



INVERELL

GEM FM & 1188 2NZ

ACMA	2GEM	2NZ
On-Air Name	GEM FM	1188 2NZ
Frequency	95.1MHz	1188 kHz
Postal Address	PO Box 770	PO Box 770
Suburb/State/Postcode	INVERELL NSW 2360	INVERELL NSW 2360
Phone	02 6722-2444	02 6722-2444
Fax	02 6722-1353	02 6722-1353
e-mail	gemfm@northnet.com.au	radio2nz@northnet.com.au
WWW	n/a	n/a
Format	Hot adult contemporary	Adult contemporary & talk
Primary Station Area Coverage	Inverell	Inverell
Demographic Profile of Station Audience	all people 15 - 39	all people 39+

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

INVERELL

Inverell is situated on the Macintyre River in the centre of the New England tablelands. It is 689 kilometers by road from Sydney, 437 kilometers 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 New South Wales with the Eastern seaboard.

The Shire of Inverell covers an area of 8,623 square kilometers 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 2001 census, the population of the radio licence area of Inverell has increased by 2.25% to 31,044. Overall there was an increase in most of the age groups listed. Only the number of people aged 0-9 years and 40-54 years increased since the 2001 census. In fact, over 52% of the population in Inverell is aged over 40 years. The birthplace for 96% of the population was Oceania including Australian, New Zealander, Indigenous and Islander persons.

The Inverell District offers a full range of educational facilities. Two Long Day Care Centres, three Pre Schools, two Primary Schools, a Private Catholic School (K to Yr 10), two High Schools and Tertiary Education through TAFE. Of the 6,311 people attending an educational institution, 47% were either in infants or primary, 33% were attending a secondary educational institution, 14% attending TAFE and 6% attending University or another tertiary institution. Of the 7,169 people who already have a tertiary qualification, 79% have a certificate, diploma or another tertiary qualification and 21% have a degree.

The stability of the area is reflected in the high level of home ownership. Of the total dwellings (11,908) in Inverell 44% of dwellings are owned outright and 27% are mortgaged. Private rental properties represent only 9% of total dwellings.

24% of the total households (10,895) in Inverell have a household income range between \$26,000 – \$41,599pa; 22% between \$13,000 – \$25,999pa, and 19% between \$41,600 – \$62,399pa.

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 current census shows the region produced over 223 thousand kilograms of peanuts, and 133 thousand tonnes of wheat for grain. Total production of cereals for grain in the area was over 401 thousand tonnes.

The farms in the area support over 4.3 thousand beef cattle and 1.1 million sheep and lambs.

EMPLOYMENT

Inverell is a thriving commercial and service centre set in diverse farming, grazing and mining area. Farming is a driving force in Inverell. A large number of the workforce are involved with farming.

The majority (60%) of the labour force of 12,630 people is employed full time. The main industries of employment are Wholesale/Retail Trade, Accommodation, Cafes & Restaurants; as well as Agriculture, Forestry and Fishing.

INVERELL

AGE COHORTS

Age	Male	Female	Total	% Market Population
Aged 10+ Years	13,099	13,717	26,816	86.38
Aged 0-9 Years	2,157	2,071	4,228	13.62
Aged 10-17 Years	1,890	1,762	3,652	11.76
Aged 18-24 Years	1,064	952	2,016	6.49
Aged 25-39 Years	2,301	2,550	4,851	15.63
Aged 40-54 Years	3,141	3,071	6,212	20.01
Aged 55+ Years	4,703	5,382	10,085	32.49
Total 2006 Population	15,256	15,788	31,044	100
Total 2001 Population			30,361	
% Change 2001 - 2006			2.25	

LABOUR FORCE

Employment Classification	Total	% Labour Force
Full-time Employed	7,587	60.07
Part-time Employed	3,598	28.49
Not Stated Employed	378	2.99
Unemployed	1,067	8.45
Total Labour Force	12,630	100

HOUSEHOLD INCOME

Income Range	Total	% Occupied Dwellings
\$0-\$12999pa	1,144	10.50
\$13000-\$25999pa	2,424	22.25
\$26000-\$41599pa	2,601	23.87
\$41600-\$62399pa	2,076	19.05
\$62400-\$88399pa	1,101	10.11
\$88400-\$129999pa	698	6.41
\$130000+pa	346	3.18
Not Stated	505	4.64
Total Households	10,895	100

FAMILY STRUCTURE

Type of Family	Total	% Total Families
Couple Families-Children	3,227	37.99
Couple Families-No Children	3,770	44.38
Single Parents	1,368	16.11
Other Families	129	1.52
Total Families	8,494	100

