



BENDIGO

STAR FM 91.9 & 3BO FM

ACMA	3BBO	3CV
On-Air Name	3BO FM	Star FM 91.9
Frequency	93.5 MHz	91.9 MHz
Postal Address	PO Box 888	PO Box 888
Suburb/State/Postcode	Bendigo VIC 3550	Bendigo VIC 3550
Phone	03 54302888	03 54302888
Fax	03 54302858	03 54302858
e-mail	Jason.priestley@sca.com.au	Jason.priestley@sca.com.au
WWW	www.3bo.com.au	www.starfmbendigo.com.au
Format	Adult Contemporary 70's-90's	Hot Adult Contemporary
Primary Station Area Coverage	Bendigo & Central Victoria	Bendigo
Demographic Profile of Station Audience	35-54	18-39

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

BENDIGO

Greater Bendigo, located 150 km north-west from Melbourne, is the second most populous municipality in regional Victoria and a major regional centre servicing a diverse rural hinterland. The city is located at the junction of the Calder and McIvor highways in central Victoria.

There are a number of commercial radio stations in the area. The broadcast area for 3BO and Star FM covers central and northern Victoria including Bendigo, Echuca, Kerang, Maryborough, Castlemaine and Kyneton.

In comparison to the 2006 census, the population of the radio licence area of the Greater Bendigo region has increased by 11.9% to 218,573. The birthplace for 88.3% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Northern Campus of Latrobe University is based in Bendigo, attracting students from across the state. 42,298 people (19.35%) were attending an educational institution in 2011, with 8% in infants or primary, 6.8% attending a secondary educational institution, 2.6% attending university or another tertiary institution and 2% attending TAFE. 70,371 people (32.2%) already have a tertiary qualification; including 8.5% with a degree and 23.7% having obtained a certificate, diploma or another tertiary qualification.

Bendigo is a large established centre with a stable population. This is reflected in a very high level of home ownership. Of the total dwellings (84,184) in Bendigo, 40% of are owned outright and 33% are mortgaged. Private rental properties represent 20.2% of total dwellings.

24.2% of the total households in Bendigo have a household income range between \$21,000 – \$42,000pa, 18.2% between \$42,000 – \$65,000pa and 17.4% between \$65,000 – \$104,000pa.

All major banks, car dealers, fast-food restaurants, hardware/home improvement, insurance & finance companies, and an extensive selection of national retail, chain and independent stores are represented in the region.

AGRICULTURE

Bendigo is a rich farming area. The northern part of the licence area has a strong dairy industry, supporting over 218 thousand dairy and 142 thousand beef cattle.

Bendigo is also a major wool producing area with the farms in the area supporting over 2.1 million sheep and lambs.

The district also grows vast amounts of fruit. Over 10 million kilograms of apples and 520 thousand kilos of peaches were grown in the region.

EMPLOYMENT

The majority (56%) of the labour force of 101,461 is employed full time. The main industries of employment are:

- Education, Health & Community Services (21.3%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (20.5%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (20.4%).

Agriculture is another major industry of employment, employing 8.7% of the population in the area. Bendigo also has a strong retail sector that supports the surrounding district.

BENDIGO

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	93908	97920	191828	87.76
Aged 0-9 Years	13848	12897	26745	12.24
Aged 10-17 Years	12288	11571	23859	10.92
Aged 18-24 Years	8920	8669	17589	8.05
Aged 25-39 Years	16504	17603	34107	15.60
Aged 40-54 Years	22268	23471	45739	20.93
Aged 55+ Years	33928	36606	70534	32.27
Total 2011 Population	107756	110817	218573	100.00
Total 2006 Population	95834	99380	195214	
% Change 2006-2011			11.97%	

