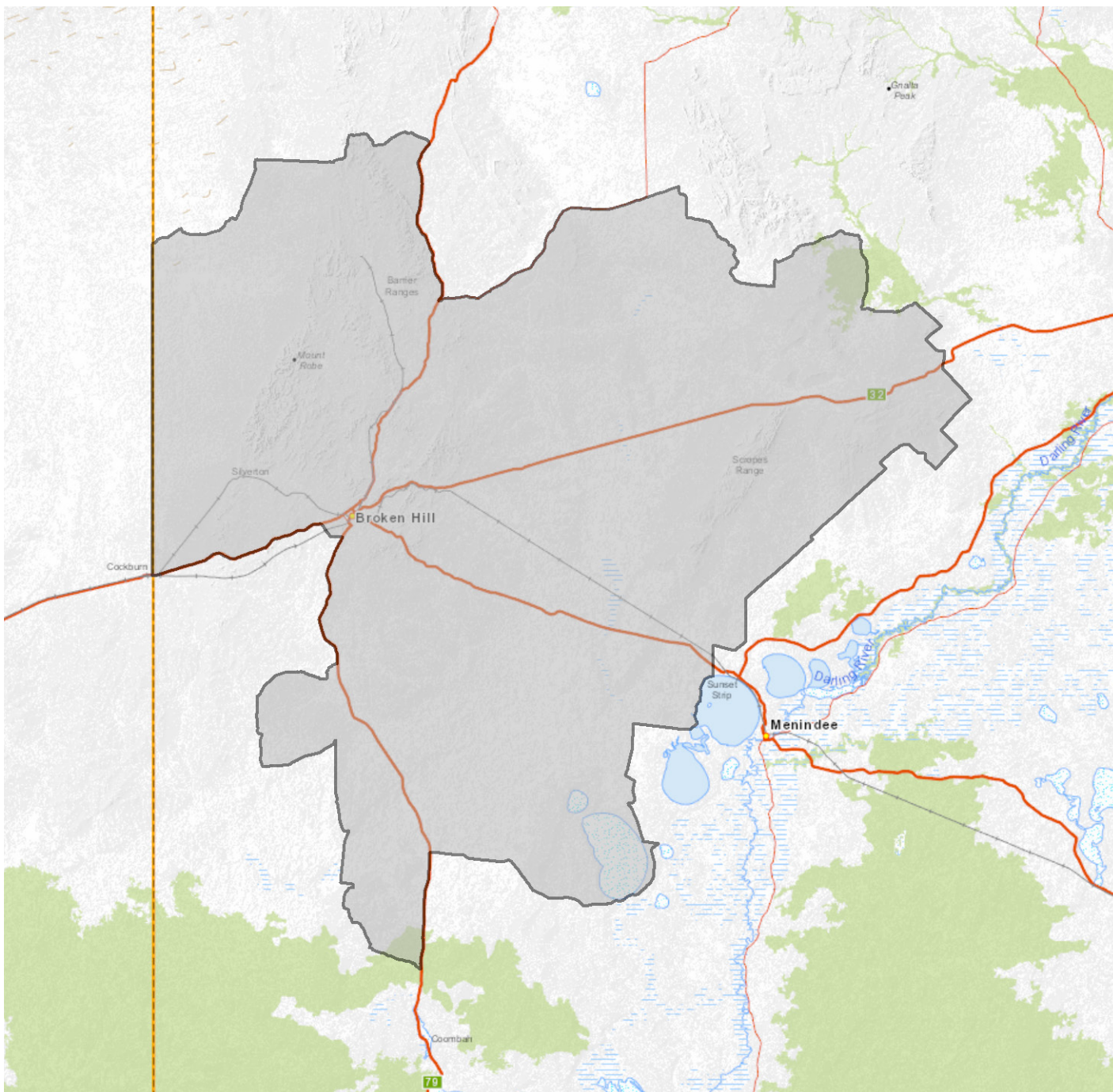


BROKEN HILL

2BH 567 • 96.5 HILL FM



Station Name	2BH 567	96.5 Hill FM
Call Sign	2BH	2HIL
Frequency	567 kHz	96.5 MHz
Network	Super Radio Network	Super Radio Network
Address	25 Garnet St, Broken Hill, NSW 2880	25 Garnet St, Broken Hill, NSW 2880
Phone	08 8087 8685	08 8088 1888
Fax	08 8088 5919	08 8088 5919
Email	office@2bh.com.au	admin@hillfm2bh.com.au
Web Address	facebook.com/my2BH	facebook.com/myHillFM
Description of Content/Format	News, Talk, Sport & Music	News, Talk, Sport & Music
Demographic Profile of Station Audience	25+	25+

BROKEN HILL

Broken Hill is a mining town and the largest regional centre located in the far west of NSW close to the South Australian border and midway between the Queensland and Victorian borders. Broken Hill is located on the Barrier Range in the far west of NSW, just 48 kilometres east of the South Australian border and 1,160 kilometres west of Sydney via the Great Western, Mitchell and Barrier Highways.

Given the proximity to Adelaide, many companies treat Broken Hill as part of South Australia. Many products are distributed to Broken Hill via Adelaide, not Sydney. Broken Hill is Australia's longest-lived mining city. 'The Silver City', as it is sometimes called, is and always has been inextricably associated with the silver, lead and zinc mining.

In comparison to the 2011 census, the population of the radio licence area in Broken Hill has decreased 2.98% to 19,007. Over 55% of the population in Broken Hill is aged over 40 years. The birthplace for 88% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

