

# 12 TOWNSVILLE TRC

The Townsville TRC consists of the main urban centre of Townsville and Magnetic Island.

## BUSINESS PROFILES

### Location and Use of Ports

Table 12.1 shows the number of license holders within the Townsville TRC and the number of survey respondents who reported having homeports within the TRC. On the basis of the sample count it is estimated that there are 20 commercial charter operators within this TRC and a 95% certainty that the correct population count of commercial charter operators within the TRC is between 12 and 28. Figure 1 shows the geographic location of the Townsville TRC.

Table 12.1 Location of Homeports

Town	Adj. Database Count	Sample Count	Estimated Count	Percent within TRC
Townsville	16	13	17	85.0
Magnetic Island	4	2	3	15.0
Charters Towers	1	0	0	0.0
Total	21	15	20	100.0

95% Confidence Interval for Estimated TRC Count 12-28  
Percent of Total Active License Holders in QLD 8.5%

*Note:* Adjusted database count is based on the postal address as recorded in the licensing information, which may not be the homeport of the charter business. The count is adjusted for latent license holders (8.6%).  
The estimated count adjusts the sample count by the sampling fraction of 1.32

### Fishing Activity

Table 12.2 shows the types of fishing trips chartered from the Townsville TRC over the previous year. On day trips the main fishing activities chartered were estuarine (40%), reef (35%) and game (25%) fishing. On overnight trips the main fishing activities were reef fishing (67.9%) and game fishing (32.1%), and similarly on extended trips, reef fishing (50%) and game fishing (50%) were the main fishing activities.

Table 12.3 displays the number of trips chartered from the Townsville TRC, and the proportion of trips that were chartered primarily for fishing. Day trips were the most common trips chartered (1228 days), and 89.8% were for

Table 12.2 Type of Fishing Activity (during the last 12 months)

Fishing Type	Day trips		Overnight trips		Extended trip	
	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD
Reef (bottom fishing)	35.0	47.5	67.9	66.0	50.0	51.2
Game (pelagic)	25.0	18.8	32.1	20.3	50.0	31.1
Estuary	40.0	26.8	0.0	11.6	0.0	12.5
Crabbing	0.0	0.5	0.0	0.2	0.0	0.5
Other	0.0	6.4	0.0	2.0	0.0	4.6
Total Sample	100.0	100.0	100.0	100.0	100.0	100.0

*Note:* Sample size n=15. All columns are independent.

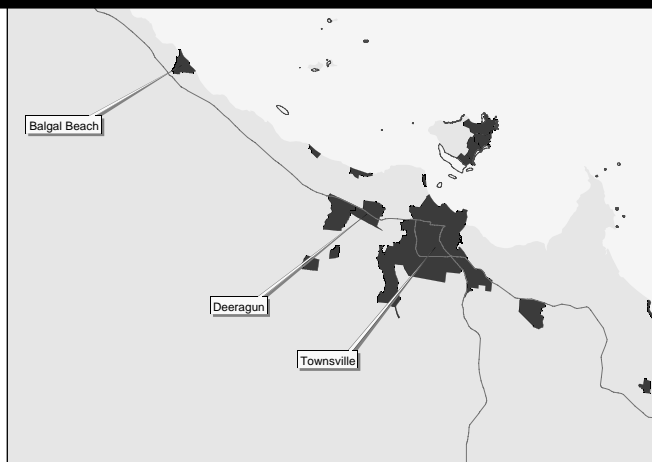


Figure 12.1 Location of the Townsville TRC

fishing only. This is significantly more than the Queensland percentage of 70.2% for day trips. Over 66% of overnight trips and 79.3% of extended trips were fishing-only trips. In summary, trips chartered from the Townsville TRC were chartered more for fishing (85.7%) than other charters in Queensland (68.1%).

Table 12.4 shows the percentage of time spent fishing and doing other activities such as diving and cruising, for trips where fishing was not the only activity. On day trips fishing was the major activity (73%), and on overnight trips the main activities were fishing (35%), diving and snorkeling (34.7%) and cruising and sightseeing (30.0%). On extended trips there was no fishing, and the only activity was diving and snorkeling.

Table 12.5 shows that the peak months for charter activity within the Townsville TRC were June to November, similar to the peak season for the rest of the Queensland industry.

