



SWAN HILL

3SH & MIX FM 107.7

ACMA	3SH	3SHI
On-Air Name	3SH	MIX FM 107.7
Frequency	1332 kHz	107.7 MHz
Postal Address	PO Box 504	PO Box 504
Suburb/State/Postcode	SWAN HILL VIC 3585	SWAN HILL VIC 3585
Phone	03 5032 9400	03 5032 9400
Fax	03 5032 9635	03 5032 9635
e-mail		
WWW	www.3sh.com.au	www.mixfm.com.au
Format	News, Talk & Classic Hits	Hot Adult Contemporary
Primary Station Area Coverage	Swan Hill & Northern Victoria	Swan Hill & Northern Victoria
Demographic Profile of Station Audience	40+	10-39

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



SWAN HILL

Swan Hill, at the eastern edge of the Mallee area in the northwest of Victoria, is located on the Murray River. Swan Hill is a picturesque tourist destination with a strong farming district. The famous Murray River, the beautiful lakes district of Lake Boga and the region's year round near perfect weather make the area an ideal holiday location.

In comparison to the 2006 census, the population of the radio licence area of Swan Hill has increased by 5.5% to 45,171. The birthplace for 86.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

7,967 people (17.6%) were attending an educational institution in 2011, with 8% in infants or primary, 7% attending a secondary educational institution, 1% attending university or another tertiary institution and 1.7% attending TAFE. 11,755 people (26%) already have a tertiary qualification; 5.8% have a degree and 20.2% have a certificate, diploma or another tertiary qualification.

The area has a high level of home ownership. Of the total dwellings in Swan Hill, 44.4% of dwellings are owned outright and 26% are mortgaged. Private rental properties represent 21.8% of total dwellings. 24% of the total households in Swan Hill have a household income range between \$21,000 – \$42,000pa, 18.6% between \$42,000 – \$65,000pa and 16% between \$65,000 – \$104,000pa.

AGRICULTURE

Being on the banks of the Murray River, Swan Hill has a large amount of irrigated farmland. This supports a number of orchards near the river and a strong dairy industry. There are over 66 thousand dairy cattle and 53 thousand beef cattle.

Further to the south, the area produces wool. The farms in the area support over 604 thousand sheep and lambs.

There are over 9 thousand hectares dedicated to grape production and 4.6 million nut trees in the area.

EMPLOYMENT

The majority (61.2%) of the labour force of 20,627 is employed full time. Swan Hill is a farming centre and has a strong retail centre that supplies the surrounding district. The main industries of employment are:

- Agriculture, Forestry & Fishing (25%);
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (18%); and
- Education, Health & Community Services (17.9%).

SWAN HILL

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	19892	19697	39589	87.64
Aged 0-9 Years	2916	2666	5582	12.36
Aged 10-17 Years	2700	2455	5155	11.41
Aged 18-24 Years	1679	1502	3181	7.04
Aged 25-39 Years	3373	3362	6735	14.91
Aged 40-54 Years	4709	4670	9379	20.76
Aged 55+ Years	7431	7708	15139	33.51
Total 2011 Population	22808	22363	45171	100.00
Total 2006 Population	21497	21324	42821	
% Change 2006-2011			5.49%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	12622	61.19
Part-time Employed	5859	28.40
Not Stated Employed	565	2.74
Unemployed	807	3.91
Total Labour Force	20627	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	631	3.67
\$10000-\$20999pa	2344	13.62
\$21000-\$41999pa	4272	24.83
\$42000-\$64999pa	3193	18.56
\$65000-\$103999pa	2741	15.93
\$104000-\$155999pa	1393	8.10
\$156000+pa	505	2.93
Not Stated	827	4.81
Total Households	17208	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4785	40.32
Couple Families-No Children	5402	45.51
Single Parents	1534	12.92
Other Families	148	1.25
Total Families	11869	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	8035	40.44
Technicians/Trade Workers/Community Personal Service Workers	3999	20.13
Clerical & Administrative Workers	1931	9.72
Sales Workers	1522	7.66
Machinery Operation/Driver/& Labourers	3993	20.10
Not Stated	387	1.95
Total	19867	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	5126	25.82
Mining	129	0.65
Construction/Electricity gas water and waste services/Manufacturing	2842	14.32
Wholesale/Retail Trade, Accommodation	3589	18.08
Transport, Postal & Warehouse/ Telecomms	1022	5.15
Finance & Insurance Services	774	3.90
Professional scientific and technical services	461	2.32
Public administration and safety	1030	5.19
Education & Health	3569	17.98
Arts and recreation services	160	0.81
Other services	643	3.24
Not stated	507	2.55
Total	19852	100.00

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and non Alcoholic Beverages	166,270
Total Alcoholic beverages	24,775
Total Clothing and Footwear	39,072
Total Household Linen Furnishings & Equipment	51,155
Furniture and Floor Covering	19,809
Household Appliances	10,093
Household Services and Operation	51,492
Total Medical Care and Pharmacy	46,694
Motor Vehicle Purchase	38,206
Total Motor Vehicle Running Cost incl Rego	80,423
Audio Visual Equipment and Parts	43,605
Recreation	124,326
Holidays Australia and Overseas	40,396
Total Personal care and Hygiene	18,285
Total Super and Life Insurance	55,199

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1878	1734	3612	8.00
Secondary	1580	1572	3152	6.98
TAFE	337	413	750	1.66
University & Other	124	329	453	1.00
Total	3919	4048	7967	17.64

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	7637	44.37
Mortgaged	4489	26.08
Private Rental	3755	21.81
Housing Authority/Not Stated	1201	6.98
Other Tenure Type	131	0.76
Total Dwellings	17213	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2628	5.82
Certificate	9127	20.21
Total	11755	26.03

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	697	15.44
\$500-\$799 per month	773	17.12
\$800-\$999 per month	538	11.92
\$1000-\$1399 per month	970	21.48
\$1400+ per month	1258	27.86
Not Stated	279	6.18
Total Mortgaged Dwellings	4515	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	1150	0.07
1 Vehicle	5315	0.31
2+ Vehicles	10013	0.58
Not Stated	751	2.23
Total	15328	0.89

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,963,270
Land Use - Grazing land (including pastures and rangelands) area (ha)	618,200
Cereal Crops - Wheat for grain production (t)	1,350,828
Cereals for grain total production (t)	2,018,298
Cereal Crops - Rice for grain production (t)	31,236
Cereal Crops - Barley for grain production (t)	585,370
Sorghum for grain production (t)	630
Vegetables for human consumption, total area (ha)	1,917
Tomatoes total production (t)	2,193
Avocados, total production (kg)	729,019
Nuts total trees (n)	4,633,708
Total grapes total area of vines (ha)	9,203
Orchard trees (incl. nuts) total trees - number (n)	8,549,414
Sheep and lambs total number (n)	604,734
Milk cattle (n)	66,554
Meat cattle (n)	53,407
Apples production (kg)	480,360
Nectarines production (kg)	15,023,945
Peaches production (kg)	5,823,731

INTERNET USAGE

Connection	Total	% Market Population
No Connection	5631	32.67
Broadband	9562	55.48
Dial-up	666	3.86
Other	598	3.47
Not Stated	777	4.51
Total	17234	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	19690	19422	39112	86.63
Europe	654	746	1400	3.10
Africa & Middle East	46	56	102	0.23
Asia	604	511	1115	2.47
Americas	36	42	78	0.17
Other	1772	1567	3339	7.40
Total Population Total	22802	22344	45146	100.00