparison to the 2006 census, the population within the radio licence area of Bathurst has increased by 22.12% to 55,424, across all age demographics within the region. Over 47% of the population in Bathurst is aged over 40 years. Contrary to other country towns, Bathurst maintains a high proportion of under 25 year olds (36%) and young families (41%). This is due in part to the educational facilities the city has to offer.

The birthplace for 87.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Bathurst boasts a wide range of educational opportunities: pre-school, both private and public schooling, and tertiary institutes such as Charles Sturt University. Of the 12,860 people attending an educational institution, 37% were either in infants or primary, 31% were attending a secondary educational institution, 11% attending TAFE, and 20% attending University or another tertiary institution. Of the 18,840 people who already have a tertiary qualification, 72% have a certificate, diploma or another tertiary qualification and 28% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (19,681) in Bathurst, 35% of dwellings are owned outright and 34% are mortgaged. Private rental properties that most likely cater to the student population represent 23% of total dwellings.

19% of the total households (19,693) in Bathurst have a household income range between \$21,000-\$41,999pa; 19% between \$42,000 - \$64,999pa, and 16% between \$65,000 - \$103,999pa.

The Bathurst 1000 provides significant tourism expenditure to the region - \$53 million over a four day period and attracting 183,000 visitors. Other motorsport events are the Bathurst 12 Hour and the Easter Motor Festival at Mount Panorama. Other major sporting events include the Bathurst Gold Crown Harness Racing Carnival and the Bathurst Cup Thoroughbred Race Meeting.

### AGRICULTURE

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The sheep, cattle and grain farming sectors have historically been the backbone of the local economy with over 627 thousand sheep and lambs in the licence area.

The Bathurst region economy has almost doubled in the past 10 years from \$2.634 billion in 2001 to \$4.503 billion in 2009. (\*\*) The region continues to perform above the regional NSW average, which provides proof of the strength of the local economy.

The Bathurst region is home to major food producers including Masterfoods, Simplots, Devro and Mars Australia.

### EMPLOYMENT

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The majority (60%) of the labour force of 26,818 people is employed full time. The main industries of employment are:

- Wholesale/Retail Trade and Accommodation;
- Manufacturing, Construction, Electricity, Gas and Water Supply; and
- Education, Health, and Community Services.

\**Situation Analysis – Bathurst Economic Development Strategy 2011 – 2016*

\*\**Bathurstregion.com.au – Statistical Data & Studies*

## BATHURST

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	16083	17221	33304	87.33
Aged 0-9 Years	2440	2392	4832	12.67
Aged 10-17 Years	2231	2145	4376	11.47
Aged 18-24 Years	2239	2405	4644	12.18
Aged 25-39 Years	2810	3045	5855	15.35
Aged 40-54 Years	3659	3991	7650	20.06
Aged 55+ Years	5144	5635	10779	28.26
Total 2011 Population	18523	19613	38136	100.00
Total 2006 Population	15949	17056	33005	
% Change 2006-2011			15.55%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10061	56.06
Part-time Employed	5678	31.64
Not Stated Employed	350	1.95
Unemployed	1124	6.26
Total Labour Force	17947	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	451	3.26
\$10000-\$20999pa	1594	11.52
\$21000-\$41999pa	3134	22.64
\$42000-\$64999pa	2485	17.96
\$65000-\$103999pa	2421	17.49
\$104000-\$155999pa	1497	10.82
\$156000+pa	682	4.93
Not Stated	458	3.31
Total Households	13840	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3905	40.71
Couple Families-No Children	4071	42.44
Single Parents	1525	15.90
Other Families	91	0.95
Total Families	9592	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6571	39.07
Technicians/Trade Workers/Community Personal Service Workers	3708	22.05
Clerical & Administrative Workers	2113	12.56
Sales Workers	1534	9.12
Machinery Operation/Driver/& Labourers	2657	15.80
Not Stated	234	1.39
Total	16817	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2502	14.99
Mining	105	0.63
Construction/Electricity gas water and waste services/Manufacturing	1682	10.08
Wholesale/Retail Trade, Accom + Food	3395	20.35
Transport Postal & Warehouse/Telecomms	589	3.53
Finance & Insurance Services	900	5.39
Professional scientific and technical services	860	5.15
Public administration and safety	837	5.02
Education & Health	4722	28.30
Arts and recreation services	195	1.17
Other services	598	3.58
Inadequately described or not stated	301	1.80
Total	16686	100.00

### ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	134,066
Total Alcoholic beverages	20,986
Total Clothing and Footwear	28,935
Total Household Linen Furnishings & Equipment	33,266
Furniture and Floor Covering	11,259
Household Appliances	8,403
Household Services and Operation	44,279
Total Medical Care and Pharmacy	40,490
Motor Vehicle Purchase	29,755
Total Motor Vehicle Running Cost incl Rego	58,438
Audio Visual Equipment and Parts	33,613
Recreation	103,038
Holidays Australia and Overseas	33,455
Total Personal care and Hygiene	16,094
Total Super and Life Insurance	52,071

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1672	1542	3214	8.43
Secondary	1439	1437	2876	7.55
TAFE	416	546	962	2.52
University & Other	1289	1814	3103	8.14
<b>Total</b>	<b>4816</b>	<b>5339</b>	<b>10155</b>	<b>26.64</b>

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5251	37.92
Mortgaged	3870	27.95
Private Rental	3691	26.66
Housing Authority/Not Stated	889	6.42
Other Tenure Type	146	1.05
<b>Total Dwellings</b>	<b>13847</b>	<b>100.00</b>

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	5094	13.36
Certificate	8350	21.91
<b>Total</b>	<b>13444</b>	<b>35.27</b>

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	408	10.52
\$500-\$799 per month	397	10.23
\$800-\$999 per month	372	9.59
\$1000-\$1399 per month	810	20.88
\$1400+ per month	1702	43.88
Not Stated	190	4.90
<b>Total Mortgaged Dwellings</b>	<b>3879</b>	<b>100.00</b>

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1036	0.07
1 Vehicle	4970	0.36
2+ Vehicles	7382	0.53
Not Stated	453	1.66
<b>Total</b>	<b>12352</b>	<b>0.89</b>

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	3421	24.71
Broadband	8795	63.53
Dial-up	529	3.82
Other	600	4.33
Not Stated	498	3.60
<b>Total</b>	<b>13843</b>	<b>100.00</b>

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	572,049
Land Use - Grazing land (including pastures and rangelands) area (ha)	521,601
Cereal Crops - Wheat for grain production (t)	107
Cereals for grain total production (t)	906
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	64
Sorghum for grain production (t)	129
Vegetables for human consumption, total area (ha)	38
Tomatoes total production (t)	4,867
Avocados, total production (kg)	5,913
Nuts total trees (n)	134
Total grapes total area of vines (ha)	22
Orchard trees (incl. nuts) total trees - number (n)	10,343
Sheep and lambs total number (n)	891,764
Milk cattle (n)	412
Meat cattle (n)	204,441
Apples production (kg)	235,046
Nectarines production (kg)	53
Peaches production (kg)	473

No Connection	3421	24.71
Broadband	8795	63.53
Dial-up	529	3.82
Other	600	4.33
Not Stated	498	3.60
<b>Total</b>	<b>13843</b>	<b>100.00</b>

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	15812	16822	32634	85.64
Europe	619	658	1277	3.35
Africa & Middle East	101	66	167	0.44
Asia	354	406	760	1.99
Americas	116	145	261	0.68
Other	1499	1510	3009	7.90
<b>Total Population Total</b>	<b>18501</b>	<b>19607</b>	<b>38108</b>	<b>100.00</b>