### Location of Resource Use

Figure 12.2 shows the location of resource use by commercial charter operators in the Townsville TRC. The location of resource use is mostly around Magnetic Island, Cleveland Bay, and the outer reefs closest to Townsville. The secondary resource catchment extends to Hinchinbrook Island.

Table 12.3 Number of Charter Trips (during the last 12 months)

Type	Mean within TRC	QLD Mean
<b>Day Trips</b>		
Mean number of day-trips (per business)	81.9	85.3
Mean number of fishing-only day-trips	73.2	59.9
Total number of day-trips	1228	16,976
Total number of fishing-only day-trips	1098	11,919
Percentage of fishing-only trips	89.8%	70.2%
<b>Overnight Trips</b>		
Mean number of overnight trips (per business)	3.73	5.39
Mean number of fishing-only overnight-trips	2.47	3.34
Total number of days on overnight trips	112	1,072
Total number of fishing-only days on overnight trips	74	665
Percentage of fishing-only trips	66.1%	62.0%
<b>Extended Trips</b>		
Mean number of extended-trips	3.87	6.9
Mean number of fishing-only extended-trips	3.07	4.49
Total number of days on extended trips	352	6,881
Total number of fishing-only days on extended trips	279	4,385
Percentage of fishing-only trips	79.3%	66.1%
Mean number of days away (per business)	102.8	121.3
TOTAL days charter	1692	16,969
Percentage fishing only	85.7%	68.1%

Table 12.4 Charter Activities (during the last 12 months)

Type	Within TRC	QLD Mean
<b>Day Trips</b>		
% time spent fishing	73.0	52.9
% time spent diving/snorkeling	20.0	13.1
% time spent cruising/sightseeing	7.0	17.5
% time spent sailing	0.0	0.4
% time spent whale & dolphin watching	0.0	4.2
% time spent doing other activities	0.0	11.9
<b>Overnight Trips</b>		
% time spent fishing	35.0	51.2
% time spent diving/snorkeling	34.7	22.9
% time spent cruising/sightseeing	30.0	15.9
% time spent sailing	0.0	0.0
% time spent whale & dolphin watching	0.0	0.0
% time spent doing other activities	0.3	10.0
<b>Extended Trips</b>		
% time spent fishing	0.0	51.2
% time spent diving/snorkeling	100.0	31.1
% time spent cruising/sightseeing	0.0	12.5
% time spent sailing	0.0	0.6
% time spent whale & dolphin watching	0.0	0.0
% time spent doing other activities	0.0	4.6

Table 12.5 Peak Charter Months During Past 12 Months

Months	Sample Count	Percent within TRC	Percent of QLD Fishery
January	1	6.7	21.8
February	1	6.7	6.2
March	3	20.0	8.8
April	5	33.3	16.6
May	5	33.3	17.6
June	6	40.0	26.9
July	7	46.7	37.3
August	8	53.3	37.3
September	7	46.7	44.0
October	9	60.0	48.7
November	6	40.0	35.2
December	3	20.0	25.9

## Charter Industry Businesses

Table 12.6 identifies the number of employees within the Townsville TRC. The majority of businesses had one fulltime employee and an average of 0.8 fulltime equivalent employees. In summary it is estimated that there were 29 people employed in the charter industry within the Townsville TRC over the previous year.

## Business Ownership and Size

Table 12.7 shows the number of years the current owner-operator had owned the charter business. Eighty percent of businesses had been owned for less than 10 years, and 13.3% had been owned for more than 15 years. The average was 6.5 years, some 6 months less than the Queensland average (7 years).