Of the 2,984 people attending an educational institution, 46% were either in infants or primary school; 33% were in secondary school; 14% at TAFE and 8% at University or another tertiary institution. Of the 5,869 people who already have a tertiary qualification, 23% have a degree and 77% have a certificate, diploma or another tertiary qualification.

Broken Hill has a high proportion of home ownership. Of the total dwellings (7,526) in Broken Hill, 43% of dwellings are owned outright and 29% are mortgaged. Private rental properties represent 21% of total dwellings.

28% of the total households (7,601) in Broken Hill have a household income range between \$21,000 – \$41,999pa; 22% between \$42,000 – \$77,999pa; and 9% between \$78,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail and chain stores are represented in the city. The region is also rich in the arts with over 30 art galleries and heritage trails.

AGRICULTURE

Broken Hill is predominantly a mining town and is the birth place of Broken Hill Proprietary Company Limited (BHP). The Broken Hill ore body one of the world's largest Silver, Zinc, Lead and Mineral deposit.

Large rural properties carry over 255 thousand sheep and lamb livestock and over 12 thousand beef cattle.

EMPLOYMENT

The majority (58%) of the labour force of 8,314 is employed full time. The main industries of employment are:

- Education and Training/Health Care and Social Assistance;
- Wholesale Trade/Retail Trade/Accommodation and Food Services; and
- Mining.

