



NORTHAM

6AM & HOT FM 96.5

ACMA	6AM	6NAM
On-Air Name	6AM Radio West	Hot FM 96.5
Frequency	864 kHz	96.5 MHz
Postal Address	PO Box 256	PO Box 256
Suburb/State/Postcode	NORTHAM WA 6401	NORTHAM WA 6401
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WWW	www.6amam.com.au	www.hotfmwa.com.au
Format	Adult Contemporary Gold	Hot Adult Contemporary
Primary Station Area Coverage	Northam	Northam
Demographic Profile of Station Audience	35-54	18-39

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

Northam sits on the picturesque Avon River and is less than 100km to the east of Perth on the Great Eastern Highway. The town is the Regional Centre of the Avon Valley and is one of the earliest settlements in the Central Wheat belt.

Nearby is York, the oldest farming community in WA which boasts an excellent range of heritage buildings.

In comparison to the 2006 census, the population within the radio licence area of Northam has increased by 35.9% to 39,030. The birthplace for 75.8% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Northam has a Senior High School, C Y O'Connor College of TAFE, Muresk Institute of Agriculture (division of Curtin University), three primary schools and St Joseph's School. 6,501 people (16.7%) were attending an educational institution in 2011, with 9.1% in infants or primary, 5.1% attending a secondary educational institution, 1.4% attending TAFE and 1% attending university or another tertiary institution. Of 10,542 people (27%) who already have a tertiary qualification, 6% have a degree and 21.1% have a certificate, diploma or another tertiary qualification.

Northam has a high level of home ownership reflecting the stability of the region. Of the total dwellings (13,788) in Northam, 41% are owned outright and 34% are mortgaged. Private rental properties represent 17% of total dwellings.

19% of the total households in Northam have a household income range between \$21,000-\$42,000pa, 16% between \$42,000-\$65,000pa and 17% between \$65,000-\$104,000pa.

AGRICULTURE

Northam is the commercial hub for the area's rich farmlands. Farming communities outside Northam primarily produce wheat, barley, and cereal. Over 646 thousand tonnes of wheat for grain and 135 thousand tonnes of barley for grain were produced. The region produced over 165 thousand kilograms of avocados.

A range of stock is raised in the area, the most prevalent being sheep, pigs and goats. The properties in the region support over 1.4 million sheep and lambs. There are over 35 thousand beef cattle.

EMPLOYMENT

The majority (59.4%) of the labour force of 17,943 is employed full time. Business and manufacturing companies in the region cater to the different requirements of the farming sector. There are a number of local manufacturers of farm equipment, such as fibreglass tanks, steel farm sheds and grain bins, based in the area. The major rural companies have a presence; farm machinery retailers and vehicle dealers are represented in Northam and the districts.

The main industries of employment are:

- Agriculture, Forestry & Fishing (20.3%);
- Education, Health & Community Services (16.5%);
- Construction/Electricity, gas and water supply/Manufacturing (16.2%); and
- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants (16.1%).

