



Fraser Coast Social Indicators 2013

This study examines the social impacts of tourism on the local communities, as perceived by its residents. The research is intended to inform the decision making of state and local authorities, as well as tourism bodies.

Fraser Coast is one of Australia's hot spots for regional growth. Given the fast growth rate, it is understandable that the people of Fraser Coast love where they live. More than half of its 97,000 residents have settled in the area in the past 11 years, and just under half (44%) say they cannot think of a better place to live. For many it was a mid-life move – a place to relax and enjoy retirement. The region has a higher than average age. Sixty-five per cent of residents are aged 45 years and over, compared to the rest of Queensland (51%), and one third of the population is retired (34% compared with QLD 19%).

89% of residents agree that festivals and events attract tourists and raise awareness of the region

		Queensland %		Fraser Coast %	
		2013	2010	2013	2010
Feelings about local area and tourists					
Feelings about local area	I like it, I can't think of anywhere else I would rather live	39	37	44	40
	I enjoy living here but can think of other places I would enjoy equally	50	50	41	47
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	16	13
Feelings about the number of tourists	Want more tourists	45	43	69	66
	About the same number	50	50	28	33
	Want fewer tourists	6	8	4	1

Shaded box highlights a significantly greater response when comparing the region and Queensland



Contact with Tourists, Feelings and Development

		Queensland %		Fraser Coast %	
		2013	2010	2013	2010
Feelings about tourists	I like tourists	57↑	49	61	53
	I tolerate tourists	31↓	35	28↓	40
	I adjust my lifestyle to avoid tourists	10	10	10	6
	I stay away from places tourists go	3↓	5	1	1
Contact with tourists	I never come into contact with tourists	22↑	18	9	11
	I see tourists around but don't usually talk to them	51	52	54	48
	I often interact with tourists as part of my job	10↓	13	10	15
	I often meet tourists around town and talk to them	15	14	20	20
	I have made friends with tourists during their stay, but have not kept in contact	7	7	7	10
	I have made friends with tourists and kept in contact after they have left	4	5	6	6
Preferred development growth	Happy with continued growth	59	59	61	65
	Happy but no more growth	25	25	18	21
	Want less tourism	3↓	6	5	3
	More growth different direction	13↑	10	16	11

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↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

Tourism is an important part of the local economy. For the year endedⁱⁱⁱ June 2013 the region welcomed 546,000 domestic and 116,000 international overnight visitors. Seventy-nine per cent of domestic visitors are sourced from intrastate markets. In general, residents are happy with the level of tourism growth. Similar to their feelings in 2010, three in five (61% compared with 65% in 2010) locals believe the rate of tourism development should continue in the future. The same number also states they like tourists. Where there was a sizable positive change was in the attitude of respondents who said they 'tolerate' tourists (28% compared with 40% in 2010).

These views are widely supported. Among Fraser Coast residents, two in every three are keen to attract more tourists, much higher than the Queensland average (69% compared with QLD 45%). That trend continues when weighing up the overall positive benefits of tourism for the community. Three quarters of residents agree that tourism positively impacts the community as a whole. Comparisons against the agreed top positive tourism outcomes show little has changed in three years:

- greater cultural diversity (92% compared with 92% in 2010),
- festivals and events attract tourists and raise awareness (89%, new statement in 2013),
- increased regional profile (89% compared with 86% in 2010), and
- important economic benefits (88% compared with 91% in 2010).

On all these points, residents recognise the positive affect that each brings to their community more than most Queenslanders.

"There is a sense of atmosphere created by the increase in tourist attractions, restaurants etc. and the multicultural interaction. Tourism will also increase job opportunities, broaden the culture of the region."

FRASER COAST RESIDENT 2013

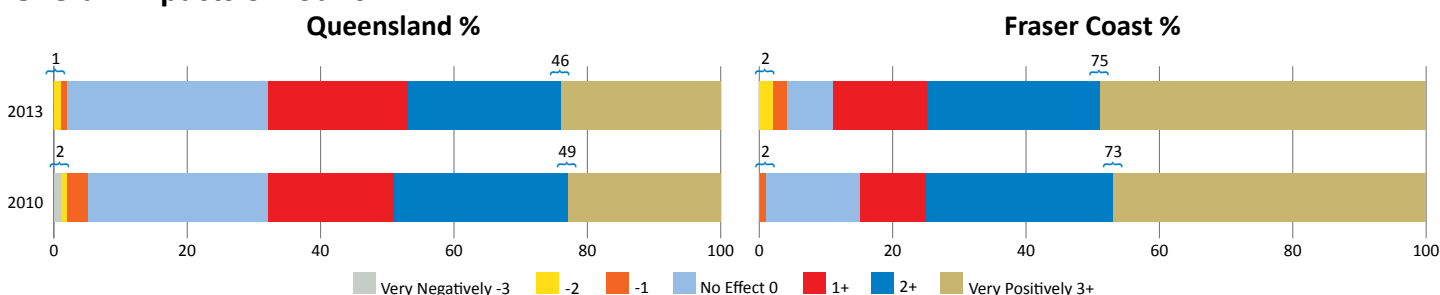
On the other hand, when residents considered the negative impacts of tourism on the community, many agreed that increased prices topped the list, however, to a lesser extent than Queenslanders overall (47% compared with QLD 56%).

Those living in Hervey Bay are less likely than other locals across the region to agree tourism has an adverse effect in terms of increased opportunity costs. They are, however, more likely to agree with the negative impacts of more disruption, increased prices and negative impact on local character.



