



# ORANGE

**105.1 2GZ FM, 105.9 STAR FM & RADIO 1089AM 2EL**

<b>ACMA</b>	2GZ	20AG	2EL
<b>On-Air Name</b>	105.1 2GZ FM	105.9 Star FM	Radio1089am 2EL
<b>Frequency</b>	105.1 MHz	105.9 MHz	1089 kHz
<b>Postal Address</b>	PO Box 1785	PO Box 1785	2EL Radio 1089 PO Box 88
<b>Suburb/State/Postcode</b>	Orange NSW 2800	Orange NSW 2800	Orange NSW 2800
<b>Phone</b>	02 6362 2144	02 6362 2144	02 6360 0900
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<b>WWW</b>	www.2gzfm.com.au	www.1059starfm.com.au	www.radio1089.com.au
<b>Format</b>	Adult Contemporary	Modern Top 40	News, Talkback & Sport
<b>Primary Station Area Coverage</b>	Orange – Central Tablelands	Orange – Central Tablelands	Orange – Central Tablelands
<b>Demographic Profile of Station Audience</b>	35+	18-39	30+

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

## ORANGE

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Orange is located on the Central Tablelands of NSW to the west of the Great Dividing Range. It is the major regional centre for the Central Tablelands with extensive hospital and medical facilities, and a large retail centre. Orange is the centre of a rich farming district and is emerging as a gourmet food centre and a rapidly expanding wine production region. The main industries in Orange are horticulture, agriculture and mining.

In comparison to the 2006 census, the population of the radio licence area of Orange has increased by 16.55% to 78,089. Over 49% of the population is aged over 40 years. The birthplace for 87.9% of the population was Oceania including Australia.

The Sydney University – Orange Faculty of Rural Management and the Western Institute of TAFE as well as a community college and training & education centre cater to students from across western NSW. Of the 16,302 people attending an educational institution, 42% were either in infants or primary, 35% were attending a secondary educational institution, 12% attending TAFE, and 10% attending university or another tertiary institution. Of the 25,421 people who already have a tertiary qualification, 27% have a degree and 73% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (28,730) in Orange, 38% of dwellings are owned outright and 32% are mortgaged. Private rental properties represented 23% of total dwellings.

20% of the total households (28,766) in Orange have a household income range between \$21,000 – \$41,999; 16% between \$42,000 – \$64,999; and 28% between \$65,000 – \$103,999.

The local economy has a healthy diversity between surrounding agriculture (horticulture – especially orcharding – viticulture and general farming), food processing, manufacturing (including white goods manufacturer), community services (including health care and education) and mining (especially gold and copper).

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the district.

### AGRICULTURE

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Orange services a rich farming district; it is a premier orchard area. From the recent census figures show the district produced over 17.1 million kilograms of apples; 75 thousand kilograms of peaches; and 29 thousand kilograms of nectarines.

The Orange District also consists of small mixed farms producing, in the main, 207 thousand beef cattle. The farms in the area also support over 1.4 million sheep and lambs.

Orange has a number of local wineries whose reputation for cool climate wines are widely recognised in the industry. There are almost three thousand hectares of grapes in the Orange district.

### EMPLOYMENT

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Agriculture is a major source of employment with several fruit processing companies also providing employment for the area. The majority (61.6%) of the labour force of 36,811 people is employed full time. The main industries of employment are;

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants;
- Education, Health & Community Services;
- Agriculture, Forestry, Fishing & Mining

The main industries in Orange are: Electrolux, a 'white goods' domestic appliance manufacturer; a number of government departments such as Head Office for Department of Primary Industries NSW, Department of Trade and Investment, the NSW Department of Agriculture and the Department of Mineral Resources and Newcrest Mining, a leading producer of Cadia gold/copper.

