



INNISFAIL

KOOL 98.3 FM & 4KZ

ACMA	4KZ	4ZKZ
On-Air Name	The KZ Network	Kool 98.3 FM
Frequency	102.5 MHz + 8 translators	98.3, 94.9, 91.9 MHz
Postal Address	Po Box 19	Po Box 19
Suburb/State/Postcode	INNISFAIL QLD 4860	INNISFAIL QLD 4860
Phone	07 4061 6677	07 4061 7983
Fax	07 4061 3305	07 4061 3305
e-mail	gm@nqradiocom.au	gm@nqradiocom.au
WWW	www.nqradiocom.au	www.nqradiocom.au
Format	News, Talk & Adult contemporary	Young adult contemporary
Primary Station Area Coverage	Innisfail, Gulf, Ingham, Tully & Mission Beach	Innisfail, Tully and Mission Beach
Demographic Profile of Station Audience	35-64	16-39

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



INNISFAIL

Innisfail lies on the far north Queensland coast, less than 95 km south of Cairns. 4KZ and KOOL-FM Licence Area covers the region just south of Cairns, Babinda (within the Cairns City Council area), Innisfail, Tully and Cardwell in the south. 4KZ & KOOL FM extend their broadcast area covering Tully on 4KZ 693, Cardwell on 4KZ 94.7 & KOOL 91.9, and Babinda on 4KZ 102.5 & KOOL 94.9. 4KZ coverage area extends to Ingham 1620 kHz, Karumba 1611 kHz, Mission Beach 88.5 with translators in each of these towns.

In comparison to the 2006 census the population has increased by 6.99% to 32,756. The number of people aged 0-39 have increased slightly to 15,068, though those aged 40 years and over increased. Over 53% of the population in the radio licence area is aged 40 years and over. The birthplace for 83.1% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons. Innisfail and Ingham have a significant number of people of Mediterranean descent.

Of the 5,432 people attending an educational institution, 50% were in infants or primary, 36% were attending a secondary educational institution, 6% attending University or another tertiary institution and 8% attending TAFE. Of the 9,222 people who already have a tertiary qualification, 20% have a degree and 80% have a certificate, diploma or another tertiary qualification.

The tropical coast has a high level of home ownership. Of the total dwellings in Innisfail (12,221) 39% are owned outright and 26% are mortgaged. Private rental properties represent 28% of total dwellings. 23% of the total households (12,209) in Innisfail have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 18% between \$65,000-\$103,999pa.

AGRICULTURE

Tourism, fishing and rare tropical fruit production are important local industries. Over 9 thousand tonnes of bananas were produced. The area is a major producer of sugar with five local sugar mills including Victoria Mill at Ingham, which is the largest sugar mill in Australia. Over 3.1 million tonnes of sugar cane was cut for crushing. The Innisfail Radio Licence Area includes over 32 thousand beef cattle.

EMPLOYMENT

The majority (58.6%) of the labour force of 15,704 is employed full time. The main industries of employment are:

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

Although the 4KZ and KOOL-FM's Licence Area is primarily a farming district, there are some significant non-agricultural industries in the area. These include several large engineering works, foundry and a rotational plastics moulding factory. Over 18% of the workforce is employed in agriculture.

INNISFAIL

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	14796	13850	28646	87.45
Aged 0-9 Years	2176	1934	4110	12.55
Aged 10-17 Years	1886	1750	3636	11.10
Aged 18-24 Years	1181	1030	2211	6.75
Aged 25-39 Years	2550	2561	5111	15.60
Aged 40-54 Years	3816	3659	7475	22.82
Aged 55+ Years	5363	4850	10213	31.18
Total 2011 Population	16972	15784	32756	100.00
Total 2006 Population	15727	14887	30614	
% Change 2006-2011			7.00%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	9213	58.67
Part-time Employed	4486	28.57
Not Stated Employed	533	3.39
Unemployed	939	5.98
Total Labour Force	15704	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	422	3.46
\$10000-\$20999pa	1312	10.75
\$21000-\$41999pa	2818	23.08
\$42000-\$64999pa	2082	17.05
\$65000-\$103999pa	2234	18.30
\$104000-\$155999pa	1231	10.08
\$156000+pa	514	4.21
Not Stated	528	4.32
Total Households	12209	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3402	38.46
Couple Families-No Children	3954	44.70
Single Parents	1354	15.31
Other Families	136	1.54
Total Families	8846	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	4076	27.59
Technicians/Trade Workers/Community Personal Service Workers	3627	24.55
Clerical & Administrative Workers	1545	10.46
Sales Workers	1138	7.70
Machinery Operation/Driver/& Labourers	4113	27.84
Not Stated	277	1.87
Total	14776	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2675	18.12
Mining	296	2.00
Construction/Electricity gas water and waste services/Manufacturing	2968	20.10
Wholesale/Retail Trade, Accommodation	2744	18.59
Transport, Postal & Warehouse/ Telecomms	674	4.57
Finance & Insurance Services	766	5.19
Professional scientific and technical services	349	2.36
Public administration and safety	729	4.94
Education & Health	2442	16.54
Arts and recreation services	136	0.92
Other services	527	3.57
Not stated	458	3.10
Total	14764	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	114,453
Total Alcoholic beverages	18,444
Total Clothing and Footwear	22,684
Total Household Linen Furnishings & Equipment	35,876
Furniture and Floor Covering	12,767
Household Appliances	8,474
Household Services and Operation	41,523
Total Medical Care and Pharmacy	46,812
Motor Vehicle Purchase	26,548
Total Motor Vehicle Running Cost incl Rego	55,822
Audio Visual Equipment and Parts	31,353
Recreation	94,866
Holidays Australia and Overseas	30,611
Total Personal care and Hygiene	13,403
Total Super and Life Insurance	31,589

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1425	1280	2705	8.27
Secondary	1002	943	1945	5.95
TAFE	161	278	439	1.34
University & Other	86	257	343	1.05
Total	2674	2758	5432	16.61

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	4808	39.34
Mortgaged	3143	25.72
Private Rental	3428	28.05
Housing Authority/Not Stated	759	6.21
Other Tenure Type	83	0.68
Total Dwellings	12221	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1873	5.73
Certificate	7349	22.47
Total	9222	28.19

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	295	9.29
\$500-\$799 per month	346	10.89
\$800-\$999 per month	251	7.90
\$1000-\$1399 per month	656	20.65
\$1400+ per month	1389	43.72
Not Stated	240	7.55
Total Mortgaged Dwellings	3177	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	886	0.07
1 Vehicle	4283	0.35
2+ Vehicles	6536	0.54
Not Stated	493	2.06
Total	10819	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	148,494
Land Use - Grazing land (including pastures and rangelands) area (ha)	53,192
Cereal Crops - Wheat for grain production (t)	368
Cereals for grain total production (t)	402
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	25
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	111
Tomatoes total production (t)	0
Avocados, total production (kg)	667
Nuts total trees (n)	21
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	52,850
Sheep and lambs total number (n)	26
Milk cattle (n)	94
Meat cattle (n)	32,332
Apples production (kg)	0
Nectarines production (kg)	5
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	3533	28.87
Broadband	7162	58.52
Dial-up	475	3.88
Other	479	3.91
Not Stated	589	4.81
Total	12238	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	14152	13036	27188	83.11
Europe	923	860	1783	5.45
Africa & Middle East	33	47	80	0.24
Asia	448	525	973	2.97
Americas	70	66	136	0.42
Other	1324	1229	2553	7.80
Total Population Total	16950	15763	32713	100.00