



ALICE SPRINGS

8HA & SUN FM

ACMA	8HA	8SUN
On-Air Name	8HA	Sun FM
Frequency	900 KHz	96.9 MHz
Postal Address	PO Box 2106	PO Box 2106
Suburb/State/Postcode	Alice Springs NT 0871	Alice Springs NT 0871
Phone	08 8952 2900	08 8955 5969
Fax	08 8952 8276	08 8952 8276
e-mail	info@8ha.com.au	info@thesun.com.au
WWW	www.8ha.com.au	www.thesun.com.au
Format	Greatest Hits	Top 40
Primary Station Area Coverage	Alice Springs	Alice Springs
Demographic Profile of Station Audience	32+	16-39

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

ALICE SPRINGS

Alice Springs, the capital of the Outback, lies in the heart of Central Australia about half way between Adelaide and Darwin on the edge of the Simpson Desert. Alice Springs is positioned between the East and West MacDonnell Ranges; it makes both a great touring base and holiday destination.

The Licence Area of 8HA and SUN FM also covers the Yulara Tourist Resort (alongside Ayres Rock). 8HA is one of the more unique radio stations in Australia. It is located right in the middle of the country, which means that it is the only AM commercial station for around 1,200Kms. The station's call letters mean 'Heart of Australia'.

In comparison to the 2006 census, the population of the radio licence area of Alice Springs has increased by 7.69% to 29,095 from 27,015. 38.7% of the population in Alice Springs is over 40, up from 37% in 2006. The birthplace for 75% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons, down from 85.9% in 2006 reflecting a more diversified culture in the heart of Australia. 45% of the total number of families has children.

5,605 or 19.3% of people were attending an educational institution, 8.4% of the population in Alice Springs were either in infants or primary, 6.1% were attending a secondary educational institution, 3% attending University or another secondary institution and 1.7% attending TAFE.

Of the 9,873 or 33% of people held a tertiary qualification, up from 8,084 in 2006, 12% have a degree and 22% have a certificate, diploma or another tertiary qualification.

Of the total dwellings in Alice Springs, 15% of dwellings are owned outright, representing 1,374 homes and 34% are mortgaged, up from 28% in 2006. Private rental properties represent 35% of total dwellings.

Household income in Alice Springs improved dramatically when compared to 2006. 20.5% of the total households (1,881) in Alice Springs have a household income range between \$65,000-\$104,000pa; around the same amount (1,883) between \$104,000-\$155,999pa; and 12% had an income range of \$156,000+pa.

AGRICULTURE

The centre of Australia is beef country. Typically the inland cattle stations cover thousands of hectares. In the Alice Springs license area there are a massive 2,665,302ha used for grazing. In the tough, semi-arid conditions of Central Australia it is necessary for the cattle stations to run large numbers of cattle, over very large areas of land, in order to remain viable. There are over 40,000 beef cattle in the area.

EMPLOYMENT

The majority (70.3%) of the labour force of 15,078 is employed full time. The main industries of employment are:

- Education, Health & Community Services (24%)
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (19%)
- Public Administration & Defence (17%)

Alice Springs has a large retail sector that supports much of Central Australia. The retail sector encompasses a number of major shopping precincts including supermarkets and specialty shops. Alice Springs has a thriving tourist trade as Uluru attracts many visitors from all over the world to 'The Red Centre'.

There are a number of government departments with offices in Alice Springs.

ALICE SPRINGS

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	12653	12178	24831	85.34
Aged 0-9 Years	2179	2085	4264	14.66
Aged 10-17 Years	1680	1547	3227	11.09
Aged 18-24 Years	1527	1395	2922	10.04
Aged 25-39 Years	3735	3680	7415	25.49
Aged 40-54 Years	3328	3287	6615	22.74
Aged 55+ Years	2383	2269	4652	15.99
Total 2011 Population	14832	14263	29095	100.00
Total 2006 Population	13514	13501	27015	
% Change 2006-2011				7.70%

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10601	70.31
Part-time Employed	2852	18.91
Not Stated Employed	332	2.20
Unemployed	527	3.50
Total Labour Force	15078	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	168	1.83
\$10000-\$20999pa	520	5.65
\$21000-\$41999pa	982	10.68
\$42000-\$64999pa	1299	14.12
\$65000-\$103999pa	1881	20.45
\$104000-\$155999pa	1883	20.47
\$156000+pa	1140	12.40
Not Stated	324	3.52
Total Households	9197	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2921	44.62
Couple Families-No Children	2323	35.49
Single Parents	1170	17.87
Other Families	132	2.02
Total Families	6546	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	5062	34.82
Technicians/Trade Workers/Community Personal Service Workers	4146	28.52
Clerical & Administrative Workers	2141	14.73
Sales Workers	1057	7.27
Machinery Operation/Driver/& Labourers	1818	12.51
Not Stated	314	2.16
Total	14538	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	151	1.04
Mining	97	0.67
Construction/Electricity gas water and waste services/Manufacturing	1706	11.77
Wholesale/Retail Trade, Accommodation	2746	18.94
Transport, Postal & Warehouse/ Telecomms	902	6.22
Finance & Insurance Services	782	5.39
Professional scientific and technical services	965	6.66
Public administration and safety	2446	16.87
Education & Health	3478	23.99
Arts and recreation services	426	2.94
Other services	551	3.80
Not stated	247	1.70
Total	14497	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	105,138
Total Alcoholic beverages	25,540
Total Clothing and Footwear	20,650
Total Household Linen Furnishings & Equipment	28,846
Furniture and Floor Covering	7,469
Household Appliances	8,543
Household Services and Operation	36,615
Total Medical Care and Pharmacy	29,268
Motor Vehicle Purchase	26,647
Total Motor Vehicle Running Cost incl Rego	49,158
Audio Visual Equipment and Parts	30,477
Recreation	93,880
Holidays Australia and Overseas	35,335
Total Personal care and Hygiene	12,608
Total Super and Life Insurance	34,496

ALICE SPRINGS

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1253	1193	2446	8.40
Secondary	894	891	1785	6.13
TAFE	252	238	490	1.68
University & Other	295	589	884	3.04
Total	2694	2911	5605	19.26

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	1374	14.94
Mortgaged	3144	34.19
Private Rental	3207	34.87
Housing Authority/Not Stated	1361	14.80
Other Tenure Type	110	1.20
Total Dwellings	9196	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3513	12.07
Certificate	6360	21.85
Total	9873	33.92

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	118	3.77
\$500-\$799 per month	140	4.47
\$800-\$999 per month	129	4.12
\$1000-\$1399 per month	478	15.26
\$1400+ per month	2110	67.35
Not Stated	158	5.04
Total Mortgaged Dwellings	3133	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	893	0.10
1 Vehicle	3380	0.37
2+ Vehicles	4396	0.48
Not Stated	517	2.90
Total	7776	0.85

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	2,600,379
Land Use - Grazing land (including pastures and rangelands) area (ha)	2,665,302
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
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)	2
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	42
Orchard trees (including nuts) total trees - number (n)	2,708
Sheep and lambs total number (n)	0
Milk cattle (n)	0
Meat cattle (n)	40,394
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1793	19.50
Broadband	6011	65.37
Dial-up	291	3.16
Other	520	5.66
Not Stated	580	6.31
Total	9195	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	11164	10791	21955	75.45
Europe	670	715	1385	4.76
Africa & Middle East	80	78	158	0.54
Asia	598	730	1328	4.56
Americas	383	288	671	2.31
Other	1948	1654	3602	12.38
Total Population Total	14843	14256	29099	100.00