



## WARRAGUL (GIPPSLAND)

531 3GG & 94.3 STAR FM

<b>ACMA</b>	3GG	3SEA
<b>On-Air Name</b>	531 3GG	94.3 Star FM
<b>Frequency</b>	531 kHz	94.3 & 97.9 MHz
<b>Postal Address</b>	PO Box 1053	PO Box 1053
<b>Suburb/State/Postcode</b>	WARRAGUL VIC 3820	WARRAGUL VIC 3820
<b>Phone</b>	03 5622 2531	03 5622 2535
<b>Fax</b>	03 5622 2534	03 5622 2536
<b>e-mail</b>		
<b>WWW</b>	www.3gg.com.au	www.943starfm.com.au
<b>Format</b>	Widest Variety	Chart Hit Music
<b>Primary Station Area Coverage</b>	Gippsland & Latrobe Valley	Warragul & Latrobe Valley
<b>Demographic Profile of Station Audience</b>	35-54	18-39

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

## WARRAGUL

---

Gippsland lies to the east of Melbourne. Two radio stations service the Gippsland area, 3GG AM and 94.3 Star FM. Covering the rich South Gippsland region, the backbone of Victoria's dairy industry as well as popular destinations such as Phillip Island, with the beaches to the south and east, snowfields, and many tourist attractions, the area enjoys significant traffic from Melbourne as well as increases in population in season. The region has a large population, in excess of 230,000 people, making it one of the major Victorian regional markets.

In comparison to the 2006 census, the population of the radio licence area of Warragul has increased by 17.34% to 234,425. Over 50% of the population is aged over 40 years. The birthplace for 82.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 45,042 people attending an educational institution, 43% were in infants or primary, 35% were attending a secondary educational institution, 10% attending university or another tertiary institution and 12% attending TAFE. Of the 76,835 people who already have a tertiary qualification, 22% have a degree and 78% have a certificate, diploma or another tertiary qualification.

There is a high level of ownership in the area. Of the total dwellings in Warragul, 37% are owned outright and 37% are mortgaged. Private rental properties represent 20% of total dwellings.

22% of the total households (88,098) in the Warragul region have a household income range between \$21,000-\$41,999pa, 17% between \$42,000-\$64,999pa and 18% between \$65,000-\$103,999pa.

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 350 thousand dairy and 388 thousand beef cattle.

The farms in the region support over 251 thousand sheep and lambs. Over 5.8 million kilograms of apples were produced within the region.

### EMPLOYMENT

---

The majority (56.7%) of the labour force of 110,521 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply;
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health & Community Services.

## WARRAGUL

### AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	99426	104009	203435	86.78
Aged 0-9 Years	15837	15153	30990	13.22
Aged 10-17 Years	13060	12593	25653	10.94
Aged 18-24 Years	9797	9522	19319	8.24
Aged 25-39 Years	19754	21075	40829	17.42
Aged 40-54 Years	23581	24891	48472	20.68
Aged 55+ Years	33234	35928	69162	29.50
Total 2011 Population	115263	119162	234425	100.00
Total 2006 Population	98032	101746	199778	
% Change 2006-2011			17.34%	

### LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	62702	56.73
Part-time Employed	34361	31.09
Not Stated Employed	2499	2.26
Unemployed	6246	5.65
Total Labour Force	110521	100.00

### HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	2638	2.99
\$10000-\$20999pa	10064	11.42
\$21000-\$41999pa	19199	21.79
\$42000-\$64999pa	15397	17.48
\$65000-\$103999pa	15961	18.12
\$104000-\$155999pa	10837	12.30
\$156000+pa	4452	5.05
Not Stated	3103	3.52
Total Households	88098	100.00

### FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	26137	41.25
Couple Families-No Children	26378	41.63
Single Parents	10175	16.06
Other Families	666	1.05
Total Families	63356	100.00

### OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	29656	28.42
Technicians/Trade Workers/Community Personal Service Workers	28557	27.37
Clerical & Administrative Workers	12728	12.20
Sales Workers	9952	9.54
Machinery Operation/Driver/& Labourers	21283	20.40
Not Stated	2171	2.08
Total	104347	100.00

### INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	7119	6.82
Mining	1042	1.00
Construction/Electricity gas water and waste services/Manufacturing	26138	25.04
Wholesale/Retail Trade, Accommodation	22222	21.28
Transport, Postal & Warehouse/ Telecomms	5319	5.09
Finance & Insurance Services	5844	5.60
Professional scientific and technical services	4073	3.90
Public administration and safety	5414	5.19
Education & Health	19293	18.48
Arts and recreation services	1471	1.41
Other services	4036	3.87
Not stated	2434	2.33
Total	104405	100.00

### ANNUAL HOUSEHOLD EXPENDITURE

\$000'S PA

Food and non Alcoholic Beverages	970,883
Total Alcoholic beverages	137,571
Total Clothing and Footwear	233,096
Total Household Linen Furnishings & Equipment	279,785
Furniture and Floor Covering	108,226
Household Appliances	53,960
Household Services and Operation	294,502
Total Medical Care and Pharmacy	274,792
Motor Vehicle Purchase	212,992
Total Motor Vehicle Running Cost incl Rego	437,504
Audio Visual Equipment and Parts	256,616
Recreation	741,816
Holidays Australia and Overseas	252,893
Total Personal care and Hygiene	105,555
Total Super and Life Insurance	312,941

## TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	9743	9570	19313	8.24
Secondary	7869	7994	15863	6.77
TAFE	2422	2953	5375	2.29
University & Other	1493	2998	4491	1.92
Total	21527	23515	45042	19.22

## DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	32405	36.79
Mortgaged	32431	36.82
Private Rental	17533	19.91
Housing Authority/Not Stated	4931	5.60
Other Tenure Type	773	0.88
Total Dwellings	88073	100.00

## UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	17234	7.35
Certificate	59601	25.43
Total	76835	32.78

## MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	2614	8.07
\$500-\$799 per month	3196	9.87
\$800-\$999 per month	2887	8.91
\$1000-\$1399 per month	6565	20.27
\$1400+ per month	15251	47.09
Not Stated	1871	5.78
Total Mortgaged Dwellings	32384	100.00

## MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	5153	0.06
1 Vehicle	29065	0.33
2+ Vehicles	50979	0.58
Not Stated	2883	1.66
Total	80044	0.91

## AGRICULTURE COMMODITY

## VALUE

Area of holding - total area (ha)	597,160
Land Use - Grazing land (including pastures and rangelands) area (ha)	511,146
Cereal Crops - Wheat for grain production (t)	2,227
Cereals for grain total production (t)	4,563
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	1,119
Sorghum for grain production (t)	5
Vegetables for human consumption, total area (ha)	7,651
Tomatoes total production (t)	1,362
Avocados, total production (kg)	21
Nuts total trees (n)	4,457
Total grapes total area of vines (ha)	208
Orchard trees (incl. nuts) total trees - number (n)	299,065
Sheep and lambs total number (n)	251,415
Milk cattle (n)	350,554
Meat cattle (n)	388,659
Apples production (kg)	5,895,470
Nectarines production (kg)	70
Peaches production (kg)	47

## INTERNET USAGE

Connection	Total	% Market Population
No Connection	21073	23.93
Broadband	56714	64.41
Dial-up	3493	3.97
Other	3563	4.05
Not Stated	3204	3.64
Total	88047	100.00

## BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	95521	98727	194248	82.86
Europe	9576	9852	19428	8.29
Africa & Middle East	338	402	740	0.32
Asia	1595	2156	3751	1.60
Americas	336	387	723	0.31
Other	7891	7636	15527	6.62
Total Population Total	115257	119160	234417	100.00