



REMOTE COMMERCIAL RADIO SERVICE WESTERN AUSTRALIA

RED FM & THE SPIRIT

ACMA	6FMS	6SAT
On-Air Name	Red FM	The Spirit
Frequency	Various	Various
Postal Address	GPO Box S1414	GPO Box S1414
Suburb/State/Postcode	PERTH WA 6845	PERTH WA 6845
Phone	08 9482 9500	08 9482 9500
Fax	08 9482 9454	08 9482 9454
e-mail	admin@redfm.com.au	admin@spiritradio.com.au
WWW	www.redfm.com.au	www.spiritradio.com.au
Format	Contemporary Hits	Adult Contemporary
Primary Station Area Coverage	Remote Western Australia	Remote Western Australia
Demographic Profile of Station Audience	18-34	30-54

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

REMOTE COMMERCIAL RADIO SERVICE WA

Redwave Media Ltd is the operator of the North West Radio network covering regional Western Australia with terrestrial AM and FM services and satellite AM and FM services. Programs are delivered to more than 80 different regional and remote sites where the program is then retransmitted. This includes towns, communities, outback stations and mine sites.

With studios and offices in Perth, Karratha, Port Hedland, Bunbury, Geraldton and Broome, the network offers full facilities to the regional centres of industry, commerce and tourism.

In comparison to the 2006 census, the population of the radio licence area for the Remote Commercial Radio Network increased by 61.7% to 104,295. The birthplace for 75.6% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

15,014 people (14.4%) were attending an educational institution in 2011, with 8.7% in infants or primary, 3.2% attending a secondary educational institution, 1.4% attending TAFE and 1% attending university or another tertiary institution. Of 30,323 people (29%) who already have a tertiary qualification, 6.8% have a degree and 22.3% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (27,223) in the Remote Commercial Radio Network, 30% are owned outright and 18.4% are mortgaged. Private rental properties represent 36.4% of total dwellings.

16.5% of the total households in the Remote Commercial Radio Network region have a household income range between \$21,000-\$42,000pa, 15% between \$42,000-\$65,000pa and 18% between \$65,000-\$104,000pa.

AGRICULTURE

The Radio Network covers many of the arid inland regions of Western Australia. The properties in the region support over 1.2 million beef cattle and 3.1 million sheep and lambs.

The station also covers part of the Western Australian wheat belt. Over 1.9 million tonnes of wheat for grain were produced.

MINING

RedFM and The Spirit broadcasts to almost 120 towns, mine sites and oil & gas platforms across WA, reaching fly-in, fly-out (FIFO) workers and those living in remote townships throughout the Kimberley, Pilbara and Northern Goldfields.

Major commodities from the remote regions include iron ore, gold and copper. Mining is a dominant industry in the radio licence area.

EMPLOYMENT

The majority (69%) of the labour force of 51,538 is employed full time. The main industries of employment are:

- Mining (23%);
- Agriculture, Forestry & Fishing (14.7%) and
- Construction/electricity gas and water services/ Manufacturing (14.7%)v

REMOTE COMMERCIAL RADIO SERVICE WA

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	53858	36151	90009	86.30
Aged 0-9 Years	7309	6977	14286	13.70
Aged 10-17 Years	4795	4348	9143	8.77
Aged 18-24 Years	5359	3525	8884	8.52
Aged 25-39 Years	16721	10271	26992	25.88
Aged 40-54 Years	15164	9525	24689	23.67
Aged 55+ Years	11819	8482	20301	19.46
Total 2011 Population	61167	43128	104295	100.00
Total 2006 Population	34845	29658	64503	
% Change 2006-2011			61.69%	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	35563	69.00
Part-time Employed	10007	19.42
Not Stated Employed	1315	2.55
Unemployed	1723	3.34
Total Labour Force	51538	100.00

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$9999pa	971	3.57
\$10000-\$20999pa	2166	7.97
\$21000-\$41999pa	4482	16.49
\$42000-\$64999pa	4085	15.03
\$65000-\$103999pa	4885	17.97
\$104000-\$155999pa	4110	15.12
\$156000+pa	2682	9.87
Not Stated	920	3.38
Total Households	27186	100.00

