

# 13 AIRLIE BEACH TRC

The Airlie Beach TRC consists of the main urban centres of Airlie Beach, Cannonvale and Proserpine, and the Whitsunday Islands.

## BUSINESS PROFILES

### Location and Use of Ports

Table 13.1 shows the number of license holders within the Airlie Beach 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 8 commercial charter operators within this TRC and a 95% certainty that the correct population count of commercial charter operators within the TRC is between 3 and 13. Figure 13.1 shows the geographic location of the Airlie Beach TRC.

Table 13.1 Location of Homeports

Town	Adj. Database Count	Sample Count	Estimated Count	Percent within TRC
Airlie Beach	5	1	1	12.5
Hamilton Island	2	2	3	37.5
Hayman Island	1	1	1	12.5
Shute Harbour	0	2	3	37.5
Total TRC	8	6	8	100.0
95% Confidence Interval for Estimated TRC Count				3-13
Percent of Total Active License Holders in QLD				3.0%

*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 13.2 shows the types of fishing trips that were chartered from the Airlie Beach TRC over the previous year. Reef fishing (58%), game fishing (24%) and estuarine fishing (16%) were the main activities on day trips. On overnight trips, reef fishing (50%) and game fishing (50%) were the main activities. Fishing-only trips were not chartered as extended trips.

Table 13.2 Type of Fishing Activity (during the last 12 months)

Fishing Type	Day trips		Overnight trips		Extended trips	
	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD
Reef (bottom fishing)	58.0	47.5	50.0	66.0	0.0	51.2
Game (pelagic)	24.0	18.8	50.0	20.3	0.0	31.1
Estuary	16.0	26.8	0.0	11.6	0.0	12.5
Crabbing	0.0	0.5	0.0	0.2	0.0	0.5
Other	2.0	6.4	0.0	2.0	0.0	4.6
Total Sample	100.0	100.0	100.0	100.0	100.0	100.0

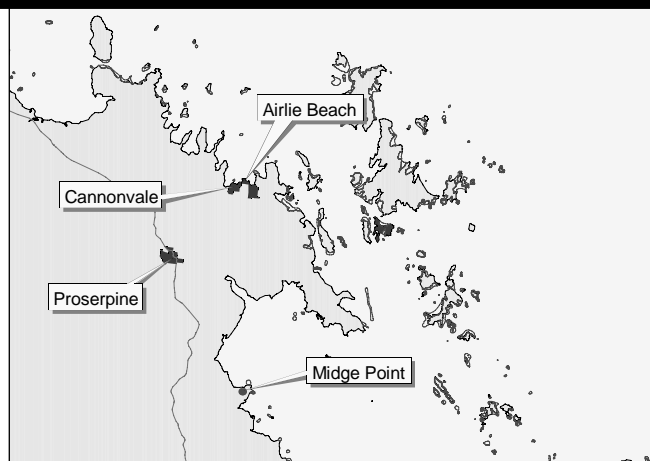


Figure 13.1 Location of the Airlie Beach TRC

Table 13.3 shows the number of trips and percentage of trips that were chartered especially for fishing. There were 1,015 day trips chartered from the Airlie Beach TRC, and 68.7% of these were predominately for fishing, which is a similar percentage to the Queensland average. There were only 12 days spent on overnight trips, and all were chartered for fishing. No extended trips were chartered from the Airlie Beach TRC. In summary, 69% of trips were fishing-only, similar to the Queensland average.

Table 13.4 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 (60%) and cruising and sightseeing (35.5%) were the major activities. Overnight trips were not chartered unless for fishing, and there were no extended trips from this TRC.

Table 13.5 shows that the peak months for charter activity within the Airlie Beach TRC were June to November.

Table 13.5 Peak Charter Months During Past 12 Months

Months	Sample Count	Percent within TRC	Percent of QLD Fishery
January	1	16.7	21.8
February	0	0.0	6.2
March	0	0.0	8.8
April	1	16.7	16.6
May	0	0.0	17.6
June	2	33.3	26.9
July	3	50.0	37.3
August	2	33.3	37.3
September	3	50.0	44.0
October	3	50.0	48.7
November	2	33.3	35.2
December	1	16.7	25.9

