



ALBANY

HOT FM 106.5 & 6VA

ACMA	6AAY	6VA
On-Air Name	Hot FM 106.5	6VA
Frequency	106.5 MHz	783 kHz
Postal Address	PO Box 5293	PO Box 5293
Suburb/State/Postcode	ALBANY WA 6330	ALBANY WA 6330
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WWW	www.hotfmwa.com.au	www.6vaam.com.au
Format	Hot Adult Contemporary	Adult Contemporary Gold
Primary Station Area Coverage	Albany	Albany
Demographic Profile of Station Audience	18-39	35-54

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

Albany is the regional centre of the Lower Great Southern area of WA, situated on the coast 400km south of Perth. Albany is the main centre on the Rainbow Coast. Other major towns include Denmark and Mount Barker.

With its rugged and picturesque coastline, Albany and the surrounding area is WA's most popular tourist destination after Perth, with the season peaking in summer and during the school holidays. The permanent population is very stable, with it more than trebling during the Christmas period. During the remainder of the year, constant streams of tourists are attracted to the Rainbow Coast. The coastline is visited each year by whales.

Albany is the site of the state's first settlement, and is therefore of significant historical interest. It is situated on King George Sound, with Mount Clarence and the monument to the Light Horse Brigade dominating the skyline.

In comparison to the 2006 census, the population within the radio licence area of Albany has increased by 13.1% to 45,242. The birthplace for 77.4% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

8,666 people (19.1%) were attending an educational institution in 2011, with 8.9% in infants or primary, 6% attending a secondary educational institution, 2.9% attending TAFE and 1.3% attending university or another tertiary institution. 33% or 14,924 people already have a tertiary qualification; 8.3% have a degree and 24.7% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (16,954) in Albany, 37% are owned outright and 29.4% are mortgaged. Private rental properties represent 25% of total dwellings.

22% of the total households in Albany have a household income range between \$21,000-\$42,000pa, 17.5% between \$42,000-\$65,000pa and 18.4% between \$65,000-\$104,000pa.

AGRICULTURE

The area's major economic base is agriculture. Beef, sheep and wool are features of the region, with the area supporting around 118 thousand beef cattle and over 550 thousand sheep and lambs.

Nearly 40 thousand tonnes of wheat for grain, over 21 thousand kilograms of stone fruit and nearly 80 thousand kilograms of avocados were produced in 2011.

EMPLOYMENT

The majority (53.8%) of the labour force of 21,265 is employed full time. Albany is the regional centre for a large number of commercial organisations and government departments catering to the towns and surrounding areas. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (21%);
- Education, Health & Community Services (20.1%); and
- Manufacturing, Construction, Electricity, Gas & Water Supply (17%)

ALBANY

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	19512	20055	39567	87.46
Aged 0-9 Years	2941	2734	5675	12.54
Aged 10-17 Years	2759	2550	5309	11.73
Aged 18-24 Years	1757	1456	3213	7.10
Aged 25-39 Years	3354	3630	6984	15.44
Aged 40-54 Years	4769	5065	9834	21.74
Aged 55+ Years	6873	7354	14227	31.45
Total 2011 Population	22453	22789	45242	100.00
Total 2006 Population	19825	20181	40006	
% Change 2006-2011			13.09%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	11437	53.78
Part-time Employed	7149	33.62
Not Stated Employed	393	1.85
Unemployed	1075	5.06
Total Labour Force	21265	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	518	3.06
\$10000-\$20999pa	1926	11.37
\$21000-\$41999pa	3719	21.95
\$42000-\$64999pa	2960	17.47
\$65000-\$103999pa	3109	18.35
\$104000-\$155999pa	1890	11.16
\$156000+pa	896	5.29
Not Stated	421	2.49
Total Households	16941	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4789	39.30
Couple Families-No Children	5483	44.99
Single Parents	1765	14.48
Other Families	149	1.22
Total Families	12186	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6628	32.64
Technicians/Trade Workers/Community Personal Service Workers	5297	26.09
Clerical & Administrative Workers	2313	11.39
Sales Workers	1886	9.29
Machinery Operation/Driver/& Labourers	3903	19.22
Not Stated	277	1.36
Total	20304	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2246	11.08
Mining	361	1.78
Construction/Electricity gas water and waste services/Manufacturing	3596	17.74
Wholesale/Retail Trade, Accommodation	4259	21.01
Transport, Postal & Warehouse/ Telecomms	981	4.84
Finance & Insurance Services	1181	5.83
Professional scientific and technical services	795	3.92
Public administration and safety	1301	6.42
Education & Health	4178	20.61
Arts and recreation services	224	1.10
Other services	781	3.85
Not stated	370	1.83
Total	20273	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	173,763
Total Alcoholic beverages	32,675
Total Clothing and Footwear	38,567
Total Household Linen Furnishings & Equipment	56,166
Furniture and Floor Covering	18,674
Household Appliances	13,019
Household Services and Operation	59,992
Total Medical Care and Pharmacy	57,029
Motor Vehicle Purchase	44,958
Total Motor Vehicle Running Cost incl Rego	75,043
Audio Visual Equipment and Parts	53,423
Recreation	153,430
Holidays Australia and Overseas	51,688
Total Personal care and Hygiene	22,145
Total Super and Life Insurance	94,767

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	2093	1938	4031	8.91
Secondary	1401	1313	2714	6.00
TAFE	514	805	1319	2.91
University & Other	178	424	602	1.33
Total	4186	4480	8666	19.15

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	6303	37.18
Mortgaged	4985	29.40
Private Rental	4240	25.01
Housing Authority/Not Stated	1205	7.11
Other Tenure Type	221	1.30
Total Dwellings	16954	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	3757	8.30
Certificate	11167	24.68
Total	14924	32.98

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	461	9.23
\$500-\$799 per month	460	9.21
\$800-\$999 per month	358	7.17
\$1000-\$1399 per month	858	17.18
\$1400+ per month	2603	52.12
Not Stated	254	5.09
Total Mortgaged Dwellings	4994	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	868	0.05
1 Vehicle	5457	0.32
2+ Vehicles	10094	0.60
Not Stated	530	1.59
Total	15551	0.92

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	398,663
Land Use - Grazing land (including pastures and rangelands) area (ha)	202,086
Cereal Crops - Wheat for grain production (t)	38,731
Cereals for grain total production (t)	105,445
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	56,562
Sorghum for grain production (t)	35
Vegetables for human consumption, total area (ha)	79
Tomatoes total production (t)	36
Avocados, total production (kg)	79,293
Nuts total trees (n)	1,318
Total grapes total area of vines (ha)	1,106
Orchard trees (incl. nuts) total trees - number (n)	33,829
Sheep and lambs total number (n)	553,827
Milk cattle (n)	5,591
Meat cattle (n)	118,576
Apples production (kg)	18,790
Nectarines production (kg)	8,308
Peaches production (kg)	6,506

INTERNET USAGE

Connection	Total	% Market Population
No Connection	4042	23.88
Broadband	10939	64.62
Dial-up	708	4.18
Other	695	4.11
Not Stated	545	3.22
Total	16929	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	17359	17691	35050	77.44
Europe	2545	2833	5378	11.88
Africa & Middle East	222	200	422	0.93
Asia	489	546	1035	2.29
Americas	85	163	248	0.55
Other	1752	1374	3126	6.91
Total Population Total	22452	22807	45259	100.00