



PORT HEDLAND

WA FM 91.7 & THE SPIRIT

ACMA	6HED	6NW
On-Air Name	WA FM 91.7	The Spirit
Frequency	91.7 MHz	1026 kHz
Postal Address	GPO Box S1414	GPO Box S1414
Suburb/State/Postcode	PERTH WA 6845	PERTH WA 6845
Phone	08 9140 1999	08 9140 1999
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WWW	www.wafm.com.au	www.spiritradio.com.au
Format	Contemporary Hit Radio	Adult Contemporary
Primary Station Area Coverage	Port Hedland	Port Hedland
Demographic Profile of Station Audience	18-34	30-54

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

PORT HEDLAND

Port Hedland is located over 1,600km north of Perth via the Great Northern Highway or 1,761km via the North West Coastal highway. Port Hedland is an important regional centre in the Pilbara Region of Western Australia.

Port Hedland is an industrial centre that revolves around the mining and shipping of iron ore – the port is one of the largest iron ore ports in Australia. The town is totally committed to the extraction, processing and exporting of iron ore. An iron ore crushing mill is located at Nelson Point.

The satellite town of South Hedland (18 km inland) was established due to a shortage of land above cyclonic storm surge levels adjacent to the original town site. It used to possess the state's largest shopping complex outside the Perth metropolitan area. South Hedland is a modern centre and at the moment it houses the majority of the area's inhabitants.

Broome is one of the tourist hotspots for Western Australia with visitors coming from all over the country to see the famous Cable Beach, the magnificent sunsets and ride the camel trains. Broome is the western gateway to the natural landscapes of the Kimberley.

WA FM and The Spirit Radio station offices are located in South Hedland and Broome.

In comparison to the 2006 census, the population within the radio licence area of Port Hedland has increased by 31.7% to 30,840. Port Hedland has a very young population; 63% of the population is aged less than 40 years. The birthplace for 68.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

4,562 people (14.8%) were attending an educational institution in 2011, with 7.8% in infants or primary, 3.2% attending a secondary educational institution, 2.1% attending TAFE and 1.7% attending university or another tertiary institution. Of 10,289 people (33.3%) who already have a tertiary qualification, 8.8% have a degree and 24.5% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (8,029) in the Port Hedland radio licence area, 13.9% are owned outright and 20.1% are mortgaged. Private rental properties represent 45.2% of total dwellings.

With a large mining industry in the area, incomes in Port Hedland are generally higher than average. 14% of the total households have a household income range between \$65,400-\$104,000pa, 23% between \$104,000-\$156,000pa and 23% earn over \$156,000+pa.

AGRICULTURE

Port Hedland is located in the arid northwest of Western Australia and is primarily a mining area – the main industries are iron ore processing and export. As mining is the economic focus in the area, it does not support much farming; however the area does have some livestock production.

EMPLOYMENT

The majority (73.8%) of the labour force of 16,169 is employed full time. The main industries of employment are:

- Manufacturing, Construction, Electricity, Gas & Water Supply (20.8%);
- Mining (17%) and
- Education and training/ Health care and social assistance (15.9%)

