



PORT MACQUARIE

STAR FM, 2MC FM & RADIO 531

ACMA	2ROXFM	2MCFM	2PM
On-Air Name	Star FM	2MC FM	Radio 531 & FM93.5
Frequency	105.1 & 102.3 MHz	100.7 & 106.7 MHz	531 kHz & 93.5 MHz
Postal Address	PO Box 1161	PO Box 1161	PO Box 920
Suburb/State/Postcode	Port Macquarie NSW 2444	Port Macquarie NSW 2444	Port Macquarie NSW 2444
Phone	02 6583-8088	02 6583-8088	02 6584-9344
Fax	02 6584-0406	02 6584-0406	02 6584-9644
e-mail	switchboard@starfm.net.au	switchboard@starfm.net.au	radio531@bigpond.net.au
WWW	www.theradio.com.au	www.theradio.com.au	www.2sm.com.au
Format	Adult Contemporary	Adult, Talkback & Classic Rock	News/ Talk/ Adult Contemporary
Primary Station Area Coverage	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas.	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas	Port Macquarie, Kempsey, Hastings & Mid North Coastal areas
Demographic Profile of Station Audience	25-39	All people 35+	All people 35+

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

PORT MACQUARIE

Port Macquarie is around four hours from Sydney and two hours from Newcastle. The Radio Licence Area for the two commercial radio stations in Port Macquarie runs along the NSW coast to the north of Newcastle. The area includes Kempsey, the agricultural centre for the region, and Port Macquarie, which is more of a holiday centre, being only a half day drive north of Sydney.

With its glorious bays and beaches, intricate inland waterways, rainforests, rolling hinterland – and a most delightful temperate climate - it is not surprising that Port Macquarie, Wauchope and Camden Haven are among Australia's longest established and best loved holiday destinations.

In comparison to the 2001 census, the population of the radio licence area for Port Macquarie has increased by 4.11% to 111,050. There was a decline in the number of people aged 0-9 and 25-39 years; however a considerable rise was seen in the people aged 55+ from over 36 thousand in the 2001 census to over 40 thousand in the 2006 figures. The birthplace for 91% of the population was Oceania including Australian, New Zealander, Indigenous and Islanders\ persons.

Over 57% of the population is aged over 40 years, due in part to the large numbers of people from Sydney and Melbourne retiring on the coast, particularly around the Port Macquarie area.

Of the 21,284 people attending an educational institution, 43% were either in infants or primary, 36% were attending a secondary educational institution, 13% at TAFE and 8% at University or another tertiary institution. Of the 31,892 people who already have a tertiary qualification, 20% have a degree and 80% have a certificate, diploma or another tertiary qualification.

Of the total dwellings (43,756) in Port Macquarie 44% of dwellings are owned outright and 26% are mortgaged. Private rental properties represent just 14% of total dwellings.

25% of the total households (40,431) in Port Macquarie have a household income range between \$26,000 – \$41,599; 22% between \$13,000 – \$25,999; and 18% between \$41,600 – \$62,399.

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

AGRICULTURE

The area produced a variety of fruit and vegetable. The recent census shows that the area produced over 1.3 million kilograms of avocados.

The farms in the area support over 183 thousand beef cattle and 5 thousand dairy cattle.

There are over 352 thousand nut trees in the region.

EMPLOYMENT

Tourism is one of the major driving forces in the area. 52% of the labour force of 41,106 is employed full time. The main industries of employment are:

- Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; and
- Education, Health, and Community Services.

PORT MACQUARIE

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	47,453	50,712	98,165	11.60
Aged 0-9 Years	6,632	6,253	12,885	11.49
Aged 10-17 Years	6,563	6,202	12,765	5.80
Aged 18-24 Years	3,349	3,088	6,437	14.02
Aged 25-39 Years	7,377	8,192	15,569	20.93
Aged 40-54 Years	11,171	12,077	23,248	36.15
Aged 55+ Years	18,993	21,153	40,146	88.40
Total 2006 Population	54,085	56,965	111,050	100
Total 2001 Population			106662	
% Change 2001 - 2006				4.11

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	21,226	51.64
Part-time Employed	14,526	35.34
Not Stated Employed	1,003	2.44
Unemployed	4,351	10.58
Total Labour Force	41,106	100

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$12999pa	4,145	10.25
\$13000-\$25999pa	9,030	22.33
\$26000-\$41599pa	10,089	24.95
\$41600-\$62399pa	7,425	18.36
\$62400-\$88399pa	4,130	10.21
\$88400-\$129999pa	2,749	6.80
\$130000+pa	1,339	3.31
Not Stated	1,524	3.77
Total Households	40,431	100

