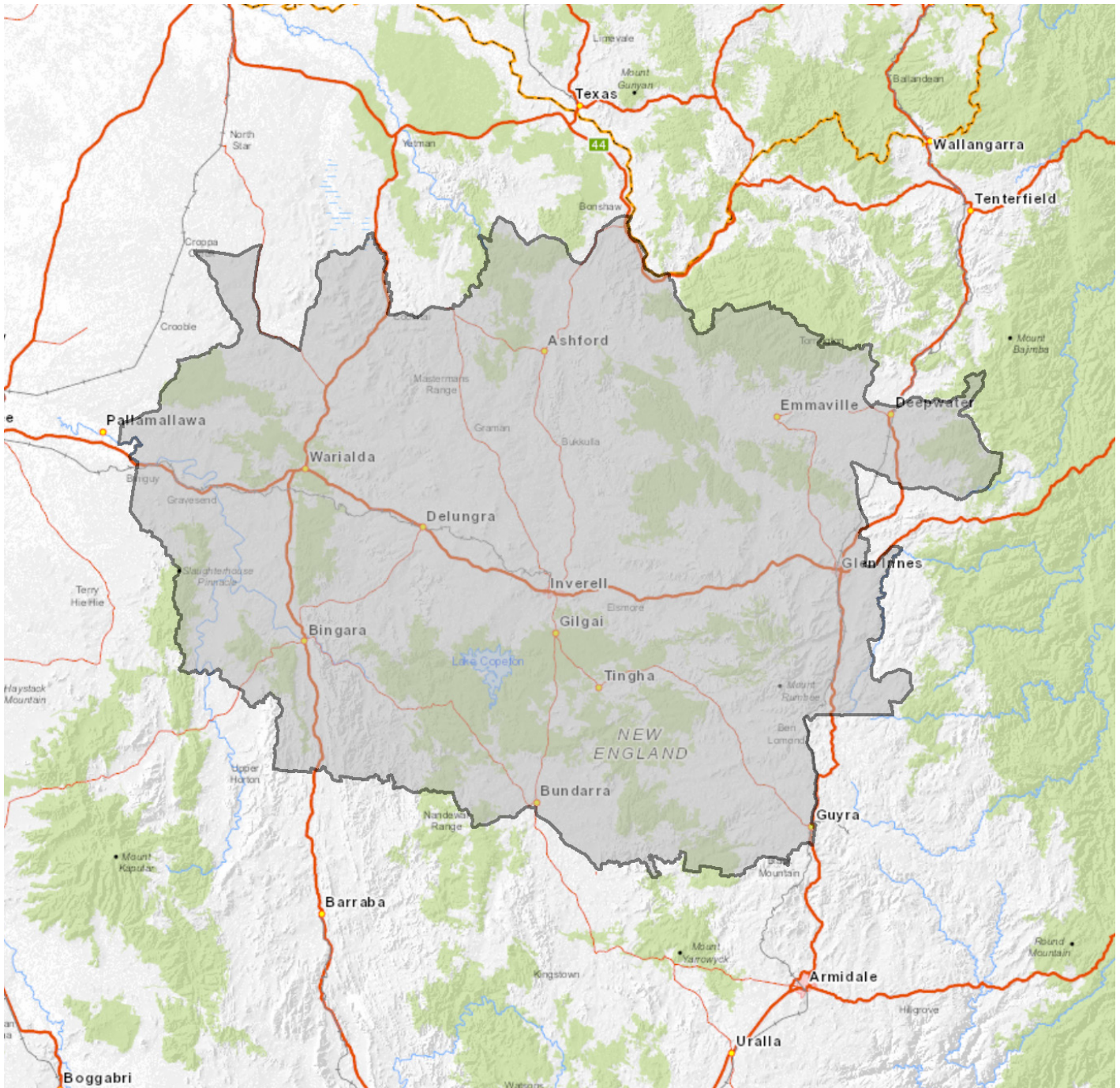


INVERELL

GEM FM • 1188 2NZ



Station Name	Gem FM	1188 2NZ
Call Sign	2GEM	2NZ
Frequency	95.1 MHz	1188 kHz
Network	Super Radio Network	Super Radio Network
Address	PO Box 770, Inverell, NSW 2360	PO Box 770, Inverell, NSW 2360
Phone	02 6722 2444	02 6722 2444
Fax	02 6722 1353	02 6722 1353
Email	reception@2nz.com.au	reception@2nz.com.au
Web Address	gemfm.com.au	2nz.com.au
Description of Content/Format	Best of the 80s to Now	News, Talk, Sport & Entertainment
Demographic Profile of Station Audience	18-45	40+

INVERELL

Inverell is situated on the Macintyre River in the centre of the New England tablelands. It is 689 kilometres by road from Sydney, 437 kilometres from Brisbane and only a short drive to the popular mid and northern coastline of Australia. The town is situated on the Gwydir Highway, which connects western NSW with the Eastern seaboard.

