



BROKEN HILL

2BH 567 AM & 96.5 HILL FM

ACMA	2BH	2HIL
On-Air Name	2BH 567 AM	96.5 HILL FM
Frequency	567kHz	96.5 MHz
Postal Address	PO Box 699	PO Box 699
Suburb/State/Postcode	Broken Hill NSW 2880	Broken Hill NSW 2880
Phone	08 8088 1888	08 8088 1888
Fax	08 8088 5919	08 8088 5919
e-mail	admin@2bh.com.au	
WWW	www.2bh.com.au	www.hillfm.com.au
Format	News, Sport, Talk & Music	80s, 90s and Today
Primary Station Area Coverage	Broken Hill & Surrounds	Broken Hill
Demographic Profile of Station Audience	35+	18-39

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

BROKEN HILL

Broken Hill is a mining town and the largest regional centre in the far west of NSW. It is located on the Barrier Range in the far west of NSW, just 48 km east of the South Australian border, approximately midway between the Queensland and Victorian borders and 1,160 km west of Sydney via the Great Western, Mitchell and Barrier Highways.

Given the proximity to Adelaide many companies treat Broken Hill as part of South Australia, with products often distributed to Broken Hill via Adelaide as opposed to Sydney. As Australia's longest-lived mining city, 'The Silver City', as it is sometimes called, has always been inextricably associated with silver, lead and zinc mining.

In comparison to the 2006 census, the population of the radio licence area in Broken Hill has remained fairly steady with a marginal increase to 19,590. There was a decline in most of the age groups listed; however 18-24s and people aged 55 years and over increased. Over 54% of the population in Broken Hill is aged over 40 years. The birthplace for 89.15% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 3,358 people attending an educational institution, 41% were either in infants or primary school; 34% were in secondary school; 17% at TAFE and 7% at University or another tertiary institution. Of the 4,937 people who already have a tertiary qualification. 20% have a degree and 80% have a certificate, diploma or another tertiary qualification.

Broken Hill has a high proportion of home ownership. Of the total dwellings (7,808) in Broken Hill, 45% of dwellings are owned outright and 29% are mortgaged. Private rental properties represent 20% of total dwellings.

24% of the total households (7,819) in Broken Hill have a household income range between \$21,000 – \$41,999pa, 16% between \$42,000 – \$64,999pa and 15% between \$65,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city. The region is also rich in the arts with over 30 art galleries and heritage trails.

AGRICULTURE

Broken Hill is predominantly a mining town and is the birth place of Broken Hill Proprietary Company Limited (BHP). The Broken Hill ore body contains one of the world's largest Silver, Zinc, Lead and Mineral deposits.

Large rural properties carry over 289 thousand sheep and lamb livestock and over 19 thousand beef cattle.

EMPLOYMENT

The majority (58%) of the labour force of 8,297 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health & Community Services.

Though Broken Hill is traditionally a mining town, the industry employs only 9% of the workforce. In contrast, the accommodation, foods service and retail industry employs 23%.

BROKEN HILL

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	8410	8815	17225	87.93
Aged 0-9 Years	1204	1161	2365	12.07
Aged 10-17 Years	1051	910	1961	10.01
Aged 18-24 Years	789	746	1535	7.84
Aged 25-39 Years	1533	1593	3126	15.96
Aged 40-54 Years	2044	2070	4114	21.00
Aged 55+ Years	2993	3496	6489	33.12
Total 2011 Population	9614	9976	19590	100.00
Total 2006 Population	9521	10035	19556	
% Change 2006-2011			0.17%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	4836	58.29
Part-time Employed	2154	25.96
Not Stated Employed	235	2.83
Unemployed	689	8.30
Total Labour Force	8297	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	231	2.95
\$10000-\$20999pa	1325	16.95
\$21000-\$41999pa	1901	24.31
\$42000-\$64999pa	1226	15.68
\$65000-\$103999pa	1135	14.52
\$104000-\$155999pa	736	9.41
\$156000+pa	331	4.23
Not Stated	403	5.15
Total Households	7819	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	1754	34.32
Couple Families-No Children	2228	43.59
Single Parents	1068	20.90
Other Families	61	1.19
Total Families	5111	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	2134	27.95
Technicians/Trade Workers/Community Personal Service Workers	2137	27.99
Clerical & Administrative Workers	851	11.14
Sales Workers	697	9.13
Machinery Operation/Driver/& Labourers	1674	21.92
Not Stated	143	1.87
Total	7636	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	501	6.59
Mining	712	9.36
Construction/Electricity gas water and waste services/Manufacturing	827	10.87
Wholesale/Retail Trade, Accom + Food	1775	23.34
Transport Postal & Warehouse/Telecomms	348	4.58
Finance & Insurance Services	341	4.48
Professional scientific and technical services	191	2.51
Public administration and safety	539	7.09
Education & Health	1779	23.39
Arts and recreation services	82	1.08
Other services	287	3.77
Inadequately described or not stated	224	2.95
Total	7606	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	83,185
Total Alcoholic beverages	13,021
Total Clothing and Footwear	17,954
Total Household Linen Furnishings & Equipment	20,641
Furniture and Floor Covering	6,986
Household Appliances	5,214
Household Services and Operation	27,474
Total Medical Care and Pharmacy	25,123
Motor Vehicle Purchase	18,462
Total Motor Vehicle Running Cost incl Rego	36,259
Audio Visual Equipment and Parts	20,856
Recreation	63,932
Holidays Australia and Overseas	20,758
Total Personal care and Hygiene	9,986
Total Super and Life Insurance	32,308

BROKEN HILL

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	749	642	1391	7.10
Secondary	572	566	1138	5.81
TAFE	249	338	587	3.00
University & Other	47	195	242	1.24
Total	1617	1741	3358	17.15

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	3552	45.49
Mortgaged	2228	28.53
Private Rental	1527	19.56
Housing Authority/Not Stated	422	5.40
Other Tenure Type	79	1.01
Total Dwellings	7808	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	970	4.95
Certificate	3967	20.26
Total	4937	25.21

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	305	13.70
\$500-\$799 per month	477	21.43
\$800-\$999 per month	279	12.53
\$1000-\$1399 per month	460	20.66
\$1400+ per month	515	23.14
Not Stated	190	8.54
Total Mortgaged Dwellings	2226	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	837	0.11
1 Vehicle	3239	0.41
2+ Vehicles	3342	0.43
Not Stated	398	2.61
Total	6581	0.84

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,354,889
Land Use - Grazing land (including pastures and rangelands) area (ha)	2,328,850
Cereal Crops - Wheat for grain production (t)	681
Cereals for grain total production (t)	875
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	125
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	0
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	36
Orchard trees (incl. nuts) total trees - number (n)	7,498
Sheep and lambs total number (n)	289,380
Milk cattle (n)	0
Meat cattle (n)	19,575
Apples production (kg)	8
Nectarines production (kg)	8,395
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	2611	33.39
Broadband	4218	53.94
Dial-up	305	3.90
Other	271	3.47
Not Stated	415	5.31
Total	7820	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	8556	8899	17455	89.15
Europe	226	182	408	2.08
Africa & Middle East	3	22	25	0.13
Asia	53	115	168	0.86
Americas	19	18	37	0.19
Other	748	738	1486	7.59
Total Population Total	9605	9974	19579	100.00