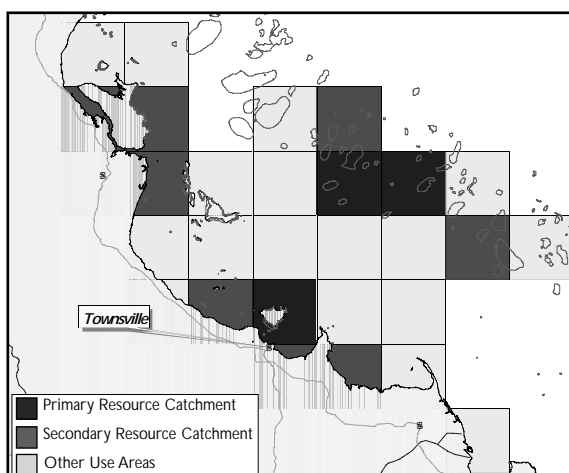


Figure 12.2 Townsville TRC: Location of Resource Use

Table 12.6 Number of Employees

Number of Charter Employees	Full-Time Count	Full-Time Percent	Part-Time Count	Part-Time Percent	Casual Count	Casual Percent
Nil	4	26.7	13	86.7	9	60.0
1	10	66.7	1	6.7	2	13.3
2-3	1	6.7	1	6.7	3	20.1
4-5	0	0.0	0	0.0	1	6.7
Total Businesses	15	100.0	15	100.0	15	100.0
Total Employees	12		3		14	
Mean Number of Employees per Business				1.4		
Mean Number of Full-time Employees per Business				0.8		
Mean Number of Part-time & Casual Employees per Business				1.1		
Estimated Number Employed within the TRC				29		

Note: Part-time and casual employment was recorded as 0.5 when contributing to total employment.  
Total number of employees includes the respondent.

Table 12.7 Number of Years of Current Ownership of the Charter Business

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	6	40.0	40.0
6-10	6	40.0	80.0
11-15	1	6.7	86.7
15+	2	13.3	100.0
Total	15	100.0	100.0
Mean Number of Years owned or operated			6.5
Difference of Mean to Population Mean (7.0)			-0.5

Note: Standard errors for number of years ownership (sample = 1.3; QLD population = 0.5).

Table 12.8 shows the average number of years the charter business had been operating in its current location. In the Townsville TRC, the average was 6.3 years, which was two years less than the Queensland average. These figures are less than the number of years the operator had owned the business, suggesting that the business had changed form or location in some way.

Table 12.8 Number of Years Business has been Operating

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	7	46.9	46.9
6-10	5	33.5	80.0
11-15	3	20.1	100.0
15+	0	0.0	0.0
Total	6	100.0	100.0
Mean Number of Years owned or operated			6.3
Difference of TRC Mean to QLD Population Mean (8.3)			-2.0

Note: Standard errors for number of years operated (sample = 1.7; QLD population = 0.6)

Table 12.9 displays the number of boats operated by businesses in the Townsville TRC. The majority of charter businesses operated one boat (86.7%). The average number of boats owned (1.1 boats) was slightly less than the Queensland average (1.3 boats).

Table 12.9 Number of Boats Operated

Number of Boats	Sample Count	Percent TRC
1	13	86.7
2	2	13.3
3	0	0.0
4+	0	0.0
Total Number of Businesses	15	100.0
Mean Number of Boats Operated		1.1
Difference of Mean to QLD Population Mean (1.3)		-0.2

Note: Standard errors for number of boats operated (sample = 0.2; QLD population = 0.06)

Table 12.10 shows the frequency distribution of the length of boats within the Townsville TRC. Most boats were less than six metres in length, and 5.6% were between 18-24m. The average length was 8.6m, which is 2.8m less than the Queensland average.

Table 12.10 Length of Vessels Operated by Charter Businesses

Length of Boat (metres)	Sample Count	Percent TRC
2-6	9	50.0
7-10	3	16.7
11-14	5	27.8
15-18	0	0.0
18-24	1	5.6
24+	0	0.0
Total Number of Boats	18	100.0
Mean Length of Boats Operated (metres)		8.6
Difference of Mean to QLD Population Mean (11.4)		-2.8
Mean Length of Largest Boat Operated (metres)		9.3
Difference of Mean to QLD Population Mean (11.7)		-2.4

Note: Standard errors for mean length of boats (sample = 1.1; QLD population=0.4) and mean length of largest boats (sample =; QLD population=0.5).

## Value of Production and Location of Sales

Table 12.11 shows the value of charter operations within the Townsville TRC for the twelve months prior to the survey. The profile for the Townsville TRC was different to the overall profile for Queensland. In the Townsville TRC there were a significantly higher percentage (80.0%) of businesses with production values less than \$100,000. The estimated GVP for the TRC was \$1.4 million, representing 4% of Queensland's charter industry.