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	10,581	34.08
Couple Families-No Children	14,682	47.28
Single Parents	5,453	17.56
Other Families	335	1.08
Total Families	31,051	100

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	11,048	28.76
Technicians / Trade Workers/ Community Personal Service Workers	10,104	26.31
Clerical & Administrative Workers	5,207	13.56
Sales Workers	4,496	11.71
Machinery Operation / Driver & Labourers	6,942	18.07
Not Stated	613	1.60
Total	38,410	100

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	1,280	3.33
Mining	44	0.11
Manufacturing, Construction, Electricity, Gas & Water Supply	7,148	18.60
Wholesale/Retail Trade, Accommodation, Cafes & Restaurants	10,567	27.49
Transport, Storage & Communication Services	1,893	4.93
Finance, Insurance, Property & Business Services	1,665	4.33
Government Administration & Defence	4,565	11.88
Education, Health & Community Services	8,830	22.98
Personal & Other Services	1,597	4.16
Other Classifications	844	2.20
Total	38,433	100

ANNUAL HOUSEHOLD EXPENDITURE

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Food and Non-alcoholic beverages	343597.19
Total Alcoholic beverages	49,217
Total Clothing and Footwear	77789.24
Total Household linen furnishings & equipment	112,584
Furniture and Floor covering	49532.83
Household appliances	23,295
Household services and operation	121183.03
Total Plants and Gardens	8,031
Total Medical care and Pharmacy	105940.54
Motor vehicle purchase	102,535
Total Motor vehicle running cost incl REGO	130349.54
Audio visual equipment and parts	19,889
Recreation	77999.49
Holidays – Australia and Overseas	80,649
Total Personal Care and Hygiene	38053.66
Total Super and life insurance	53,128

PORT MACQUARIE

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	4,701	4,411	9,112	8.21
Secondary	3,959	3,786	7,745	6.97
TAFE	1,185	1,587	2,772	2.50
University & Other	514	1,141	1,655	1.49
Total	10,359	10,925	21,284	19.17

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	19,114	43.68
Mortgaged	11,189	25.57
Private Rental	6,061	13.85
Housing Authority/Not Stated	1,853	4.23
Other Tenure Type	3,557	8.13
Unoccupied Dwellings	1,982	4.53
Total Dwellings	43,756	100

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	6,524	5.87
Certificate/Diploma/Other	25,368	22.84
Total Tertiary Qualifications	31,892	28.72

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$399 per month	769	6.91
\$400-\$749 per month	1,894	17.03
\$750-\$1199 per month	2,917	26.22
\$1200+ per month	4,676	42.04
Not Stated per month	867	7.79
Total Mortgaged Dwellings	11,123	100

MOTOR VEHICLES

Number of Cars	Total Houses	% Total Dwellings
No Vehicles	4,320	9.87
1 Vehicle	19,184	43.85
2+ Vehicles	18,439	42.14
Not Stated	1,810	4.14
Total	43,753	100

AGRICULTURE COMMODITY

VALUE

Area of holding – total area (ha)	151,782
Land Use - Grazing land (including pastures and rangelands) area (ha)	122,582
Cereals for grain total production (t)	790
Cereal Crops – Barley for grain production (t)	160
Cereal Crops - Maize for grain production (t)	630
Vegetables for human consumption, total area (ha)	148
Tomatoes total production (t)	70
Beans, total production (kg)	2,865
Avocados, total production (kg)	1,302,538
Bananas production (t)	361
Nuts total trees (n)	352,562
Mangoes, total production (kg)	1,857
Total grapes total area of vines (ha)	15
All fruit excluding grapes total area (ha)	454
Orchard trees (including nuts) total trees – number (n)	107,525
Sheep & lambs total number (n)	278
Milk cattle (n)	5,981
Meat cattle (n)	183,922
Zucchini and button squash production (kg)	2,738
Sweetcorn total production (t)	3
Nectarines production (kg)	48,549
Peaches production (kg)	76,078

Refer to References on page iii for Category Changes for Agriculture Data.

INTERNET USAGE

Connection	Total	% Market Population
No Connection	19,706	45.05
Broadband	11,570	26.45
Dial Up	10,706	24.48
Other	218	0.50
Not Stated	1,542	3.53
Total	43,742	100

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	46,303	48,572	94,875	91.13
Europe	3,340	3,481	6,55	6.821
Africa & Middle East	142	172	314	0.30
Asia	345	518	854	0.82
Americas	159	224	383	0.37
Other	437	428	865	0.83
Total (excl. 'not stated')	50,726	53,395	104,112	100