



MILDURA

SUN FM 97.9, STAR FM 99.5 & EASY MIX 1467 AM

ACMA	3MDA	3ML	3RMR
On-Air Name	99.5 Star FM	Easy Mix 1467 AM	Sun FM 97.9
Frequency	99.5 MHz	1467 kHz	97.9 MHz
Postal Address	PO Box 4050	130 Ninth Street	PO Box 4050
Suburb/State/Postcode	MILDURA VIC 3500	MILDURA VIC 3500	MILDURA VIC 3500
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WWW	www.starfmildura.com.au	www.easymix.com.au	www.sunfm.com.au
Format	Hot Adult Contemporary	Adult Contemporary Talk	Adult Contemporary
Primary Station Area Coverage	Mildura	North West Victoria	Mildura
Demographic Profile of Station Audience	18-39	35+	35-54

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



MILDURA

Mildura is a growing regional centre located on the banks of the Murray River in north-western Victoria, not far from the junction of the NSW, Victorian and South Australian borders. Mildura is at the centre of the Sunraysia area.

In comparison to the 2006 census, the population within the radio licence area of Mildura has increased by 6.8% to 60,901. The birthplace for 84.2% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

11,716 people (19.2%) were attending an educational institution in 2011, with 8.4% in infants or primary, 7.2% attending a secondary educational institution, 2.3% attending TAFE, and 1.4% attending university or another tertiary institution. 16,084 people (26.4%) already have a tertiary qualification; 6.2% have a degree and 20.2% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (22,629) in Mildura, 32.6% are owned outright and 32.6% are mortgaged. Private rental properties represent 25.7% of total dwellings.

23.8% of the total households in Mildura have a household income range between \$21,000 – \$42,000pa, 18.2% between \$42,000 – \$65,000pa and 17.5% between \$65,000 – \$104,000pa.

All major banks, car dealers, supermarkets, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the city.

AGRICULTURE

Much of Mildura's agriculture depends on irrigation from the Murray River. Mildura and the surrounding Sunraysia District are best known for citrus fruit and grapes. The area produces fresh fruit (over 1 million kilograms of nectarines, nearly 400 thousand kilograms of avocados), fruit juices, dried fruits, and has a substantial wine industry. There are over 15 thousand hectares dedicated to grape production.

Mildura also produces wheat and cereals. Over 220 thousand tonnes of wheat for grain and 253 thousand tonnes of cereal crops were produced.

EMPLOYMENT

The majority (58.5%) of the labour force of 27,400 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (22.9%);
- Education, Health & Community Services (19.1%) and
- Manufacturing, Construction, Electricity, Gas & Water Supply (15.9%).

Nearly 14% of the workforce is involved in agriculture. Much of the local fruit is processed in the area either as juice or dried fruits. Lindeman's, Mildara and Stanley have large wine making operations in the area.

MILDURA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	25855	26796	52651	86.45
Aged 0-9 Years	4203	4047	8250	13.55
Aged 10-17 Years	3772	3592	7364	12.09
Aged 18-24 Years	2506	2429	4935	8.10
Aged 25-39 Years	5036	5501	10537	17.30
Aged 40-54 Years	6290	6483	12773	20.97
Aged 55+ Years	8251	8791	17042	27.98
Total 2011 Population	30058	30843	60901	100.00
Total 2006 Population	28007	29014	57021	
% Change 2006-2011			6.80%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	16025	58.49
Part-time Employed	7944	28.99
Not Stated Employed	694	2.53
Unemployed	1786	6.52
Total Labour Force	27400	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	803	3.55
\$10000-\$20999pa	2833	12.52
\$21000-\$41999pa	5377	23.76
\$42000-\$64999pa	4122	18.21
\$65000-\$103999pa	3949	17.45
\$104000-\$155999pa	2023	8.94
\$156000+pa	759	3.35
Not Stated	1026	4.53
Total Households	22630	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	6540	40.77
Couple Families-No Children	6454	40.23
Single Parents	2827	17.62
Other Families	222	1.38
Total Families	16043	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8157	31.77
Technicians/Trade Workers/Community Personal Service Workers	5912	23.03
Clerical & Administrative Workers	2953	11.50
Sales Workers	2686	10.46
Machinery Operation/Driver/& Labourers	5429	21.15
Not Stated	538	2.10
Total	25675	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3538	13.76
Mining	322	1.25
Construction/Electricity gas water and waste services/Manufacturing	4097	15.93
Wholesale/Retail Trade, Accommodation	5886	22.89
Transport, Postal & Warehouse/ Telecomms	1412	5.49
Finance & Insurance Services	1633	6.35
Professional scientific and technical services	791	3.08
Public administration and safety	1297	5.04
Education & Health	4918	19.12
Arts and recreation services	213	0.83
Other services	888	3.45
Not stated	721	2.80
Total	25716	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	255,079
Total Alcoholic beverages	38,008
Total Clothing and Footwear	59,942
Total Household Linen Furnishings & Equipment	78,478
Furniture and Floor Covering	30,389
Household Appliances	15,484
Household Services and Operation	78,995
Total Medical Care and Pharmacy	71,635
Motor Vehicle Purchase	58,613
Total Motor Vehicle Running Cost incl Rego	123,379
Audio Visual Equipment and Parts	66,896
Recreation	190,731
Holidays Australia and Overseas	61,973
Total Personal care and Hygiene	28,051
Total Super and Life Insurance	84,682

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2650	2478	5128	8.42
Secondary	2258	2114	4372	7.18
TAFE	629	747	1376	2.26
University & Other	252	588	840	1.38
Total	5789	5927	11716	19.24

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7373	32.58
Mortgaged	7385	32.64
Private Rental	5817	25.71
Housing Authority/Not Stated	1851	8.18
Other Tenure Type	203	0.90
Total Dwellings	22629	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3801	6.24
Certificate	12283	20.17
Total	16084	26.41

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	612	8.29
\$500-\$799 per month	824	11.17
\$800-\$999 per month	866	11.74
\$1000-\$1399 per month	1878	25.45
\$1400+ per month	2728	36.97
Not Stated	470	6.37
Total Mortgaged Dwellings	7378	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1946	0.09
1 Vehicle	7404	0.33
2+ Vehicles	12252	0.54
Not Stated	1052	2.38
Total	19656	0.87

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	843,203
Land Use - Grazing land (including pastures and rangelands) area (ha)	596,634
Cereal Crops - Wheat for grain production (t)	220,582
Cereals for grain total production (t)	253,286
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	26,563
Sorghum for grain production (t)	3
Vegetables for human consumption, total area (ha)	755
Tomatoes total production (t)	33
Avocados, total production (kg)	397,134
Nuts total trees (n)	393,230
Total grapes total area of vines (ha)	15,716
Orchard trees (incl. nuts) total trees - number (n)	1,360,168
Sheep and lambs total number (n)	154,090
Milk cattle (n)	217
Meat cattle (n)	4,327
Apples production (kg)	16,098
Nectarines production (kg)	1,059,137
Peaches production (kg)	311,040

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6659	29.42
Broadband	13151	58.11
Dial-up	743	3.28
Other	936	4.14
Not Stated	1143	5.05
Total	22632	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	25147	26101	51248	84.18
Europe	1557	1557	3114	5.12
Africa & Middle East	80	92	172	0.28
Asia	594	600	1194	1.96
Americas	37	45	82	0.13
Other	2671	2398	5069	8.33
Total Population Total	30086	30793	60879	100.00