



SALE (GIPPSLAND & LATROBE VALLEY)

TR FM & GOLD 1242

ACMA	3TFM	3GV
On-Air Name	TR FM	Gold 1242
Frequency	99.5 MHz & 99.9 MHz	1242 kHz
Postal Address	PO Box 1242	PO Box 1242
Suburb/State/Postcode	TRARALGON VIC 3844	TRARALGON VIC 3844
Phone	03 5173 1000	03 5173 1000
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WWW	www.trfm.com.au	www.gold1242.com.au
Format	Top 40	Adult Contemporary
Primary Station Area Coverage	Gippsland & Latrobe Valley	Gippsland & Latrobe Valley
Demographic Profile of Station Audience	10-39	40+

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

GIPPSLAND & THE LATROBE VALLEY

Gold 1242 and TR FM's Radio Licence Area is located to the east of Melbourne and covers Victoria's Gippsland and the Latrobe Valley. The Gippsland market is unique in Australia as it has five major population centres spread over a large geographic area. The heaviest concentration of population is in the Latrobe Valley, which consists of three major cities – Moe, Morwell and Traralgon. Other major centres include Sale, Bairnsdale and Lakes Entrance.

The area is a popular holiday destination with tourism bolstering the population at beachside locations like Lakes Entrance when the summer holidays arrive. The Gippsland Lakes resort area plays all the year round with sailing, power-boating and fishing.

In comparison to the 2006 census, the population of the radio licence area of Gippsland and Latrobe Valley has increased by 12.3% to 140,486. The birthplace for 83.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

26,085 people (18.6%) were attending an educational institution in 2011, with 7.8% in infants or primary, 6.7% attending a secondary educational institution, 2.3% attending university or another tertiary institution and 1.8% attending TAFE. 44,990 people (32%) already have a tertiary qualification; 7.1% have a degree and 24.9% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (53,867) in the Gippsland and Latrobe Valley region, nearly 40% are owned outright and over 33% are mortgaged. Private rental properties represent 19.7% of total dwellings. 23.4% of the total households in the Gippsland and Latrobe Valley region have a household income range between \$21,000 – \$42,000pa, 16.9% between \$42,000 – \$65,000pa and 16.6% between \$65,000 – \$104,000pa.

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

AGRICULTURE

Gippsland is one of Australia's most important dairy regions. There are over 143 thousand dairy and 166 thousand beef cattle. Gippsland cheeses and dairy products are some of the best in the world.

The rich grazing land, particularly along the east coast, produces beef and wool. The farms in the district support over 342 thousand sheep and lambs.

The area also produces timber and has a fishing fleet based on the Gippsland Lakes.

EMPLOYMENT

The majority (54.8%) of the labour force of 63,570 is employed full time. Mining, electricity, gas, water and a variety of heavy industries, such as Australian Paper Manufacturers, provide much of the employment in the Latrobe Valley. The main industries of employment are:

- Manufacturing, Construction, Electricity & Gas (22%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%); and
- Education, Health & Community Services (21%).

