



Bundaberg 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.

As a primary food producer and gateway to the Coral Coast, the Bundaberg North Burnett region is abundant with fresh foods and eco experiences.

Bundaberg City is the commercial and industrial hub for the region's 91,858 residents. Embodying the qualities of great country living, of all its residents, the vast majority (81%) have settled in area in the past 20 years and almost half (44%) cannot think of anywhere else they would rather be. Higher than the Queensland average, locals are aged 45 years or over (64% compared with QLD 51%) or retired (29% compared with QLD 19%).

91% of residents agree that festivals and events attract tourists and raise awareness of the region

		Queensland %		Bundaberg %	
		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	43
	I enjoy living here but can think of other places I would enjoy equally	50	50	48	48
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	8	10
Feelings about the number of tourists	Want more tourists	45	43	74	70
	About the same number	50	50	23	30
	Want fewer tourists	6	8	3	1

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

Bundaberg locals like tourism and tourists. Locals are more likely to come into contact with visitors (92% compared with QLD 78%) and meet and interact with them (20% compared with QLD 15%). On the whole, three in four (74%) residents feel the region should be trying to attract more holidaymakers.

As for their views on the overall positive effects of tourism, little has changed in three years. By and large (72%) residents who rate the benefits for the community highly (+2 or +3) are those who really like living in the area or really like tourists. The top positive outcomes of tourism that Bundaberg residents most agreed with in 2010 also remain high in 2013:

- Greater cultural diversity (98% in 2013 and 94% in 2010)
- Important economic benefits (93% in 2013 and 92% in 2010), and
- Increased regional profile (89% in 2013 and 81% in 2010).

Furthermore, around nine in ten (91%) residents agree that festivals and events attract tourists and raises awareness of the region.

In general, more than other Queenslanders, locals rate the positive effect of each positive impact of tourism on their local community highly.

There have also been few shifts in the views of residents concerning the negative impacts of tourism. Compared with other Queenslanders, fewer Bundaberg residents agree with the negative impacts of tourism.

With regard to the affects of tourism on the community, a notable concern among residents is the level of disruption tourism causes to the local community. In 2013, 29% of Bundaberg residents rated the affects of disruption -2 or -3 compared with 14% of all Queenslanders who rated disruption either -2 or -3.

“More amenities to get tourists to stay. There are no tourist attractions in this town! It’s a pass through, stop and re-fuel or grab some food supplies. There should be some cafes, bars or decent pubs.”

BUNDABERG RESIDENT, 2013

Contact with Tourists, Feelings and Development

		Queensland %		Bundaberg %	
		2013	2010	2013	2010
Feelings about tourists	I like tourists	57↑	49	68	65
	I tolerate tourists	31↓	35	25	31
	I adjust my lifestyle to avoid tourists	10	10	5	2
	I stay away from places tourists go	3↓	5	2	2
Contact with tourists	I never come into contact with tourists	22↑	18	8	5
	I see tourists around but don’t usually talk to them	51	52	53↓	63
	I often interact with tourists as part of my job	10↓	13	10	11
	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	10	6
	I have made friends with tourists and kept in contact after they have left	4	5	6	3
Preferred development growth	Happy with continued growth	59	59	67	68
	Happy but no more growth	25	25	14	17
	Want less tourism	3↓	6	3	2
	More growth different direction	13↑	10	16	14