OCCUPATION

Employment Classification	Total	% Occupations
Managers & Professionals	4,123	34.57
Technicians / Trade Workers/ Community Personal Service Workers	2,807	23.53
Clerical & Administrative Workers	1,186	9.94
Sales Workers	1,047	8.78
Machinery Operation / Driver / & Labourers	2,548	21.36
Not Stated	217	1.82
Total	11,928	100

INDUSTRY

Industry	Total	% Workforce
Agriculture, Forestry & Fishing	2,280	19.07
Mining	82	0.69
Manufacturing, Construction, Electricity, Gas & Water Supply	1,872	15.65
Wholesale/Retail Trade, Accommodation	2,500	20.90
Transport, Postal & Warehouse/ Telecommunications	534	4.47
Finance & Insurance Services	357	2.99
Public Administration and Professionals	1,301	10.88
Education, & Health	2,290	19.15
Other Services	457	3.82
Not Stated	286	2.39
Total	11,959	100

ANNUAL HOUSEHOLD EXPENDITURE \$000'S PA

Food and Non-alcoholic beverages	92,590
Total Alcoholic beverages	13,263
Total Clothing and Footwear	20,962
Total Household linen furnishings & equipment	30,338
Furniture and Floor covering	13,348
Household appliances	6,277
Household services and operation	32,655
Total Plants and Gardens	2,164
Total Medical care and Pharmacy	28,548
Motor vehicle purchase	27,630
Total Motor vehicle running cost incl REGO	35,125
Audio visual equipment and parts	5,359
Recreation	21,019
Holidays – Australia and Overseas	21,732
Total Personal Care and Hygiene	10,254
Total Super and life insurance	14,316

TYPE OF EDUCATIONAL INSTITUTION BEING ATTENDED

School	Male	Female	Total	% Market Population
Infants/Primary	1,537	1,427	2,964	9.55
Secondary	1,041	1,018	2,059	6.63
TAFE	366	523	889	2.86
University & Other	126	273	399	1.29
Total	3,070	3,241	6,311	20.33

DWELLING TENURE TYPE

Tenure Type	Total	% Total Dwellings
Fully Owned	5,296	44.47
Mortgaged	3,241	27.22
Private Rental	1,041	8.74
Housing Authority/Not Stated 4.95		589
Other Tenure Type	1,230	10.33
Unoccupied Dwellings	511	4.29
Total Dwellings	11,908	100

UNIVERSITY QUALIFICATIONS

Type of Tertiary Qualification	Total	% Market Population
Degree	1,495	4.82
Certificate/Diploma/Other	5,674	18.28
Total Tertiary Qualifications	7,169	23.09

MORTGAGE PAYMENTS

Monthly Mortgage Payment	Total	% Mortgaged Dwellings
\$0-\$399 per month	376	11.57
\$400-\$749 per month	859	26.44
\$750-\$1199 per month	936	28.81
\$1200+ per month	710	21.85
Not Stated per month	368	11.33
Total Mortgaged Dwellings	3,249	100

MOTOR VEHICLES

Number of Cars	Total Houses	% Total Dwellings
No Vehicles	1,113	9.33
1 Vehicle	4,275	35.86
2+ Vehicles	5,963	50.01
Not Stated	572	4.80
Total	11,923	100

AGRICULTURE COMMODITY

VALUE

Land Use - Grazing land (including pastures and rangelands) area (ha)	1,260,420
Cereal Crops – Wheat for grain production (t)	133,999
Cereals for grain total production (t)	401,982
Cereal Crops – Barley for grain production (t)	120,878
Non cereal broadacre crops - Cotton – total area (ha)	5,215
Cereal Crops - Maize for grain production (t)	13,127
Sorghum for grain production (t)	123,607
Vegetables for human consumption, total area (ha)	137
Tomatos total production (t)	53
Nuts total trees (n)	12
Total grapes total area of vines (ha)	94
All fruit excluding grapes total area (ha)	301
Non Cereal broadacre crops – Peanuts (in shell) prodction (kg)	423,309
Orchard trees (including nuts) total trees – number (n)	78,974
Sheep & lambs total number (n)	1,175,627
Milk cattle (n)	326
Meat cattle (n)	4,380
Apples production (kg)	77
Nectarines production (kg)	1,589
Peaches production (kg)	8,337
Apricot production (kg)	921

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

INTERNET USAGE

Connection	Total	% Market Population
No Connection	6,176	51.78
Broadband	2,404	20.15
Dial Up	2,750	23.05
Other	97	0.81
Not Stated	501	4.20
Total	11,928	100

BIRTHPLACE BY REGION

Region	Male	Female	Total	% Market Population
Oceania incl Australia	13,872	14,278	28,150	95.66
Europe	391	432	823	2.80
Africa & Middle East	13	23	36	0.12
Asia	34	90	124	0.42
Americas	79	83	162	0.55
Other	83	49	132	0.45
Total (excl. 'not stated')	14,472	14,955	29,427	100