Labour Force

Employment Classification	Total	% Labour Force
Full-time Employed	56861	56.04
Part-time Employed	33050	32.57
Not Stated Employed	2278	2.25
Unemployed	4886	4.82
Total Labour Force	101461	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2620	3.11
\$10000-\$20999pa	10558	12.54
\$21000-\$41999pa	20368	24.19
\$42000-\$64999pa	15329	18.21
\$65000-\$103999pa	14652	17.40
\$104000-\$155999pa	8473	10.06
\$156000+pa	3351	3.98
Not Stated	2693	3.20
Total Households	84188	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	23204	39.72
Couple Families-No Children	25026	42.84
Single Parents	9406	16.10
Other Families	778	1.33
Total Families	58414	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	31902	33.04
Technicians/Trade Workers/Community Personal Service Workers	23798	24.65
Clerical & Administrative Workers	11227	11.63
Sales Workers	9152	9.48
Machinery Operation/Driver/& Labourers	18503	19.16
Not Stated	1970	2.04
Total	96552	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	8443	8.73
Mining	973	1.01
Construction/Electricity gas water and waste services/Manufacturing	19706	20.39
Wholesale/Retail Trade, Accommodation	19789	20.47
Transport, Postal & Warehouse/ Telecomms	4921	5.09
Finance & Insurance Services	5676	5.87
Professional scientific and technical services	3703	3.83
Public administration and safety	6090	6.30
Education & Health	20549	21.26
Arts and recreation services	1318	1.36
Other services	3485	3.61
Not stated	2007	2.08
Total	96660	100.00

ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	845,372
Total Alcoholic beverages	125,965
Total Clothing and Footwear	198,657
Total Household Linen Furnishings & Equipment	260,089
Furniture and Floor Covering	100,715
Household Appliances	51,316
Household Services and Operation	261,803
Total Medical Care and Pharmacy	237,409
Motor Vehicle Purchase	194,251
Total Motor Vehicle Running Cost incl Rego	408,898
Audio Visual Equipment and Parts	221,704
Recreation	632,112
Holidays Australia and Overseas	205,387
Total Personal care and Hygiene	92,965
Total Super and Life Insurance	280,648

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	9076	8446	17522	8.02
Secondary	7370	7510	14880	6.81
TAFE	1911	2378	4289	1.96
University & Other	1886	3721	5607	2.57
Total	20243	22055	42298	19.35

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	33622	39.94
Mortgaged	27816	33.04
Private Rental	16968	20.16
Housing Authority/Not Stated	5201	6.18
Other Tenure Type	577	0.69
Total Dwellings	84184	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	18634	8.53
Certificate	51737	23.67
Total	70371	32.20

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2858	10.29
\$500-\$799 per month	3635	13.08
\$800-\$999 per month	2719	9.79
\$1000-\$1399 per month	6107	21.98
\$1400+ per month	10914	39.28
Not Stated	1551	5.58
Total Mortgaged Dwellings	27784	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	5317	0.06
1 Vehicle	27459	0.33
2+ Vehicles	48638	0.58
Not Stated	2817	1.70
Total	76097	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,903,878
Land Use - Grazing land (including pastures and rangelands) area (ha)	979,696
Cereal Crops - Wheat for grain production (t)	675,927
Cereals for grain total production (t)	1,143,035
Cereal Crops - Rice for grain production (t)	514
Cereal Crops - Barley for grain production (t)	385,361
Sorghum for grain production (t)	658
Vegetables for human consumption, total area (ha)	3,038
Tomatoes total production (t)	68,391
Avocados, total production (kg)	2,612
Nuts total trees (n)	50,097
Total grapes total area of vines (ha)	3,153
Orchard trees (incl. nuts) total trees - number (n)	1,965,495
Sheep and lambs total number (n)	2,177,811
Milk cattle (n)	218,502
Meat cattle (n)	142,638
Apples production (kg)	10,447,688
Nectarines production (kg)	141,246
Peaches production (kg)	523,089

INTERNET USAGE

Connection	Total	% Market Population
No Connection	22594	26.85
Broadband	52120	61.93
Dial-up	3420	4.06
Other	3003	3.57
Not Stated	3016	3.58
Total	84153	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	94845	98035	192880	88.26
Europe	4750	4621	9371	4.29
Africa & Middle East	252	214	466	0.21
Asia	1106	1359	2465	1.13
Americas	203	260	463	0.21
Other	6520	6372	12892	5.90
Total Population Total	107676	110861	218537	100.00