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

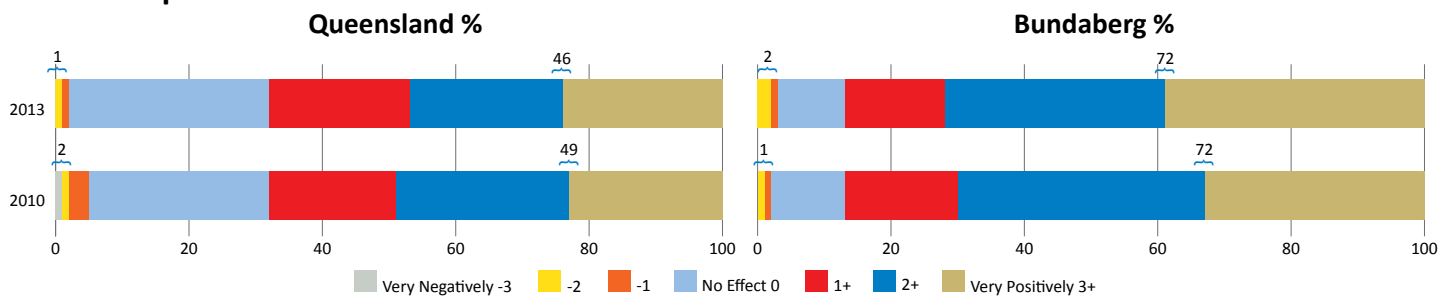
↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010



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, 72% of Bundaberg 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		Bundaberg % Agree	
	2013	2010	2013	2010
More interesting things to do	62↑	54	57	58
Important economic benefits	91↑	87	93	92
Improved facility maintenance	69↑	60	67	70
Increased local pride	72↑	65	78	71
Increased regional profile	86↑	76	89↑	81
New infrastructure	68↑	60	58	54
Greater cultural diversity	92↑	89	98↑	94
* Benefits of tourism shared evenly	38	-	43	-
** Festivals and events attract tourists and raise awareness	87	-	91	-

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

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

* 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 % Positive affect on the community as a whole. Those that rated the affect +2 or +3.		Bundaberg % 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	61↓	78
Important economic benefits	45↓	58	58↓	68
Improved facility maintenance	43↓	53	52	62
Increased local pride	39↓	50	48↓	67
Increased regional profile	40↓	52	54↓	66
New infrastructure	49↓	65	71	73
Greater cultural diversity	29↓	32	43	42
* Benefits of tourism shared evenly	41	-	55	-
** Festivals and events attract tourists and raise awareness	49	-	57	-

% 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).

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

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

* Question wording changed from 2010

** 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 % Agree		Bundaberg % Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	24	18
More disruption	32	31	16	20
Rise in delinquent behaviour	35	36	29	25
Negative impact on the environment	29	29	23	25
Increased prices	56↑	53	45	42
Lack of access for locals	17	16	7	9
Negative impact on local character	29	29	23	31
Increased property values	41↓	45	27	30

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

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

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 % Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Bundaberg % 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	18↓	39
More disruption	14↓	24	29	41
Rise in delinquent behaviour	22↓	31	18	33
Negative impact on the environment	18↓	31	27	30
Increased prices	13↓	18	10	14
Lack of access for locals	18↓	28	-	-
Negative impact on local character	8	11	9	7
Increased property values	16↓	25	14	24

% negative 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).

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

↑ Highlights a statistically significant increase in the region from 2010

↓ Highlights a statistically significant decrease in the region from 2010

- Data not available

Base: Those that agree with each statement



Demographics

		Queensland % 2013	Bundaberg % 2013
Life stage	Under 45 years, no children	26	15
	Under 45 years, with children	23	22
	45 years or more, no children	40	53
	45 years or more, with children	11	11
Years of residence	Less than 2 years	18	11
	2-5 years	20	19
	6-10 years	21	28
	11-20 years	23	22
	More than 20 years	17	19
Place of birth	Within 50km of where you currently live	21	17
	Elsewhere in Queensland	22	38
	Elsewhere in Australia	32	27
	In another country	24	17
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	7
	Family benefit	10	9
	No benefit	84	87
Income	Less than \$60,000	39	52
	\$60,000 - \$99,000	24	21
	\$100,000 or more	21	13
	Prefer not to say	17	13

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

Base 2013 Queensland n=3855, Bundaberg 287

Base 2010 Queensland n=3834, Bundaberg 201

ⁱ Source – Government Statistician, Queensland Treasury and Trade, *Queensland Regional Profile for Bundaberg Regional Local Government Area*



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