Table 12.11 Business Income (Annual value)

Value (\$,000)	Sample Count	Sample Percent	Queensland Percent
Less than \$100	12	80.0	65.8
\$101 - \$200	2	13.3	11.5
\$201 - \$300	1	6.7	7.5
\$301 - \$400	0	0.0	4.0
\$401 - \$500	0	0.0	6.0
\$501 - \$600	0	0.0	2.0
\$601 - \$700	0	0.0	2.5
\$701 - \$800	0	0.0	0.0
\$801 - \$900	0	0.0	0.0
\$901 - \$1,000	0	0.0	0.0
Over \$1,000	0	0.0	0.5
Total	15	100.0	100.0

Mean GVP for TRC	\$70,000
Estimated Total GVP for TRC	\$1,389,000
Estimated Total GVP for QLD Population	\$ 34,419,000
Percent of Total Queensland Production	4.0%

Note: Estimated GVP is based on the sample GVP total multiplied by the sampling fraction of 1.32

Table 12.12 estimates that the number of customers to charter trips from the Townsville TRC was 10,650, representing 3.1% of all charter custom in Queensland.

Table 12.12 Number of Customers per Year

	Mean Customers per Business	Sample Count	Estimated Total
Townsville TRC	532.5	6,923	10,650
QLD	1,335	259,930	343,100

Percent of Queensland 3.1%

Note: Sample count=13. The estimated value is based on 20 estimated businesses (table 2.1)

Table 12.13 shows the value of sales and the origin of customers visiting the Townsville TRC for the sample of businesses, and estimated for the whole TRC. It is estimated that the value of charter trips was \$1.4 million and that the majority of this income was generated through each of the local area (37.1%), other parts of Australia (26.6%), Queensland (17.0%) and the overseas market (19.3%).

Table 12.13 Origin and Value of Customers

	Sample Value of Sales	Mean Percent of Sample	Est. Value of all Sales
Local area	389,550	37.1	514,206
Queensland area	178,500	17.0	235,620
Australians	279,300	26.6	368,676
Overseas	202,650	19.3	267,498
Total Sales	\$1,050,000	100.0	\$1,386,000

Note: The sample value of sales is based on GVP as reported by businesses in the survey

## Business Expenditure

Table 12.14 shows that approximately \$722,000 was spent by businesses in the Townsville TRC on business goods and services (excluding salaries and wages) over the previous year. As expected the majority of this expenditure occurred in Townsville (84%) with the remaining amount being spent in several other towns in Queensland and NSW.

Table 12.14 Town Location of Business Expenditure (All costs, excluding salaries and wages)

Location of Expenditure	Sample Value of Expenditure	Percent of Sample	Est. Value Expenditure
Townsville	459,480	84.0	606,564
Cairns	39,384	7.2	51,991
Magnetic Island	33,914	6.2	44,770
Bamaga	3,282	0.6	4,333
Brisbane	3,282	0.6	4,333
Bundaberg	1,641	0.3	2,166
Cardwell	1,641	0.3	2,166
Ingham	3,282	0.6	4,333
NSW	1,641	0.3	2,166
Total Expenditure	\$547,000	100.0	\$722,100

Note: Business expenditure includes all non-labour expenditure (ie. fuel, equipment, repairs etc) Coefficients from the QLD input-output table for 1992-1993 indicate that expenditure on local intermediate purchases and imports, accounted for 52.1% of total revenue. The amount of business expenditure occurring within specific locations is based on 52.1% of the estimated GVP for the business.

## CHARTER-OPERATOR PROFILES

### Town of Residence

Table 12.15 displays the towns in which charter operators resided within the Townsville TRC. Most operators resided within Townsville (73.3%).

Table 12.15 Town of Residence

Town of Residence	Sample Count	Percent of Sample
Townsville	11	73.3
Magnetic Island	2	13.3
Charters Towers	1	6.7
VIC	1	6.7
Total	15	100.0

### Months Employed in the Charter Industry

Table 12.16 displays the months in which owner-operators were employed within the Townsville TRC. Most operators were employed for the whole of the year, and all operators were employed during March, and from May to September.

Table 12.16 Months Employed in the Charter Industry During Past 12 Months

Months	Owner Operators %	All QLD Operators
January	85.7	81.0
February	92.9	81.5
March	100.0	85.7
April	92.9	89.4
May	100.0	92.6
June	100.0	92.6
July	100.0	92.6
August	100.0	93.7
September	100.0	95.2
October	85.7	93.7
November	85.7	91.5
December	85.7	86.8

## Location of Household Expenditure

Table 12.17 shows the location of expenditure on household items from the Townsville TRC. It is estimated that \$317,000 was spent, and the majority occurred in Townsville (77.8%).