PORT HEDLAND

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	15233	11143	26376	85.53
Aged 0-9 Years	2247	2217	4464	14.47
Aged 10-17 Years	1405	1283	2688	8.72
Aged 18-24 Years	1617	1381	2998	9.72
Aged 25-39 Years	5351	3967	9318	30.21
Aged 40-54 Years	4419	2972	7391	23.97
Aged 55+ Years	2441	1540	3981	12.91
Total 2011 Population	17480	13360	30840	100.00
Total 2006 Population	12316	11092	23408	
% Change 2006-2011			31.75%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	11932	73.80
Part-time Employed	2468	15.26
Not Stated Employed	386	2.39
Unemployed	581	3.59
Total Labour Force	16169	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	179	2.23
\$10000-\$20999pa	395	4.91
\$21000-\$41999pa	598	7.44
\$42000-\$64999pa	716	8.90
\$65000-\$103999pa	1159	14.41
\$104000-\$155999pa	1851	23.02
\$156000+pa	1887	23.46
Not Stated	290	3.61
Total Households	8042	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	2724	45.63
Couple Families-No Children	2261	37.87
Single Parents	883	14.79
Other Families	102	1.71
Total Families	5970	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	4231	27.14
Technicians/Trade Workers/Community Personal Service Workers	4734	30.36
Clerical & Administrative Workers	2057	13.19
Sales Workers	883	5.66
Machinery Operation/Driver/& Labourers	3388	21.73
Not Stated	299	1.92
Total	15592	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	229	1.47
Mining	2659	17.05
Construction/Electricity gas water and waste services/Manufacturing	3237	20.75
Wholesale/Retail Trade, Accommodation	2406	15.42
Transport, Postal & Warehouse/ Telecomms	1231	7.89
Finance & Insurance Services	974	6.24
Professional scientific and technical services	428	2.74
Public administration and safety	929	5.96
Education & Health	2477	15.88
Arts and recreation services	99	0.63
Other services	563	3.61
Not stated	367	2.35
Total	15599	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	84,197
Total Alcoholic beverages	15,833
Total Clothing and Footwear	18,688
Total Household Linen Furnishings & Equipment	27,215
Furniture and Floor Covering	9,048
Household Appliances	6,309
Household Services and Operation	29,069
Total Medical Care and Pharmacy	27,634
Motor Vehicle Purchase	21,784
Total Motor Vehicle Running Cost incl Rego	36,362
Audio Visual Equipment and Parts	25,886
Recreation	74,344
Holidays Australia and Overseas	25,045
Total Personal care and Hygiene	10,730
Total Super and Life Insurance	45,919

PORT HEDLAND

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1192	1209	2401	7.78
Secondary	562	431	993	3.22
TAFE	259	392	651	2.11
University & Other	155	362	517	1.68
Total	2168	2394	4562	14.79

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	1115	13.89
Mortgaged	1621	20.19
Private Rental	3627	45.17
Housing Authority/Not Stated	1573	19.59
Other Tenure Type	93	1.16
Total Dwellings	8029	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	2717	8.81
Certificate	7572	24.54
Total	10289	33.35

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	61	3.75
\$500-\$799 per month	46	2.83
\$800-\$999 per month	40	2.46
\$1000-\$1399 per month	145	8.92
\$1400+ per month	1224	75.28
Not Stated	110	6.77
Total Mortgaged Dwellings	1626	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	577	0.07
1 Vehicle	2268	0.28
2+ Vehicles	4761	0.59
Not Stated	440	2.81
Total	7029	0.87

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	194,962
Land Use - Grazing land (including pastures and rangelands) area (ha)	188,869
Cereal Crops - Wheat for grain production (t)	0
Cereals for grain total production (t)	0
Cereal Crops - Rice for grain production (t)	0
Cereal Crops - Barley for grain production (t)	0
Sorghum for grain production (t)	0
Vegetables for human consumption, total area (ha)	1
Tomatoes total production (t)	0
Avocados, total production (kg)	0
Nuts total trees (n)	0
Total grapes total area of vines (ha)	0
Orchard trees (incl. nuts) total trees - number (n)	44
Sheep and lambs total number (n)	115
Milk cattle (n)	0
Meat cattle (n)	3,673
Apples production (kg)	0
Nectarines production (kg)	0
Peaches production (kg)	0

INTERNET USAGE

Connection	Total	% Market Population
No Connection	1423	17.69
Broadband	5430	67.50
Dial-up	226	2.81
Other	515	6.40
Not Stated	450	5.59
Total	8044	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	11562	9612	21174	68.61
Europe	1036	673	1709	5.54
Africa & Middle East	168	111	279	0.90
Asia	714	552	1266	4.10
Americas	68	72	140	0.45
Other	3967	2327	6294	20.39
Total Population Total	17515	13347	30862	100.00