GIPPSLAND & THE LATROBE VALLEY

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	60646	62491	123137	87.65
Aged 0-9 Years	8811	8538	17349	12.35
Aged 10-17 Years	7893	7338	15231	10.84
Aged 18-24 Years	5599	5613	11212	7.98
Aged 25-39 Years	11378	11589	22967	16.35
Aged 40-54 Years	13969	14893	28862	20.54
Aged 55+ Years	21807	23058	44865	31.94
Total 2011 Population	69457	71029	140486	100.00
Total 2006 Population	61756	63330	125086	
% Change 2006-2011			12.31%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	34824	54.78
Part-time Employed	20372	32.05
Not Stated Employed	1450	2.28
Unemployed	3912	6.15
Total Labour Force	63570	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	1795	3.33
\$10000-\$20999pa	6768	12.56
\$21000-\$41999pa	12609	23.40
\$42000-\$64999pa	9086	16.86
\$65000-\$103999pa	8941	16.59
\$104000-\$155999pa	5971	11.08
\$156000+pa	2632	4.88
Not Stated	1919	3.56
Total Households	53893	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	14638	38.58
Couple Families-No Children	16848	44.41
Single Parents	6041	15.92
Other Families	412	1.09
Total Families	37939	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	17343	29.06
Technicians/Trade Workers/Community Personal Service Workers	16404	27.48
Clerical & Administrative Workers	7271	12.18
Sales Workers	5784	9.69
Machinery Operation/Driver/& Labourers	11627	19.48
Not Stated	1260	2.11
Total	59689	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	4104	6.88
Mining	1314	2.20
Construction/Electricity gas water and waste services/Manufacturing	13107	21.96
Wholesale/Retail Trade, Accommodation	12588	21.09
Transport, Postal & Warehouse/ Telecomms	2687	4.50
Finance & Insurance Services	3026	5.07
Professional scientific and technical services	1985	3.33
Public administration and safety	4205	7.04
Education & Health	12524	20.98
Arts and recreation services	610	1.02
Other services	2165	3.63
Not stated	1377	2.31
Total	59692	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	544,945
Total Alcoholic beverages	81,200
Total Clothing and Footwear	128,058
Total Household Linen Furnishings & Equipment	167,659
Furniture and Floor Covering	64,923
Household Appliances	33,080
Household Services and Operation	168,764
Total Medical Care and Pharmacy	153,039
Motor Vehicle Purchase	125,219
Total Motor Vehicle Running Cost incl Rego	263,585
Audio Visual Equipment and Parts	142,915
Recreation	407,473
Holidays Australia and Overseas	132,397
Total Personal care and Hygiene	59,927
Total Super and Life Insurance	180,912

GIPPSLAND & THE LATROBE VALLEY

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	5628	5366	10994	7.83
Secondary	4816	4561	9377	6.67
TAFE	1306	1833	3139	2.23
University & Other	881	1694	2575	1.83
Total	12631	13454	26085	18.57

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	21340	39.62
Mortgaged	18008	33.43
Private Rental	10636	19.74
Housing Authority/Not Stated	3473	6.45
Other Tenure Type	410	0.76
Total Dwellings	53867	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	9976	7.10
Certificate	35014	24.92
Total	44990	32.03

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	1834	10.20
\$500-\$799 per month	2255	12.54
\$800-\$999 per month	1944	10.81
\$1000-\$1399 per month	4052	22.54
\$1400+ per month	6906	38.41
Not Stated	988	5.50
Total Mortgaged Dwellings	17979	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	3580	0.07
1 Vehicle	18441	0.34
2+ Vehicles	29968	0.56
Not Stated	1891	1.79
Total	48409	0.90

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	465,014
Land Use - Grazing land (including pastures and rangelands) area (ha)	392,457
Cereal Crops - Wheat for grain production (t)	6,956
Cereals for grain total production (t)	13,510
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	1,948
Sorghum for grain production (t)	179
Vegetables for human consumption, total area (ha)	3,107
Tomatoes total production (t)	12
Avocados, total production (kg)	18,388
Nuts total trees (n)	819
Total grapes total area of vines (ha)	88
Orchard trees (incl. nuts) total trees - number (n)	50,883
Sheep and lambs total number (n)	342,342
Milk cattle (n)	143,637
Meat cattle (n)	166,812
Apples production (kg)	338,307
Nectarines production (kg)	21,193
Peaches production (kg)	105,340

INTERNET USAGE

Connection	Total	% Market Population
No Connection	13850	25.70
Broadband	33910	62.92
Dial-up	2008	3.73
Other	2052	3.81
Not Stated	2078	3.86
Total	53898	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	58192	59516	117708	83.79
Europe	5035	5059	10094	7.19
Africa & Middle East	177	211	388	0.28
Asia	1012	1257	2269	1.62
Americas	181	215	396	0.28
Other	4873	4759	9632	6.86
Total Population Total	69470	71017	140487	100.00