



GRIFFITH

2RG & 99.7 STAR FM

ACMA	2RG	2RGF
On-Air Name	2RG	99.7 Star FM
Frequency	963 kHz	99.7 MHz
Postal Address	PO Box 1005	PO Box 1005
Suburb/State/Postcode	Griffith NSW 2680	Griffith NSW 2680
Phone	02 6964 0800	02 6964 0800
Fax	02 6962 7774	02 6962 7774
e-mail		
WWW	www.2rg.com.au	www.997starfm.com.au
Format	News, Talk & Sport	Hot Adult Contemporary
Primary Station Area Coverage	Griffith, Riverina, M.I.A	Griffith, Riverina, M.I.A
Demographic Profile of Station Audience	35+	18-39

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

GRIFFITH

Griffith is an important farming centre located in the fertile area between the Lachlan and Murrumbidgee Rivers in southern NSW, just north of the Victorian border.

It is the centre of the prosperous Riverina and Murrumbidgee Irrigation Areas (M.I.A.), one of Australia's richest food producing areas. The region is a dominant producer of horticultural, agricultural and pastoral commodities with a growing number of dynamic processing and manufacturing industries supporting these activities.

In comparison to the 2006 census, the population of the radio licence area of Griffith has increased by 10.18% to 68,400. Over 48% of the population in Griffith is aged over 40 years. The birthplace for 85.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 13,902 people attending an educational institution, 46% were either in infants or primary school, 36% were in secondary school, 11% at TAFE and 6% at University or another tertiary institution. Of the 17,451 people who already have a tertiary qualification, 24% have a degree and 76% have a certificate, diploma or another tertiary qualification.

Griffith has a high proportion of home ownership. Of the total dwellings (24,551) in Griffith, 40% are owned outright and 29% are mortgaged. Private rental properties represent 25% of total dwellings.

22% of the total households (24,615) in Griffith have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 18% 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.

AGRICULTURE

Griffith is one of the major crop growing areas in Australia. Being situated near the Lachlan, Murrumbidgee and Murray Rivers, much of the area is irrigated and free from the problems of drought and flooding. Griffith is one of the largest fruit growing regions in Australia – agriculture and horticulture have developed as major industries. Peaches, apricots, maize, wheat, corn and other cereal crops, canola, watermelon, rockmelon, onions, cucumber, carrots, parsnip, garlic, lettuce, potatoes and tomatoes are some of the produce of Griffith and the region. Recent census figures show that Griffith produced over 538 thousand kilograms of peaches.

Griffith also produces approximately 60% of the state's wine; there are over 20 thousand hectares of grapes in the area.

The farms in the area support over 224 thousand beef cattle and over 2.5 million sheep and lambs.

Griffith is a major wheat growing area that produced over 2.2 million tonnes of wheat for grain and 3.6 million tonnes of cereals for grain.

EMPLOYMENT

Griffith is a farming area. The majority (62.5%) of the labour force of 32,402 is employed full time. The main industries of employment are:

- Agriculture, Forestry & Fishing;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Manufacturing, Construction, Electricity, Gas & Water Supply.