Respondents were asked to rate the overall impact tourism has on their community as a whole, using a seven point scale ranging from very negatively (-3) to very positively (+3). In 2013, 75% of Fraser Coast residents rated the impact of tourism on their community as positive, scoring a +2 or +3, similar to the ratings from the 2010 survey. Two per cent of residents rated the impact of tourism on their community negatively, with a -3 or -2 in 2013.

Overall Impacts of Tourism



Respondents were then asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

Positive Impacts of Tourism

	Queensland % Agree		Fraser Coast % Agree	
	2013	2010	2013	2010
More interesting things to do	62↑	54	64	62
Important economic benefits	91↑	87	88	91
Improved facility maintenance	69↑	60	70	68
Increased local pride	72↑	65	78	75
Increased regional profile	86↑	76	89	86
New infrastructure	68↑	60	64	66
Greater cultural diversity	92↑	89	92	92
* Benefits of tourism shared evenly	38	-	40	-
** Festivals and events attract tourists and raise awareness	87	-	89	-

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* Question wording changed from 2010

** New statement included in 2013

- Data not available

Those that agree with the positive statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating of +2 or +3.

	Queensland %		Fraser Coast %	
	Positive affect on the community as a whole. Those that rated the affect +2 or +3.		Positive affect on the community as a whole. Those that rated the affect +2 or +3.	
	2013	2010	2013	2010
More interesting things to do	53↓	65	59↓	77
Important economic benefits	45↓	58	61↓	72
Improved facility maintenance	43↓	53	57	60
Increased local pride	39↓	50	56	60
Increased regional profile	40↓	52	55↓	65
New infrastructure	49↓	65	70	75
Greater cultural diversity	29↓	32	41	42
* Benefits of tourism shared evenly	41	-	64	-
** Festivals and events attract tourists and raise awareness	49	-	60	-

% positive affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3)

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** New statement included in 2013

- Data not available

Base: Those that agree with each statement

Negative Impacts of Tourism

Respondents were asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

	Queensland %		Fraser Coast %	
	Agree		Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	25	29
More disruption	32	31	33	26
Rise in delinquent behaviour	35	35	36	30
Negative impact on the environment	29	29	27	28
Increased prices	56↑	53	47	52
Lack of access for locals	17	16	16	10
Negative impact on local character	29	29	36	39
Increased property values	41↓	45	36	40

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Those that agree with the negative statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating or -2 or -3.

	Queensland %		Fraser Coast %	
	Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Negative affect on the community as a whole. Those that rated the affect -3 or -2.	
	2013	2010	2013	2010
Increased opportunity costs	15↓	24	25	25
More disruption	14↓	24	15	14
Rise in delinquent behaviour	22↓	31	13	22
Negative impact on the environment	18↓	31	19	27
Increased prices	13↓	18	12	8
Lack of access for locals	18↓	28	-	-
Negative impact on local character	8	11	3	4
Increased property values	16↓	25	9	19

% negative affect is based on the proportion of respondents who cited the bottom two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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- Data not available

Base: Those that agree with each statement

Demographics

		Queensland % 2013	Fraser Coast % 2013
Life stage	Under 45 years, no children	26	31
	Under 45 years, with children	23	22
	45 years or more, no children	40	52
	45 years or more, with children	11	13
Years of residence	Less than 2 years	18	16
	2-5 years	20	18
	6-10 years	21	27
	11-20 years	23	27
	More than 20 years	17	12
Place of birth	Within 50km of where you currently live	21	19
	Elsewhere in Queensland	22	25
	Elsewhere in Australia	32	37
	In another country	24	19
Directly benefit from tourism (e.g. work in or own a business that profits from tourists or rent a property to tourists)	Personal benefit	10	8
	Family benefit	10	10
	No benefit	84	86
Income	Less than \$60,000	39	58
	\$60,000 - \$99,000	24	18
	\$100,000 or more	21	9
	Prefer not to say	17	15

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Base 2013 Queensland n=3855, Fraser Coast n=191

Base 2010 Queensland n=3834, Fraser Coast n=223

ⁱ Source – Fraser Coast Regional Council, *Fraser Regional Council Economic Development Strategy 2009 – 2013*, page 3.
<http://www.frasercoast.qld.gov.au/web/fraser-coast-opportunities/economic-development-strategy>

ⁱⁱ Source – Government Statistician, Queensland Treasury and Trade, *Queensland Regional Profile for Fraser Coast Regional Local Government Area*.

ⁱⁱⁱ Source – Tourism Research Australia's National and International Visitor Survey 2013.



Positive impact	Description
More interesting things to do	Because of tourism, there are more interesting things to do in my local area (e.g. attractions to visit, events to attend)
Important economic benefits	Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business
Improved facility maintenance	Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport
Increased local pride	Tourism increases local residents pride in their town and makes them feel good about themselves and their community
Increased regional profile	Tourism showcases my region in a positive light. This helps to promote a better opinion of my region and encourages future tourism and /or business investment
New infrastructure	Because of tourism there are better shopping, dining and/or recreational opportunities in the region
Greater cultural diversity	Tourism brings people from different backgrounds and cultures into the community
Benefits of tourism shared evenly	The benefits of tourism are shared evenly across the local community
Festivals and events attract tourists and raise awareness	Festivals and events attract tourists and raise awareness of the region

Negative impact	Description
Increased opportunity costs	Too much public money is spent on developing facilities for tourists that would be better spent on other public facilities/activities
More disruption	Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around
Rise in delinquent behaviour	Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour
Negative impact on the environment	Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas
Increased prices	Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs
Lack of access for locals	Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/ or other facilities are less available to local residents because of overcrowding
Negative impact on local character	Because of tourism the character of the region has changed for the worse
Increased property values	The increase in property values associated with tourism, makes it more difficult for some people to live in the area