Table 13.3 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)	169.2	85.3
Mean number of fishing-only day-trips	116.2	59.9
Total number of day-trips	1,015	16,976
Total number of fishing-only day-trips	697	11,919
Percentage fishing-only trips	68.7%	70.2%
<b>Overnight Trips</b>		
Mean number of overnight trips (per business)	1.0	5.39
Mean number of fishing-only overnight-trips	1.0	3.34
Total number of days on overnight trips	12.0	1,072
Total number of fishing-only days on overnight trips	12.0	665
Percentage fishing-only trips	100.0%	62.0%
<b>Extended Trips</b>		
Mean number of extended-trips	0.0	6.9
Mean number of fishing-only extended-trips	0.0	4.49
Total number of days on extended trips	0.0	6,881
Total number of fishing-only days on extended trips	0.0	4,385
Percentage fishing-only trips	0.0%	66.1%
Mean number of days away (per business)	170.8	121.3
TOTAL days charter	1027	16,969
Percentage fishing only	69.0%	68.1%

Table 13.4 Charter Activities

Type	Within TRC	QLD Mean
<b>Day Trips</b>		
% time spent fishing	60.0	52.9
% time spent diving/snorkeling	4.5	13.1
% time spent cruising/sightseeing	35.5	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	0.0	51.2
% time spent diving/snorkeling	0.0	22.9
% time spent cruising/sightseeing	0.0	15.9
% time spent sailing	0.0	0.0
% time spent whale & dolphin watching	0.0	0.0
% time spent doing other activities	0.0	10.0
<b>Extended Trips</b>		
% time spent fishing	0.0	51.2
% time spent diving/snorkeling	0.0	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

Note: Sample size n=6. All columns are independent.

### Location of Resource Use

Figure 13.2 shows the location of resource use by commercial charter operators in the Airlie Beach TRC. The location of resource use is primarily around the Whitsunday Islands, especially the northern islands.

### Charter Industry Businesses

Table 13.6 identifies the number of employees within the Airlie Beach TRC. The majority of businesses had 2-5 fulltime employees, and 16.7% of businesses had more than 5 employees. There was an average of 9.8 fulltime equivalent employees per business. In summary it is estimated that there were 71 people employed in the charter industry within the Airlie Beach TRC over the previous year.

### Business Ownership and Size

Table 13.7 shows the number of years the current owner-operator had owned the charter business. Most businesses had been owned for less than 5 years (66.7%), and for an average of 4.3 years which is 2.7 years less than the Queensland average (7 years).

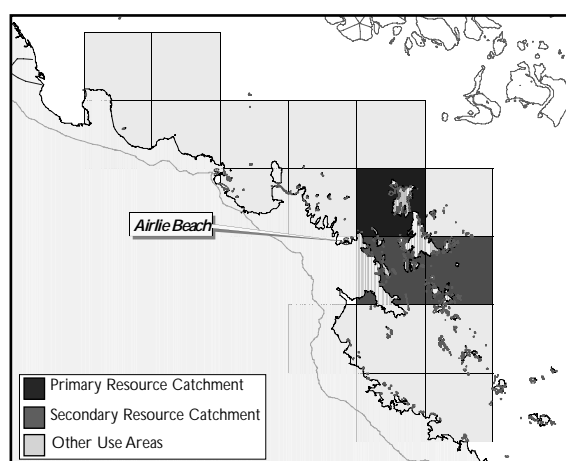


Figure 13.2 Airlie Beach TRC: Location of Resource Use

Table 13.6 Number of Employees

Number of Charter Employees	Full-Time Count	Full-Time Percent	Part-Time Count	Part-Time Percent	Casual Count	Casual Percent
Nil	0	0.0	5	83.3	2	33.3
1	1	16.7	0	0.0	1	16.7
2-3	2	33.3	1	16.7	2	33.3
4-5	2	33.3	0	0.0	1	16.7
5+	1	16.7	0	0.0	0	0.0
Total Businesses	6	100.0	6	0.0	6	100.0
Total Employees	59		2		10	
Mean Number of Employees per Business				10.8		
Mean Number of Full-time Employees per Business				9.8		
Mean Number of Part-time & Casual Employees per Business				2.0		
Estimated Number Employed within the TRC				71		

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

Table 13.7 Number of Years of Current Ownership of the Charter Business

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	4	66.7	66.7
6-10	1	16.7	83.3
11-15	1	16.7	100.0
15+	0	0.0	0.0
Total	6	100.0	100.0
Mean Number of Years owned or operated			4.3
Difference of TRC Mean to QLD Population Mean (7.0)			-2.7

Note: Standard errors for number of years ownership (sample = 1.6; QLD population = 0.5).