GRIFFITH

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	29561	28920	58481	85.50
Aged 0-9 Years	5040	4879	9919	14.50
Aged 10-17 Years	4315	4071	8386	12.26
Aged 18-24 Years	2687	2451	5138	7.51
Aged 25-39 Years	5790	5693	11483	16.79
Aged 40-54 Years	7176	6988	14164	20.71
Aged 55+ Years	9593	9717	19310	28.23
Total 2011 Population	34601	33799	68400	100.00
Total 2006 Population	31330	30750	62080	
% Change 2006-2011			10.18%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	20255	62.51
Part-time Employed	8544	26.37
Not Stated Employed	951	2.94
Unemployed	1358	4.19
Total Labour Force	32402	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	950	3.86
\$10000-\$20999pa	2794	11.35
\$21000-\$41999pa	5541	22.51
\$42000-\$64999pa	4297	17.46
\$65000-\$103999pa	4440	18.04
\$104000-\$155999pa	2575	10.46
\$156000+pa	1006	4.09
Not Stated	1076	4.37
Total Households	24615	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	7905	44.37
Couple Families-No Children	7156	40.16
Single Parents	2492	13.99
Other Families	265	1.49
Total Families	17818	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	11500	37.06
Technicians/Trade Workers/Community Personal Service Workers	6233	20.08
Clerical & Administrative Workers	3321	10.70
Sales Workers	2366	7.62
Machinery Operation/Driver/& Labourers	7121	22.95
Not Stated	493	1.59
Total	31034	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	7495	24.17
Mining	416	1.34
Construction/Electricity gas water and waste services/Manufacturing	5845	18.85
Wholesale/Retail Trade, Accommodation	5577	17.98
Transport, Postal & Warehouse/ Telecomms	1279	4.12
Finance & Insurance Services	1139	3.67
Professional scientific and technical services	817	2.63
Public administration and safety	1658	5.35
Education & Health	4749	15.31
Arts and recreation services	194	0.63
Other services	1040	3.35
Not Stated	801	2.58
Total	31010	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	243,438
Total Alcoholic beverages	38,106
Total Clothing and Footwear	52,541
Total Household Linen Furnishings & Equipment	60,405
Furniture and Floor Covering	20,444
Household Appliances	15,259
Household Services and Operation	80,402
Total Medical Care and Pharmacy	73,523
Motor Vehicle Purchase	54,029
Total Motor Vehicle Running Cost incl Rego	106,111
Audio Visual Equipment and Parts	61,034
Recreation	187,097
Holidays Australia and Overseas	60,748
Total Personal care and Hygiene	29,224
Total Super and Life Insurance	94,550

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	3294	3078	6372	9.33
Secondary	2498	2587	5085	7.44
TAFE	718	830	1548	2.27
University & Other	313	584	897	1.31
Total	6823	7079	13902	20.35

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	9720	39.59
Mortgaged	7013	28.57
Private Rental	6104	24.86
Housing Authority/Not Stated	1489	6.06
Other Tenure Type	225	0.92
Total Dwellings	24551	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4173	6.11
Certificate	13278	19.43
Total	17451	25.54

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	957	13.57
\$500-\$799 per month	798	11.32
\$800-\$999 per month	613	8.69
\$1000-\$1399 per month	1396	19.80
\$1400+ per month	2779	39.41
Not Stated	508	7.20
Total Mortgaged Dwellings	7051	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1630	0.07
1 Vehicle	7661	0.31
2+ Vehicles	14299	0.58
Not Stated	1011	2.10
Total	21960	0.89

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	5,147,616
Land Use - Grazing land (including pastures and rangelands) area (ha)	3,075,431
Cereal Crops - Wheat for grain production (t)	2,236,858
Cereals for grain total production (t)	3,667,603
Cereal Crops - Rice for grain production (t)	451,857
Cereal Crops - Barley for grain production (t)	667,428
Sorghum for grain production (t)	3,691
Vegetables for human consumption, total area (ha)	5,941
Tomatoes total production (t)	13,664
Avocados, total production (kg)	54,181
Nuts total trees (n)	829,901
Total grapes total area of vines (ha)	20,120
Orchard trees (incl. nuts) total trees - number (n)	4,896,548
Sheep and lambs total number (n)	2,505,127
Milk cattle (n)	20,447
Meat cattle (n)	224,123
Apples production (kg)	19,215
Nectarines production (kg)	642,537
Peaches production (kg)	538,762

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7497	30.51
Broadband	14305	58.22
Dial-up	850	3.46
Other	895	3.64
Not Stated	1024	4.17
Total	24571	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	29514	28882	58396	85.44
Europe	1483	1435	2918	4.27
Africa & Middle East	86	111	197	0.29
Asia	696	830	1526	2.23
Americas	60	70	130	0.19
Other	2737	2447	5184	7.58
Total Population Total	34576	33775	68351	100.00