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	8818	42.86
Couple Families-No Children	8650	42.04
Single Parents	2820	13.71
Other Families	287	1.39
Total Families	20575	100.00

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	15368	30.26
Technicians/Trade Workers/Community Personal Service Workers	12944	25.49
Clerical & Administrative Workers	4651	9.16
Sales Workers	1713	3.37
Machinery Operation/Driver/& Labourers	15075	29.69
Not Stated	1031	2.03
Total	50782	100.00

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	7225	14.72
Mining	11624	23.69
Construction/Electricity gas water and waste services/Manufacturing	7202	14.68
Wholesale/Retail Trade, Accommodation	6100	12.43
Transport, Postal & Warehouse/ Telecomms	1941	3.96
Finance & Insurance Services	1943	3.96
Professional scientific and technical services	991	2.02
Public administration and safety	2809	5.72
Education & Health	6017	12.26
Arts and recreation services	290	0.59
Other services	1712	3.49
Not stated	1213	2.47
Total	49067	100.00

ANNUAL HOUSEHOLD EXPENDITURE

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Food and non Alcoholic Beverages	224,486
Total Alcoholic beverages	42,213
Total Clothing and Footwear	49,825
Total Household Linen Furnishings & Equipment	72,561
Furniture and Floor Covering	24,125
Household Appliances	16,820
Household Services and Operation	77,504
Total Medical Care and Pharmacy	73,677
Motor Vehicle Purchase	58,082
Total Motor Vehicle Running Cost incl Rego	96,949
Audio Visual Equipment and Parts	69,018
Recreation	198,217
Holidays Australia and Overseas	66,776
Total Personal care and Hygiene	28,609
Total Super and Life Insurance	122,430

REMOTE COMMERCIAL RADIO SERVICE WA

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	4668	4435	9103	8.73
Secondary	1774	1623	3397	3.26
TAFE	675	798	1473	1.41
University & Other	420	621	1041	1.00
Total	7537	7477	15014	14.40

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	8180	30.05
Mortgaged	5019	18.44
Private Rental	9908	36.40
Housing Authority/Not Stated	3640	13.37
Other Tenure Type	476	1.75
Total Dwellings	27223	100.00

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	7068	6.78
Certificate	23255	22.30
Total	30323	29.08

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$499 per month	935	18.30
\$500-\$799 per month	564	11.04
\$800-\$999 per month	328	6.42
\$1000-\$1399 per month	693	13.57
\$1400+ per month	2217	43.40
Not Stated	371	7.26
Total Mortgaged Dwellings	5108	100.00

MOTOR VEHICLES

Number of Cars	Total	% Total Dwellings
No Vehicles	2498	0.09
1 Vehicle	8188	0.30
2+ Vehicles	15426	0.57
Not Stated	1071	2.01
Total	23614	0.87

AGRICULTURE COMMODITY

VALUE

Area of holding - total area (ha)	68,053,378
Land Use - Grazing land (including pastures and rangelands) area (ha)	62,398,902
Cereal Crops - Wheat for grain production (t)	1,963,992
Cereals for grain total production (t)	2,305,703
Cereal Crops - Rice for grain production (t)	2,203
Cereal Crops - Barley for grain production (t)	272,026
Sorghum for grain production (t)	1,158
Vegetables for human consumption, total area (ha)	3,730
Tomatoes total production (t)	557
Avocados, total production (kg)	3,333,335
Nuts total trees (n)	18,993
Total grapes total area of vines (ha)	1,435
Orchard trees (incl. nuts) total trees - number (n)	1,486,705
Sheep and lambs total number (n)	3,125,088
Milk cattle (n)	11,113
Meat cattle (n)	1,207,272
Apples production (kg)	1,764,780
Nectarines production (kg)	406,210
Peaches production (kg)	284,935

INTERNET USAGE

Connection	Total	% Market Population
No Connection	7249	26.67
Broadband	16490	60.66
Dial-up	989	3.64
Other	1320	4.86
Not Stated	1136	4.18
Total	27184	100.00

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	44234	34669	78903	75.67
Europe	3827	2723	6550	6.28
Africa & Middle East	530	272	802	0.77
Asia	1630	1117	2747	2.63
Americas	178	163	341	0.33
Other	10770	4157	14927	14.32
Total Population Total	61169	43101	104270	100.00