## ORANGE

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	33037	34048	67085	85.91
Aged 0-9 Years	5659	5345	11004	14.09
Aged 10-17 Years	4629	4582	9211	11.80
Aged 18-24 Years	3145	2959	6104	7.82
Aged 25-39 Years	6297	6682	12979	16.62
Aged 40-54 Years	7863	7962	15825	20.27
Aged 55+ Years	11103	11863	22966	29.41
Total 2011 Population	38696	39393	78089	100.00
Total 2006 Population	33018	33982	67000	
% Change 2006-2011			16.55%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	22681	61.61
Part-time Employed	10234	27.80
Not Stated Employed	793	2.15
Unemployed	1732	4.71
Total Labour Force	36811	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	823	2.86
\$10000-\$20999pa	3280	11.40
\$21000-\$41999pa	5776	20.08
\$42000-\$64999pa	4699	16.34
\$65000-\$103999pa	5162	17.94
\$104000-\$155999pa	3687	12.82
\$156000+pa	2046	7.11
Not Stated	1046	3.64
Total Households	28766	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	8731	42.36
Couple Families-No Children	8428	40.89
Single Parents	3188	15.47
Other Families	266	1.29
Total Families	20613	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	11906	33.87
Technicians/Trade Workers/Community Personal Service Workers	8370	23.81
Clerical & Administrative Workers	4399	12.51
Sales Workers	2886	8.21
Machinery Operation/Driver/& Labourers	7033	20.01
Not Stated	562	1.60
Total	35156	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3684	10.56
Mining	1776	5.09
Construction/Electricity gas water and waste services/Manufacturing	5786	16.58
Wholesale/Retail Trade, Accommodation	6345	18.18
Transport, Postal & Warehouse/ Telecomms	1665	4.77
Finance & Insurance Services	1744	5.00
Professional scientific and technical services	1377	3.95
Public administration and safety	2182	6.25
Education & Health	7932	22.73
Arts and recreation services	276	0.79
Other services	1403	4.02
Not stated	730	2.09
Total	34900	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	284,245
Total Alcoholic beverages	44,494
Total Clothing and Footwear	61,348
Total Household Linen Furnishings & Equipment	70,530
Furniture and Floor Covering	23,871
Household Appliances	17,816
Household Services and Operation	93,880
Total Medical Care and Pharmacy	85,847
Motor Vehicle Purchase	63,085
Total Motor Vehicle Running Cost incl Rego	123,899
Audio Visual Equipment and Parts	71,265
Recreation	218,460
Holidays Australia and Overseas	70,931
Total Personal care and Hygiene	34,122
Total Super and Life Insurance	110,400

**TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED**

School	Male	Female	Total	% Market Population
Infants/Primary	3506	3332	6838	8.76
Secondary	2826	2905	5731	7.34
TAFE	851	1181	2032	2.60
University & Other	606	1095	1701	2.18
Total	7789	8513	16302	20.89

**DWELLING TENURE TYPE**

Tenure Type	Total	% Total Dwellings
Fully Owned	10775	37.50
Mortgaged	9237	32.15
Private Rental	6517	22.68
Housing Authority/Not Stated	1988	6.92
Other Tenure Type	213	0.74
Total Dwellings	28730	100.00

**UNIVERSITY QUALIFICATIONS**

Type of Tertiary Qualification	Total	% Market Population
Degree	6895	8.83
Certificate	18526	23.74
Total	25421	32.57

**MORTGAGE PAYMENTS**

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	696	7.56
\$500-\$799 per month	791	8.60
\$800-\$999 per month	734	7.98
\$1000-\$1399 per month	1693	18.40
\$1400+ per month	4770	51.84
Not Stated	518	5.63
Total Mortgaged Dwellings	9202	100.00

**MOTOR VEHICLES**

Number of Cars	Total	% Total Dwellings
No Vehicles	1972	0.07
1 Vehicle	9359	0.33
2+ Vehicles	16407	0.57
Not Stated	1034	1.83
Total	25766	0.90

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	853,893
Land Use - Grazing land (including pastures and rangelands) area (ha)	665,780
Cereal Crops - Wheat for grain production (t)	166,191
Cereals for grain total production (t)	199,366
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	15,467
Sorghum for grain production (t)	308
Vegetables for human consumption, total area (ha)	654
Tomatoes total production (t)	6
Avocados, total production (kg)	0
Nuts total trees (n)	24,854
Total grapes total area of vines (ha)	2,778
Orchard trees (incl. nuts) total trees - number (n)	900,596
Sheep and lambs total number (n)	1,431,615
Milk cattle (n)	5,396
Meat cattle (n)	207,648
Apples production (kg)	17,126,079
Nectarines production (kg)	29,860
Peaches production (kg)	75,333

**INTERNET USAGE**

Connection	Total	% Market Population
No Connection	7803	27.13
Broadband	17688	61.50
Dial-up	1082	3.76
Other	1071	3.72
Not Stated	1118	3.89
Total	28762	100.00

**BIRTHPLACE BY REGION**

Region	Male	Female	Total	% Market Population
Oceania incl Australia	34011	34622	68633	87.95
Europe	1313	1368	2681	3.44
Africa & Middle East	142	152	294	0.38
Asia	339	489	828	1.06
Americas	69	63	132	0.17
Other	2791	2679	5470	7.01
Total Population Total	38665	39373	78038	100.00