Table 12.17 Town Location of Household Expenditure (All commodities and services)

Location of Household Expenditure	Sample Value of Expenditure	Percent of Sample	Est. Value Expenditure
Townsville	186,953	77.8	246,782
Magnetic Island	18,743	7.8	24,742
VIC	16,100	6.7	21,252
Charters Towers	16,100	6.7	21,252
Brisbane	1,922	0.8	2,538
NSW	721	0.3	952
<b>Total Expenditure</b>	<b>\$240,300</b>	<b>100.0</b>	<b>\$317,200</b>

*Note: The sample total personal income for the Townsville TRC was \$395,000. The Household Expenditure Survey for Queensland: 1993-1994 (ABS, 1996) indicates that for households in non-metropolitan areas 79% of gross weekly income was related to commodity and service purchases. Furthermore, of the total expenditure on commodities and services purchased by households, Queensland Input-Output tables indicate that 77% of expenditure occurs within Queensland, with the balance contributing to taxes and imports from outside Queensland. The sample value of expenditure was therefore calculated to be \$240,300. Estimated value of expenditure was calculated by multiplying the sample value of expenditure by 1.32*

## School and Employment Locations of Family Members

The town locations in which family members attended school or were employed are shown in Table 12.18. Most family members attended school or were employed in Townsville (65.9%) and Charters Towers (12.2%) as well as Victoria (12.2%).

Table 12.18 School and Employment Locations of Family Members

Location of Employment or School	Sample Count	Percent of Sample
Townsville	27	65.9
Charters Towers	5	12.2
Victoria	5	12.2
Magnetic Island	3	7.3
Brisbane	1	2.4
<b>Total Family Members</b>	<b>77</b>	<b>100.0</b>

*Note: Counts and percentages based on all immediate family members.*

## Social and Demographic Profiles

Table 12.19 displays the profiles for charter operators from the Townsville TRC. Operators from this TRC tend to have lived in their town for longer, were less likely to rent, were less likely to have completed a business course or have a business plan, and had a higher elderly dependency than the average Queensland charter operator.

Table 12.19. Owner-Operator Profiles for the Townsville TRC

Profile	Owner-Operators	All QLD Charter operators
Estimated Number of Charter-owners	15	191
Mean age of fisher	43.3	45.4
Age range	29-67	20-76
Percent males	100.0	93.8
Mean years resident in town	24.1	19.1
Mean number of years in charter industry	10.5	11.0
Mean hours per week in charter industry	58.9	50.7
Percent moved town to retain employment	20.0	14.0
Percent currently employed in other industry	40.0	46.1
Percent previously employed in other industry	93.3	93.7
Housing tenure (%)		
Rent	6.7	14.1
Mortgage	40.0	33.0
Own home	53.3	50.8
Other (eg, live with parents, on boat)	0.0	2.0
Educational		
Year completed school (%)		
Primary school	13.3	3.2
Year 8	0.0	3.2
Year 9	0.0	4.7
Year 10	33.3	32.6
Year 11	6.7	10.5
Year 12	46.7	45.8
Percent completed trade or TAFE certificate	50.0	52.2
Percent completed industry or business course	33.3	55.6
Percent with business plan	46.7	53.4
Marital Status		
Percent married or relationship	86.7	88.1
Partner's Income*		
Full-time employment	53.8	52.2
Part-time employment	23.1	23.3
Casual employment	7.7	8.8
Not employed	15.4	15.7
Family Composition		
Mean family size	2.9	3.2
Estimated number of total family members	43	596
Dependency Ratios		
Age Dependency Ratio**	26.2	21.7
Elderly Dependency Ratio	7.1	1.2
Child Dependency Ratio	19.0	20.6
Family Member Industry Dependency Ratio***	15.0	20.4
Gross Individual Income (%)		
Less than \$16,000	0.0	39.2
\$16,000 - \$26,000	50.0	22.2
\$26,000 - \$36,000	25.0	9.5
\$36,000 - \$52,000	0.0	13.3
\$52,000 - \$78,000	0.0	9.5
Over \$78,000	25.0	6.3
Average Income (\$)	39,250	28,000

Note: \* Percentage based on those charter operators with partners. Includes partners income from all sources.

\*\*The age dependency ratio is the number of children (below 15 years) and elderly persons (above 65 years) to every 100 persons in the population

\*\*\*The industry dependency ratio is the number of persons in the family who are over 15 years of age and working in the charter industry as a proportion of all family members over 15 years of age.