The Inverell licence area covers 3.9 million hectares of rich farm and grazing land, including large mineral deposits, particularly tin and sapphires. Inverell is primarily a farming centre with a strong retail shopping centre.

The area is a magnet to Queensland visitors in particular as they camp at Copeton Dam near Inverell; or visit the Australian Standing Stones in Glen Innes.

In comparison to the 2011 census, the population of the radio licence area of Inverell has increased by 0.88% to 37171. Over 55% of the population in Inverell is aged over 40 years. The birthplace for 86% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Inverell District offers a full range of educational facilities. Four long day care centres, three pre-schools, mobile pre-school services, two primary schools, a private Catholic school (Kindergarten to 10), two high schools and tertiary education through TAFE. Of the 6,255 people attending an educational institution, 49% were either in infants or primary, 35% were attending a secondary educational institution, 8% attending TAFE and 7% attending University or another tertiary institution. Of the 11,385 people who already have a tertiary qualification, 76% have a certificate, diploma or another tertiary qualification and 24% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (13,833) in Inverell, 42% of dwellings are owned outright, 27% are mortgaged and Private rental properties represent 23% of total dwellings.

28% of the total households (13,782) in Inverell have a household income range between \$21,000 – \$41,999pa; 26% between \$42,000 – \$77,999pa, and 10% between \$78,000 – \$103,999pa.

All major banks, car dealers, fast-food restaurants and an extensive selection of national retail, chain and independent stores are represented in the area.

AGRICULTURE

Inverell produces substantial quantities of beef, wool and wheat. Figures from the latest census show the region produced over 88 thousand tonnes of barley, and 60 thousand tonnes of wheat for grain. Total production of cereals for grain in the area is in excess of 191 thousand tonnes.

The farms in the area support over 294 thousand beef cattle and 531 thousand sheep and lambs.

EMPLOYMENT

Inverell is a thriving commercial and service centre set in diverse farming, grazing and mining area.

The majority (56%) of the labour force of 13,782 people is employed full time. The main industries of employment are:

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

AGE COHORTS

Age	Male	Female	Total	Market population
10+ years	16,083	16,372	32,455	87.31%
0-9 years	2,395	2,321	4,716	12.69%
10-17 years	1,946	1,824	3,770	10.14%
18-24 years	1,278	1,228	2,506	6.74%
25-39 years	2,702	2,732	5,434	14.62%
40-54 years	3,345	3,556	6,901	18.57%
55-64 years	2,762	2,650	5,412	14.56%
65-74 years	2,476	2,406	4,882	13.13%
75+ years	1,574	1,976	3,550	9.55%
Total 2011 population	18,319	18,527	36,846	
Total 2016 population	18,478	18,693	37,171	100%
% change 2011-2016			0.88%	

LABOUR FORCE

Employment classification	Total	Labour force
Full-time employed	8,813	55.97%
Part-time employed	4,898	31.1%
Not stated employed	968	6.15%
Unemployed	1,068	6.78%
Total labour force	15,747	100%

HOUSEHOLD INCOME

Income range (pa)	Total	Occupied dwellings
\$0 – \$7,749	307	2.23%
\$7,750 – \$20,999	1,039	7.54%
\$21,000 – \$41,999	3,984	28.91%
\$42,000 – \$77,999	3,607	26.17%
\$78,000 – \$103,999	1,344	9.75%
\$104,000 – \$129,999	876	6.36%
\$130,000 – \$155,999	423	3.07%
\$160,000 – \$181,999	185	1.34%
\$182,000 – \$207,999	158	1.15%
\$208,000+	237	1.72%
Not stated	1,622	11.77%
Total households	13,782	100%

FAMILY STRUCTURE

Type of family	Total	Total families
Couple families – Children	3,462	35.57%
Couple families – No children	4,491	46.15%
Single parents	1,675	17.21%
Other families	104	1.07%
Total families	9,732	100%

OCCUPATION

Employment classification	Total	Occupations
Managers/Professionals	5,134	35.19%
Technicians & trade workers/ Community & personal service workers	3,300	22.62%
Clerical & administrative workers	1,425	9.77%
Sales workers	1,246	8.54%
Machinery operators & drivers/Labourers	3,197	21.91%
Not stated	289	1.98%
Total	14,591	100%