Table 13.8 shows that the average number of years the charter business had been operating was 16.9 years. This is 8.6 years longer than the average Queensland charter business. Most businesses had been operating less than 5 years, and 16.7% of businesses had been operating for more than 15 years.

Table 13.8 Number of Years Business has been Operating

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	3	50.0	50.0
6-10	0	0.0	50.0
11-15	2	33.3	83.3
15+	1	16.7	100.0
Total	6	100.0	100.0
Mean Number of Years owned or operated			16.9
Difference of Mean to Population Mean (8.3)			+8.6

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

Table 13.9 shows the number of boats owned by charter businesses in the Airlie Beach TRC. Fifty percent of businesses operated one boat, and 16.7% of businesses had more than 4 boats. The average for the TRC was 3 boats, which is significantly more than the Queensland average (1.3 boats).

Table 13.9 Number of Boats Operated by Charter Businesses

Number of Boats	Sample Count	Percent TRC
1	3	50.0
2	1	16.7
3	1	16.7
4+	1	16.7
Total Number of Businesses	6	100.0
Mean Number of Boats Operated		3.0
Difference of Mean to QLD Population Mean (1.3)		+1.7

Note: Standard errors for number of boats operated (sample = 1.4; QLD population = 0.06)

Table 13.10 shows the frequency distribution of the length of boats within the Airlie Beach TRC. Most vessels were between 7-10m (38.9%), and 33.4% of vessels were larger than 18m. The average length (15.6m), and the average length of the largest vessel (15.6m) were significantly longer than the Queensland averages (11.4 and 11.7m respectively).

Table 13.10 Length of Vessels Operated by Charter Businesses

Length of Boat (metres)	Sample Count	Percent TRC
2-6	2	11.1
7-10	7	38.9
11-14	2	11.1
15-18	1	5.6
18-24	2	11.1
24-30	1	5.6
30+	3	16.7
Total Number of Boats	18	100.0
Mean Length of Boats Operated (metres)		15.6
Difference of Mean to QLD Population Mean (11.4)		+4.2
Mean Length of Largest Boat Operated (metres)		15.6
Difference of Mean to QLD Population Mean (11.7)		+3.9

Note: Standard errors for mean length of boats (sample = 2.6; QLD population=0.4) and mean length of largest boats (sample = 1.4; QLD population=0.5).

## Value of Operation and Location of Sales

Table 13.11 shows the value of charter operations within the Airlie Beach TRC for the twelve months prior to the survey. The mean GVP for the TRC was \$233,000, and the profile shows that only 33.3% of businesses earned less than \$100,000, as compared to 65.8% in the Queensland profile. Some 16.7% of businesses earned between \$600-700,000. The estimated total GVP for the TRC was \$1.8m, representing 5.4% of the Queensland charter income.

Table 13.11 Business Income (Annual value)

Value (\$,000)	Sample Count	Sample Percent	Queensland Percent
Less than \$100	2	33.3	65.8
\$101 - \$200	0	0.0	11.5
\$201 - \$300	2	33.3	7.5
\$301 - \$400	1	16.7	4.0
\$401 - \$500	0	0.0	6.0
\$501 - \$600	0	0.0	2.0
\$601 - \$700	1	16.7	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	6	100.0	100.0

Mean GVP for TRC	\$233,000
Estimated Total GVP for TRC	\$1,848,000
Estimated Total GVP for QLD	\$34,419,000
Percent of Total Queensland Production	5.4%

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

Table 13.12. provides an approximation of the number of people chartering trips from the Airlie Beach TRC for the previous year. It is estimated that there were 8,360 customers for the TRC, representing 2.4% of the Queensland total.

Table 13.12 Number of Customers per Year

	Mean Customers per Business	Sample Count	Estimated Total
Airlie Beach TRC	1,045	4,180	8,360
QLD	1,335	259,930	343,100

Percent of Queensland 2.4%

Table 13.13 shows the origin and associated value of customers to the Airlie Beach TRC. It is estimated that \$1.8m was spent on charters over the previous 12 months, and that the majority of this income was derived from Queensland (26%), Australia (32%), and the overseas market (27%).

