



TAREE

MAX FM & RADIO 2RE

ACMA	2MVB	2RE
On-Air Name	Max FM	Radio 2RE
Frequency	107.3 MHz	1557 kHz, 100.3 & 100.1 MHz
Postal Address	PO Box 275	PO Box 275
Suburb/State/Postcode	Taree NSW 2430	Taree NSW 2430
Phone	02 6552 2100	02 6552 2100
Fax	02 6551 0522	02 6551 0522
e-mail	reception@maxfm.com.au	
WWW	www.maxfm.com.au	www.2re.com.au
Format	Top 40 & New Music	80's to Today
Primary Station Area Coverage	Mid North Coast, Taree, Forster, Tuncurry	Mid North Coast, Taree, Forster, Tuncurry
Demographic Profile of Station Audience	16-49	40+

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

TAREE

Taree, on the banks of the Manning River, is located on the NSW north coast. By road, Taree is approximately 3.5 hours from Sydney and two hours from Newcastle.

2RE and MAX-FM broadcast to Taree, Wingham, Old Bar, Nahiack, Halliday's Point, Blackhead, Forster, Tuncurry, Pacific Palms, Smith Lake, Coopernook, Harrington, Crowdy Head, Kendall, Laurieton, Kew, Port Macquarie, Gloucester, Barrington Tops, Krumbach and Wootton.

2RE is targeted towards the over 40 year old audience. The station features a variety of talk back programs with national and local news as well as their own easy to listen to Breakfast, Afternoon and Drive shows. The music features a wide variety from the 60's to the 00's. Max FM targets 16-49 year olds with a mix of today's hottest music and classic rock. The Breakfast, Morning and Drive programs also feature competitions, song requests, comedy serials and music-based programs.

In comparison to the 2006 census, the population of the radio licence area of Taree has increased by 8.8% to 76,777. There was an increase in several of the age groups listed; however the number of people aged 10-17 years decreased. Over 61% of the population in Taree is aged over 40 years. The birthplace for 86.1% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 13,097 people attending an educational institution, 43% were in infants or primary school, 37% were in secondary school, 13% at TAFE and 7% at University or another tertiary institution. Of the 24,173 people who already have a tertiary qualification, 19% have a degree and 81% have a certificate, diploma or another tertiary qualification.

Taree has a high proportion of home ownership. Of the total dwellings (30,806) in Taree 44% are owned outright and 25% are mortgaged. Private rental properties represent 24% of total dwellings.

30% of the total households (30,832) in Taree have a household income range between \$21,000 – \$41,999; 18% between \$42,000 – \$64,999; and 14% between \$65,000 – \$103,999.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city. Taree has a large retail sector that supports the surrounding area.

AGRICULTURE

The farms in the area support over 17 thousand dairy and 49 thousand beef cattle. From the current census, figures show that the area produced over 137 thousand kilograms of avocados.

EMPLOYMENT

The majority (49.63%) of the labour force of 28,859 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.

TAREE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	33027	35287	68314	88.98
Aged 0-9 Years	4376	4087	8463	11.02
Aged 10-17 Years	3972	3906	7878	10.26
Aged 18-24 Years	2240	2214	4454	5.80
Aged 25-39 Years	4407	5051	9458	12.32
Aged 40-54 Years	7167	7871	15038	19.59
Aged 55+ Years	15241	16245	31486	41.01
Total 2011 Population	37403	39374	76777	100.00
Total 2006 Population	34361	36202	70563	
% Change 2006-2011			8.81%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	14325	49.64
Part-time Employed	10151	35.17
Not Stated Employed	625	2.17
Unemployed	2539	8.80
Total Labour Force	28859	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	987	3.20
\$10000-\$20999pa	4580	14.85
\$21000-\$41999pa	9241	29.97
\$42000-\$64999pa	5502	17.85
\$65000-\$103999pa	4347	14.10
\$104000-\$155999pa	2147	6.96
\$156000+pa	763	2.47
Not Stated	1187	3.85
Total Households	30832	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6695	31.30
Couple Families-No Children	10717	50.10
Single Parents	3735	17.46
Other Families	246	1.15
Total Families	21393	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	7592	28.81
Technicians/Trade Workers/Community Personal Service Workers	7046	26.74
Clerical & Administrative Workers	3046	11.56
Sales Workers	3063	11.62
Machinery Operation/Driver/& Labourers	5238	19.88
Not Stated	366	1.39
Total	26351	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1309	4.97
Mining	294	1.12
Construction/Electricity gas water and waste services/Manufacturing	4726	17.96
Wholesale/Retail Trade, Accommodation	6618	25.15
Transport, Postal & Warehouse/ Telecomms	1206	4.58
Finance & Insurance Services	1723	6.55
Professional scientific and technical services	954	3.63
Public administration and safety	1215	4.62
Education & Health	6324	24.03
Arts and recreation services	356	1.35
Other services	1053	4.00
Not stated	535	2.03
Total	26313	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	324,809
Total Alcoholic beverages	50,844
Total Clothing and Footwear	70,103
Total Household Linen Furnishings & Equipment	80,595
Furniture and Floor Covering	27,277
Household Appliances	20,359
Household Services and Operation	107,277
Total Medical Care and Pharmacy	98,098
Motor Vehicle Purchase	72,088
Total Motor Vehicle Running Cost incl Rego	141,580
Audio Visual Equipment and Parts	81,435
Recreation	249,636
Holidays Australia and Overseas	81,053
Total Personal care and Hygiene	38,992
Total Super and Life Insurance	126,154

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2918	2743	5661	7.38
Secondary	2461	2444	4905	6.39
TAFE	684	984	1668	2.17
University & Other	264	599	863	1.12
Total	6327	6770	13097	17.07

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	13648	44.30
Mortgaged	7811	25.36
Private Rental	7316	23.75
Housing Authority/Not Stated	1762	5.72
Other Tenure Type	269	0.87
Total Dwellings	30806	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4693	6.12
Certificate	19480	25.38
Total	24173	31.50

Mortgage Payments

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	757	9.68
\$500-\$799 per month	849	10.85
\$800-\$999 per month	690	8.82
\$1000-\$1399 per month	1576	20.15
\$1400+ per month	3483	44.53
Not Stated	467	5.97
Total Mortgaged Dwellings	7822	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2418	0.08
1 Vehicle	13071	0.42
2+ Vehicles	14179	0.46
Not Stated	1112	1.84
Total	27250	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	159,261
Land Use - Grazing land (including pastures and rangelands) area (ha)	132,097
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	7
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	21
Tomatoes total production (t)	18
Avocados, total production (kg)	137,112
Nuts total trees (n)	441
Total grapes total area of vines (ha)	6
Orchard trees (incl. nuts) total trees - number (n)	5,881
Sheep and lambs total number (n)	624
Milk cattle (n)	17,813
Meat cattle (n)	49,223
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	617

INTERNET USAGE

Connection	Total	% Market Population
No Connection	9431	30.64
Broadband	18198	59.12
Dial-up	1028	3.34
Other	992	3.22
Not Stated	1135	3.69
Total	30784	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	32213	33946	66159	86.17
Europe	2174	2028	4202	5.47
Africa & Middle East	104	110	214	0.28
Asia	203	416	619	0.81
Americas	98	122	220	0.29
Other	2603	2758	5361	6.98
Total Population Total	37395	39380	76775	100.00