INDUSTRY

Industry	Total	Workforce
Agriculture, forestry & fishing	3,355	23.34%
Mining	77	0.54%
Manufacturing/Electricity, gas, water & waste services/Construction	2,037	14.17%
Wholesale trade/Retail trade/ Accommodation & food services	2,527	17.58%
Transport, postal & warehousing/ Information, media & communications	501	3.49%
Financial & insurance services/ Rental hiring & real estate services/ Administration & support services	649	4.51%
Professional scientific & technical services	363	2.53%
Public administration & safety	820	5.7%
Education & training/Health care & social assistance	2,897	20.15%
Arts & recreation services	45	0.31%
Other services	483	3.36%
Not stated	621	4.32%
Total	14,375	100%

ANNUAL HOUSEHOLD EXPENDITURE

Product or service	\$000's (pa)
Food & non-alcoholic beverages	181,803
Alcoholic beverages	24,627
Clothing & footwear	33,660
Household furnishings & equipment	48,369
Furniture & floor covering	16,298
Household appliances	11,665
Household services & operation	37,300
Medical care & health expenses	63,725
Motor vehicle purchase	41,887
Motor vehicle running costs	104,561
Recreation	132,663
Recreational & educational equipment	33,609
Holidays	62,034
Personal care	21,967

INVERELL

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	Market population
Infants/primary	1,591	1,477	3,068	8.25%
Secondary	1,058	1,142	2,200	5.92%
TAFE	188	342	530	1.43%
University	119	338	457	1.23%
Total	2,956	3,299	6,255	16.83%

DWELLING TENURE TYPE

Tenure type	Total	Total dwellings
Fully owned	5,758	41.63%
Mortgaged	3,712	26.83%
Private rental	3,225	23.31%
Housing authority/Not stated	1,039	7.51%
Other tenure type	99	0.72%
Total dwellings	13,833	100%

UNIVERSITY QUALIFICATIONS

Type of tertiary qualification	Total	Market population
Degree	2,758	7.42%
Certificate	8,627	23.21%
Total	11,385	30.63%

MORTGAGE PAYMENTS

Monthly mortgage payment	Total	Mortgaged dwellings
\$0 – \$449 per month	440	12.97%
\$450 – \$799 per month	475	14%
\$800 – \$999 per month	423	12.47%
\$1,000 – \$1,799 per month	1,265	37.28%
\$1,800 – \$2,399 per month	362	10.67%
\$2,400 – \$2,999 per month	93	2.74%
\$3,000 – \$3,999 per month	80	2.36%
\$4,000+ per month	54	1.59%
Not stated	201	5.92%
Total mortgaged dwellings	3,393	100%

MOTOR VEHICLES

Number of cars	Total	% Total
No vehicles	834	5.95%
1 vehicle	4,695	33.49%
2+ vehicles	7,819	55.77%
Not stated	673	4.8%
Total	14,021	100%

AGRICULTURAL COMMODITY

Agriculture commodity	Value
Area of holding – Total area (ha)	1,139,677
Cereal crops – Wheat for grain – Production (t)	60,568
Cereal crops – Rice for grain – Production (t)	0
Cereal crops – Barley for grain – Production (t)	88,089
Cereal crops – Sorghum for grain – Production (t)	30,677
Cereal crops – Total for grain – Production (t)	191,212
Vegetables for human consumption – Tomatoes – Total production (t)	1,313
Vegetables for human consumption – Total area (ha)	178
Fruit & nuts – Avocados – Production (kg)	21,969
Fruit & nuts – Apples – Production (kg)	3,046
Fruit & nuts – Nectarines – Production (kg)	48
Fruit & nuts – Peaches – Production (kg)	87
Fruit & nuts – Nuts – Total trees (no.)	1,623
Fruit & nuts – All orchard fruit (incl. nuts) – Total trees (no.)	4,670
Fruit & nuts – Grapes – Total area (ha)	48
Livestock – Sheep & lambs – Total (no.)	531,667
Livestock – Dairy cattle – Total (no.)	533
Livestock – Meat cattle – Total (no.)	294,910

INTERNET USAGE

Connection	Total	Total dwellings
Internet accessed from dwelling	9,518	67.59%
Internet not accessed from dwelling	4,053	28.78%
Not stated	510	3.62%
Total	14,081	100%

BIRTHPLACE BY REGION

Region	Male	Female	Total	Market population
Oceania incl. Australia	15,758	15,831	31,589	85.63%
Europe	299	360	659	1.79%
Africa & Middle East	22	15	37	0.1%
Asia	147	201	348	0.94%
Americas	55	52	107	0.29%
Other	2,036	2,113	4,149	11.25%
Total	18,317	18,572	36,889	100%