



BEGA

POWER FM & 2EC

ACMA	2EEE	2EC
On-Air Name	Power FM	2EC
Frequency	104.3MHz, 102.5 MHz	765kHz, 1584kHz, 105.5MHz, 105.9MHz
Postal Address	119 Gipps St	119 Gipps St
Suburb/State/Postcode	BEGA NSW 2550	BEGA NSW 2550
Phone	02 6492 1633	02 6492 1633
Fax	02 6492 2614	02 6492 2614
e-mail	powerfm@eastcoastradio.com.au	2ec@eastcoastradio.com.au
WWW	www.powerfm/begabay.com.au	www.2ec.com.au
Format	Modern Adult Contemporary	Classic Hits
Primary Station Area Coverage	Sapphire Coast	Sapphire Coast
Demographic Profile of Station Audience	18-39	40+

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

Bega is a major dairy town located on the NSW far south coast, which is situated in the heart of a rich and fertile valley, where the Bega and Brogo Rivers and the Princes and Snowy Mountains Highways meet. Bega is famous for its rich dairy country as well as the beautiful coastline to the east of the township. The station's Licence Area is a long narrow strip running along the coast.

In comparison to the 2006 census, the population of the radio licence area of Bega has increased by 9.13% to 74,502. There was an increase in most of the age groups listed, however the number of people aged 10-17 years decreased since the 2006 census. The area has a relatively old population due in part to the large number of people from Sydney, Melbourne and Canberra retiring on the picturesque South Coast; over 62% of the population is aged over 40 years. The birthplace for 82.7% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 12,816 people attending an educational institution, 42% were either in infants or primary, 37% were attending a secondary educational institution and 12% attending TAFE. Of the 26,469 people who already have a tertiary qualification, 75% have certificates, diploma or another tertiary qualification and 25% have a degree.

The stability of the area is reflected in a high level of home ownership. Of the total dwellings (29,812) in Bega 46% of dwellings are owned outright and 26% are mortgaged. Private rental properties represent 22% of total dwellings.

27% of the total households (29,832) in Bega have a household income range between \$21,000-\$41,999pa; 20% between \$42,000-\$64,999pa; and 15% between \$65,000-\$103,999pa.

AGRICULTURE

The main industries in the district are dairy, timber and tourism. The rich grazing land along the South Coast makes Bega a strong dairy producer. There are over 34 thousand dairy cattle in the area. Bega is well known for its cheese. The area also produces some beef; there are over 42 thousand beef cattle. The farms in the area support over 48 thousand sheep and lambs. There are a number of fishing fleets in the various ports along the coast.

EMPLOYMENT

The majority (49%) of the labour force of 30,491 is employed full time. The main industries of employment are:

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

BEGA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	32717	33922	66639	89.45
Aged 0-9 Years	4005	3858	7863	10.55
Aged 10-17 Years	3803	3735	7538	10.12
Aged 18-24 Years	2117	1872	3989	5.35
Aged 25-39 Years	4338	4624	8962	12.03
Aged 40-54 Years	7469	8082	15551	20.87
Aged 55+ Years	14990	15609	30599	41.07
Total 2011 Population	36722	37780	74502	100.00
Total 2006 Population	33537	34730	68267	
% Change 2006-2011			9.13%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	15068	49.42
Part-time Employed	11418	37.45
Not Stated Employed	641	2.10
Unemployed	1916	6.28
Total Labour Force	30491	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1028	3.45
\$10000-\$20999pa	3892	13.05
\$21000-\$41999pa	8155	27.34
\$42000-\$64999pa	5864	19.66
\$65000-\$103999pa	4551	15.26
\$104000-\$155999pa	2288	7.67
\$156000+pa	870	2.92
Not Stated	980	3.29
Total Households	29832	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6622	31.77
Couple Families-No Children	10873	52.17
Single Parents	3183	15.27
Other Families	163	0.78
Total Families	20841	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8636	30.18
Technicians/Trade Workers/Community Personal Service Workers	7937	27.73
Clerical & Administrative Workers	3303	11.54
Sales Workers	2954	10.32
Machinery Operation/Driver/& Labourers	5358	18.72
Not Stated	431	1.51
Total	28619	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1759	6.16
Mining	97	0.34
Construction/Electricity gas water and waste services/Manufacturing	5020	17.59
Wholesale/Retail Trade, Accom + Food	7519	26.35
Transport Postal & Warehouse/Telecomms	1343	4.71
Finance & Insurance Services	1661	5.82
Professional scientific and technical services	1236	4.33
Public administration and safety	1644	5.76
Education & Health	6071	21.27
Arts and recreation services	505	1.77
Other services	1114	3.90
Inadequately described or not stated	568	1.99
Total	28537	100.00

ANNUAL HOUSEHOLD EXPENDITURE	\$000'S PA
Food and non Alcoholic Beverages	306,828
Total Alcoholic beverages	48,029
Total Clothing and Footwear	66,222
Total Household Linen Furnishings & Equipment	76,133
Furniture and Floor Covering	25,767
Household Appliances	19,232
Household Services and Operation	101,338
Total Medical Care and Pharmacy	92,667
Motor Vehicle Purchase	68,097
Total Motor Vehicle Running Cost incl Rego	133,742
Audio Visual Equipment and Parts	76,927
Recreation	235,816
Holidays Australia and Overseas	76,566
Total Personal care and Hygiene	36,833
Total Super and Life Insurance	119,170

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2742	2677	5419	7.28
Secondary	2383	2422	4805	6.45
TAFE	746	857	1603	2.15
University & Other	306	683	989	1.33
Total	6177	6639	12816	17.21

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	13716	46.01
Mortgaged	7755	26.01
Private Rental	6423	21.55
Housing Authority/Not Stated	1631	5.47
Other Tenure Type	287	0.96
Total Dwellings	29812	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	6714	9.02
Certificate	19755	26.53
Total	26469	35.55

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	850	10.87
\$500-\$799 per month	825	10.55
\$800-\$999 per month	657	8.40
\$1000-\$1399 per month	1461	18.69
\$1400+ per month	3559	45.52
Not Stated	466	5.96
Total Mortgaged Dwellings	7818	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1668	0.06
1 Vehicle	12163	0.41
2+ Vehicles	14956	0.50
Not Stated	1043	1.78
Total	27119	0.91

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	132,872
Land Use - Grazing land (including pastures and rangelands) area (ha)	110,607
Cereal Crops - Wheat for grain production (t)	56
Cereals for grain total production (t)	425
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	330
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	44
Tomatoes total production (t)	29
Avocados, total production (kg)	0
Nuts total trees (n)	1,294
Total grapes total area of vines (ha)	16
Orchard trees (incl. nuts) total trees - number (n)	18,467
Sheep and lambs total number (n)	48,319
Milk cattle (n)	34,038
Meat cattle (n)	42,385
Apples production (kg)	4,485
Nectarines production (kg)	66,599
Peaches production (kg)	117,452

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7567	25.37
Broadband	18963	63.57
Dial-up	1321	4.43
Other	889	2.98
Not Stated	1092	3.66
Total	29832	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	30404	31198	61602	82.72
Europe	3104	3151	6255	8.40
Africa & Middle East	111	88	199	0.27
Asia	209	433	642	0.86
Americas	164	207	371	0.50
Other	2725	2676	5401	7.25
Total Population Total	36717	37753	74470	100.00