



# COLAC

## MIXX FM 106.3 & 3CS

<b>ACMA</b>	3CCS	3CS
<b>On-Air Name</b>	Mixx FM 106.3	3CS
<b>Frequency</b>	106.3 MHz	1134 kHz
<b>Postal Address</b>	PO Box 63	PO Box 63
<b>Suburb/State/Postcode</b>	COLAC VIC 3250	COLAC VIC 3250
<b>Phone</b>	03 5231 5388	03 5231 5388
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<b>e-mail</b>	colac@team.aceradio.com.au	colac@team.aceradio.com.au
<b>WWW</b>	www.mixxfm.com.au	www.3cs.com.au
<b>Format</b>	Adult Contemporary	Classic Hits & Talk
<b>Primary Station Area Coverage</b>	Colac, South West Victoria	Colac, South West Victoria
<b>Demographic Profile of Station Audience</b>	18-39	40+

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

Colac is located 75 km west of Geelong and within two hours west of Melbourne. The Colac Otway region is famous for its coastline, the Otway rainforests and the northern lakes and craters district. The Radio Licence Area includes Victoria's world famous Great Ocean Road, with translators in Lorne and Apollo Bay.

Colac is the key industrial, commercial and service centre for the area. The town has a thriving economy in primary industries, tourism, and commercial and community services.

In comparison to the 2006 census, the population of Colac has increased by 13.74% to 53,857. The birthplace for 88.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

10,185 people (19%) were attending an educational institution in 2011, with 8.2% in infants or primary, 7.3% attending a secondary educational institution, 1.5% attending university or another tertiary institution and 1.9% attending TAFE. 17,127 people (31.9%) already have a tertiary qualification; 8.1% have a degree and 23.7% have a certificate, diploma or another tertiary qualification.

A high level of home ownership is reflective of the stability of the region. 42.3% of the total dwellings (20,187) in Colac are owned outright, 32% are mortgaged and only 18.7% are privately rented properties.

22.5% of the households in Colac have a household income range between \$21,000 – \$42,000pa, 19.4% between \$42,000 – \$65,000pa and 18.3% between \$65,000 – 104,000pa.

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

### AGRICULTURE

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Colac has a very strong dairy industry. There are over 331 thousand dairy cattle and 162 thousand beef cattle.

Colac is also a substantial wool producer. The farms in the area support over 973 thousand sheep and lambs.

Other industries within the region include tourism, fishing, timber, food processing, manufacturing and service, construction, retail and wholesale.

### EMPLOYMENT

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The majority (56.7%) of the labour force of 26,050 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (19.5%);
- Agriculture, Forestry & Fishing (19.7%); and
- Construction/Electricity gas, water and waste services/Manufacturing (19%).

## COLAC

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	23445	23624	47069	87.40
Aged 0-9 Years	3560	3228	6788	12.60
Aged 10-17 Years	3159	2998	6157	11.43
Aged 18-24 Years	1929	1660	3589	6.66
Aged 25-39 Years	3967	4125	8092	15.02
Aged 40-54 Years	5897	5900	11797	21.90
Aged 55+ Years	8493	8941	17434	32.37
Total 2011 Population	27005	26852	53857	100.00
Total 2006 Population	23613	23739	47352	
% Change 2006-2011			13.74%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	14762	56.67
Part-time Employed	8596	33.00
Not Stated Employed	638	2.45
Unemployed	919	3.53
Total Labour Force	26050	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	669	3.31
\$10000-\$20999pa	2195	10.84
\$21000-\$41999pa	4548	22.47
\$42000-\$64999pa	3920	19.37
\$65000-\$103999pa	3701	18.29
\$104000-\$155999pa	2112	10.43
\$156000+pa	799	3.95
Not Stated	756	3.74
Total Households	20240	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6071	42.20
Couple Families-No Children	6205	43.14
Single Parents	1953	13.58
Other Families	156	1.08
Total Families	14385	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	9462	37.62
Technicians/Trade Workers/Community Personal Service Workers	5794	23.04
Clerical & Administrative Workers	2163	8.60
Sales Workers	1980	7.87
Machinery Operation/Driver/& Labourers	5343	21.25
Not Stated	407	1.62
Total	25149	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4809	19.65
Mining	68	0.28
Construction/Electricity gas water and waste services/Manufacturing	4644	18.97
Wholesale/Retail Trade, Accommodation	4770	19.49
Transport, Postal & Warehouse/ Telecomms	1215	4.96
Finance & Insurance Services	1314	5.37
Professional scientific and technical services	772	3.15
Public administration and safety	1047	4.28
Education & Health	4254	17.38
Arts and recreation services	304	1.24
Other services	737	3.01
Not stated	545	2.23
Total	24479	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	197,490
Total Alcoholic beverages	29,427
Total Clothing and Footwear	46,409
Total Household Linen Furnishings & Equipment	60,760
Furniture and Floor Covering	23,528
Household Appliances	11,988
Household Services and Operation	61,160
Total Medical Care and Pharmacy	55,462
Motor Vehicle Purchase	45,380
Total Motor Vehicle Running Cost incl Rego	95,524
Audio Visual Equipment and Parts	51,793
Recreation	147,669
Holidays Australia and Overseas	47,981
Total Personal care and Hygiene	21,718
Total Super and Life Insurance	65,563

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2295	2126	4421	8.21
Secondary	1948	2001	3949	7.34
TAFE	432	573	1005	1.87
University & Other	260	550	810	1.50
Total	4935	5250	10185	18.92

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	8740	43.30
Mortgaged	6438	31.89
Private Rental	3770	18.68
Housing Authority/Not Stated	1053	5.22
Other Tenure Type	186	0.92
Total Dwellings	20187	100.00

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	4383	8.14
Certificate	12744	23.68
Total	17127	31.82

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	759	11.82
\$500-\$799 per month	846	13.17
\$800-\$999 per month	580	9.03
\$1000-\$1399 per month	1329	20.69
\$1400+ per month	2498	38.89
Not Stated	411	6.40
Total Mortgaged Dwellings	6423	100.00

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1023	0.05
1 Vehicle	6066	0.30
2+ Vehicles	12461	0.62
Not Stated	634	1.60
Total	18527	0.92

AGRICULTURE COMMODITY	VALUE
Area of holding - total area (ha)	706,957
Land Use - Grazing land (including pastures and rangelands) area (ha)	527,812
Cereal Crops - Wheat for grain production (t)	129,348
Cereals for grain total production (t)	197,412
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	57,488
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	184
Tomatoes total production (t)	24
Avocados, total production (kg)	0
Nuts total trees (n)	1,207
Total grapes total area of vines (ha)	223
Orchard trees (incl. nuts) total trees - number (n)	11,549
Sheep and lambs total number (n)	973,961
Milk cattle (n)	331,011
Meat cattle (n)	162,667
Apples production (kg)	1,056
Nectarines production (kg)	6
Peaches production (kg)	2

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	5470	27.11
Broadband	12433	61.61
Dial-up	797	3.95
Other	752	3.73
Not Stated	728	3.61
Total	20180	100.00

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	23859	23727	47586	88.36
Europe	1266	1306	2572	4.78
Africa & Middle East	24	36	60	0.11
Asia	205	231	436	0.81
Americas	71	63	134	0.25
Other	1532	1536	3068	5.70
Total Population Total	26957	26899	53856	100.00