NORTHAM

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	17810	16126	33936	86.95
Aged 0-9 Years	2647	2447	5094	13.05
Aged 10-17 Years	2237	2065	4302	11.02
Aged 18-24 Years	1477	1040	2517	6.45
Aged 25-39 Years	3429	3030	6459	16.55
Aged 40-54 Years	4666	4392	9058	23.21
Aged 55+ Years	6001	5599	11600	29.72
Total 2011 Population	20457	18573	39030	100.00
Total 2006 Population	14606	14099	28705	
% Change 2006-2011			35.97%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	10656	59.39
Part-time Employed	5219	29.09
Not Stated Employed	385	2.15
Unemployed	812	4.53
Total Labour Force	17943	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	594	4.31
\$10000-\$20999pa	1375	9.97
\$21000-\$41999pa	2687	19.49
\$42000-\$64999pa	2190	15.88
\$65000-\$103999pa	2384	17.29
\$104000-\$155999pa	1680	12.19
\$156000+pa	849	6.16
Not Stated	419	3.04
Total Households	13787	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	4079	39.56
Couple Families-No Children	4853	47.07
Single Parents	1282	12.43
Other Families	96	0.93
Total Families	10310	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	6039	35.28
Technicians/Trade Workers/Community Personal Service Workers	4045	23.63
Clerical & Administrative Workers	2044	11.94
Sales Workers	1093	6.39
Machinery Operation/Driver/& Labourers	3647	21.31
Not Stated	248	1.45
Total	17116	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	3472	20.27
Mining	774	4.52
Construction/Electricity gas water and waste services/Manufacturing	2781	16.24
Wholesale/Retail Trade, Accommodation	2764	16.14
Transport, Postal & Warehouse/ Telecomms	998	5.83
Finance & Insurance Services	778	4.54
Professional scientific and technical services	493	2.88
Public administration and safety	1114	6.50
Education & Health	2830	16.52
Arts and recreation services	154	0.90
Other services	611	3.57
Not stated	360	2.10
Total	17129	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	123,178
Total Alcoholic beverages	23,163
Total Clothing and Footwear	27,340
Total Household Linen Furnishings & Equipment	39,815
Furniture and Floor Covering	13,238
Household Appliances	9,229
Household Services and Operation	42,528
Total Medical Care and Pharmacy	40,427
Motor Vehicle Purchase	31,870
Total Motor Vehicle Running Cost incl Rego	53,197
Audio Visual Equipment and Parts	37,871
Recreation	108,765
Holidays Australia and Overseas	36,641
Total Personal care and Hygiene	15,698
Total Super and Life Insurance	67,179

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1815	1731	3546	9.10
Secondary	1032	964	1996	5.12
TAFE	201	359	560	1.44
University & Other	108	291	399	1.02
Total	3156	3345	6501	16.68

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5686	41.24
Mortgaged	4711	34.17
Private Rental	2381	17.27
Housing Authority/Not Stated	867	6.29
Other Tenure Type	143	1.04
Total Dwellings	13788	100.00

University Qualifications

Type of Tertiary Qualification	Total	% Market Population
Degree	2317	5.94
Certificate	8225	21.10
Total	10542	27.05

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	559	11.88
\$500-\$799 per month	458	9.73
\$800-\$999 per month	356	7.57
\$1000-\$1399 per month	744	15.81
\$1400+ per month	2330	49.52
Not Stated	258	5.48
Total Mortgaged Dwellings	4705	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	532	0.04
1 Vehicle	3636	0.26
2+ Vehicles	9260	0.67
Not Stated	346	1.27
Total	12896	0.94

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	1,955,792
Land Use - Grazing land (including pastures and rangelands) area (ha)	604,363
Cereal Crops - Wheat for grain production (t)	646,272
Cereals for grain total production (t)	816,871
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	135,978
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	11
Tomatoes total production (t)	35
Avocados, total production (kg)	165,242
Nuts total trees (n)	4,934
Total grapes total area of vines (ha)	176
Orchard trees (incl. nuts) total trees - number (n)	130,883
Sheep and lambs total number (n)	1,419,332
Milk cattle (n)	8
Meat cattle (n)	35,714
Apples production (kg)	789
Nectarines production (kg)	2,889
Peaches production (kg)	1,677

INTERNET USAGE

Connection	Total	% Market Population
No Connection	3251	23.57
Broadband	8990	65.18
Dial-up	605	4.39
Other	509	3.69
Not Stated	438	3.18
Total	13793	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	15100	14456	29556	75.82
Europe	1952	2048	4000	10.26
Africa & Middle East	147	135	282	0.72
Asia	327	320	647	1.66
Americas	54	80	134	0.34
Other	2845	1518	4363	11.19
Total Population Total	20425	18557	38982	100.00