BROKEN HILL

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	8,231	8,553	16,784	88.3%
0-9 years	1,131	1,092	2,223	11.7%
10-17 years	798	733	1,531	8.05%
18-24 years	748	689	1,437	7.56%
25-39 years	1,585	1,648	3,233	17.01%
40-54 years	1,880	1,772	3,652	19.21%
55-64 years	1,437	1,436	2,873	15.12%
65-74 years	1,108	1,148	2,256	11.87%
75+ years	675	1,127	1,802	9.48%
Total 2011 population	9,614	9,976	19,590	
Total 2016 population	9,362	9,645	19,007	100%
% change 2011-2016			-2.98%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	4,814	57.9%
Part-time employed	2,279	27.41%
Not stated employed	513	6.17%
Unemployed	708	8.52%
Total labour force	8,314	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	77	1.01%
\$7,750 – \$20,999	634	8.34%
\$21,000 – \$41,999	2,110	27.76%
\$42,000 – \$77,999	1,694	22.29%
\$78,000 – \$103,999	709	9.33%
\$104,000 – \$129,999	566	7.45%
\$130,000 – \$155,999	334	4.39%
\$160,000 – \$181,999	189	2.49%
\$182,000 – \$207,999	145	1.91%
\$208,000+	218	2.87%
Not stated	925	12.17%
Total households	7,601	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	1,614	33.46%
Couple families – No children	2,067	42.85%
Single parents	1,089	22.57%
Other families	54	1.12%
Total families	4,824	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	2,184	28.83%
Technicians & trade workers/ Community & personal service workers	2,143	28.29%
Clerical & administrative workers	797	10.52%
Sales workers	734	9.69%
Machinery operators & drivers/Labourers	1,585	20.92%
Not stated	133	1.76%
Total	7,576	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	574	7.75%
Mining	762	10.28%
Manufacturing/Electricity, gas, water & waste services/Construction	602	8.13%
Wholesale trade/Retail trade/ Accommodation & food services	1,660	22.41%
Transport, postal & warehousing/ Information, media & communications	320	4.32%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	295	3.98%
Professional scientific & technical services	136	1.84%
Public administration & safety	515	6.95%
Education & training/Health care & social assistance	1,900	25.64%
Arts & recreation services	56	0.76%
Other services	317	4.28%
Not stated	272	3.67%
Total	7,409	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	98,694
Alcoholic beverages	13,346
Clothing & footwear	18,262
Household furnishings & equipment	26,245
Furniture & floor covering	8,868
Household appliances	6,307
Household services & operation	20,172
Medical care & health expenses	34,576
Motor vehicle purchase	22,656
Motor vehicle running costs	56,628
Recreation	71,838
Recreational & educational equipment	18,217
Holidays	33,585
Personal care	11,902

BROKEN HILL

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	687	677	1,364	7.18%
Secondary	497	480	977	5.14%
TAFE	153	254	407	2.14%
University	60	176	236	1.24%
Total	1,397	1,587	2984	15.7%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	3,261	43.33%
Mortgaged	2,166	28.78%
Private rental	1,576	20.94%
Housing authority/Not stated	481	6.39%
Other tenure type	42	0.56%
Total dwellings	7,526	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	1,356	7.13%
Certificate	4,513	23.74%
Total	5,869	30.88%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	333	15.8%
\$450 – \$799 per month	441	20.92%
\$800 – \$999 per month	307	14.56%
\$1,000 – \$1,799 per month	735	34.87%
\$1,800 – \$2,399 per month	111	5.27%
\$2,400 – \$2,999 per month	25	1.19%
\$3,000 – \$3,999 per month	12	0.57%
\$4,000+ per month	23	1.09%
Not stated	121	5.74%
Total mortgaged dwellings	2,108	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	724	9.42%
1 vehicle	3,045	39.64%
2+ vehicles	3,461	45.04%
Not stated	454	5.91%
Total	7,684	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,855,825
Cereal crops – Wheat for grain – Production (t)	1,719
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	151
Cereal crops – Sorghum for grain – Production (t)	0
Cereal crops – Total for grain – Production (t)	2,035
Vegetables for human consumption – Tomatoes – Total production (t)	0
Vegetables for human consumption – Total area (ha)	0
Fruit & nuts – Avocados – Production (kg)	0
Fruit & nuts – Apples – Production (kg)	0
Fruit & nuts – Nectarines – Production (kg)	0
Fruit & nuts – Peaches – Production (kg)	0
Fruit & nuts – Nuts – Total trees (no.)	0
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	403
Fruit & nuts – Grapes – Total area (ha)	7
Livestock – Sheep & lambs – Total (no.)	255,185
Livestock – Dairy cattle – Total (no.)	0
Livestock – Meat cattle – Total (no.)	12,597

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	5,295	69.15%
Internet not accessed from dwelling	2,043	26.68%
Not stated	319	4.17%
Total	7,657	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	8,112	8,413	16,525	88.23%
Europe	96	67	163	0.87%
Africa & Middle East	6	7	13	0.07%
Asia	59	89	148	0.79%
Americas	4	6	10	0.05%
Other	940	931	1,871	9.99%
Total	9,217	9,513	18,730	100%