Table 13.13 Origin and Value of Customers

Origin	Sample Value of Sales	Mean % of Sample	Est. Value of all Sales
Local area	210,000	15.0	277,200
Queensland	364,000	26.0	480,480
Outside Queensland	448,000	32.0	591,360
Overseas	378,000	27.0	498,960
Total Sales	\$1,400,000	100.0	\$1,848,000

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

## Business Expenditure

Table 13.14 shows that approximately \$1 million was spent by businesses in the Airlie Beach TRC on business goods and services (excluding salaries and wages) over the previous year. The majority of this expenditure occurred in Airlie Beach (49.8% or \$0.5 million), Hamilton Island (22.5% or \$216,000) and Mackay (8.5% or \$82,000). The remaining 19.2% was dispersed to several other Australian and overseas locations.

Table 13.14 Town Location of Business Expenditure (All costs, excluding salaries and wages)

Location of Expenditure	Sample Value of Expenditure	Percent of Sample	Est. Value Expenditure
Airlie Beach	363,241	49.8	479,474
Hamilton Island	164,115	22.5	216,600
Mackay	61,999	8.5	81,838
Proserpine	34,282	4.7	45,251
Cannonvale	32,094	4.4	42,363
NSW	23,341	3.2	30,809
Shute Harbour	22,611	3.1	29,846
Brisbane	10,941	1.5	14,442
Bowen	5,835	0.8	7,702
Overseas	5,835	0.8	7,702
Gold Coast	4,376	0.6	5,776

Total Expenditure	\$729,400	100.0	\$962,800
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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 13.15 shows the towns of residence for charter operators within the Airlie Beach TRC. Charter-operators lived in Airlie Beach (40%), Hamilton Island (40%), and Cannonvale (20%).

Table 13.15 Town of Residence

Town of Residence	Sample Count	Percent of Sample
Airlie Beach	2	40.0
Hamilton Island	2	40.0
Cannon Vale	1	20.0
Total	5	100.0

### Months Employed in the Charter Industry

Table 13.16 displays the months that the majority of owner-operators within the TRC were employed in the charter industry. All operators were employed throughout each month of the year, which is unusual compared to the Queensland average.

Table 13.16 Months Employed in the Charter Industry During Past 12 Months

Months	Owner Operators %	All QLD Operators
January	100.0	81.0
February	100.0	81.5
March	100.0	85.7
April	100.0	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	100.0	93.7
November	100.0	91.5
December	100.0	86.8

### Location of Household Expenditure

Table 13.17 shows the location of towns in which household items were purchased for families of charter operators in the Airlie Beach TRC. It is estimated that \$146,100 was spent on household items, and that this was spent mostly in Airlie Beach (48.1%), Hamilton Island (26.1%) and Cairns (15.8%). Several other towns in Queensland and Australia were also visited to purchase household items.

Table 13.17 Town Location of Household Expenditure (all commodities and services)

Location of Household Expenditure	Sample Value of Expenditure	Percent of Sample	Est. Value Expenditure
Airlie Beach	53,247	48.1	70,274
Hamilton Island	28,893	26.1	38,132
Cairns	17,491	15.8	23,084
Mackay	4,317	3.9	5,698
Proserpine	2,103	1.9	2,776
Gold Coast	1,771	1.6	2,338
NSW	996	0.9	1,315
Brisbane	886	0.8	1,169
<b>Total Expenditure</b>	<b>\$110,700</b>	<b>100.0</b>	<b>\$146,100</b>

Note: The sample total personal income for the Airlie Beach TRC was \$182,000. 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 \$110,700. 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 13.18. Most family members attended school or were employed in Cannonvale (37.5%) and Hamilton Island (37.5%).

Table 13.18 School and Employment Locations of Family Members

Location of Employment or School	Sample Count	Percent of Sample
Cannonvale	6	37.5
Hamilton Island	6	37.5
Airlie Beach	4	25.0
<b>Total Family Members</b>	<b>16</b>	<b>100.0</b>

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

### Social and Demographic Profiles

Table 13.19 provides profile information for charter owner-operators from the Airlie Beach TRC. These operators tended to be newer to the region and the industry, more likely to rent, more likely to have left school early and completed a TAFE certificate or trade, and more likely to have done a business course and have a business plan. All were married, and more spouses were likely to be working in the same business, have dependent children, and earn more than the average Queensland charter-operator.

Table 13.19. Owner-Operator Profiles for the Airlie Beach TRC

Profile	Owner-Operators	All QLD Operators
Estimated Number of Charter-owners	5	191
Mean age of operator	42.3	45.4
Age range	35-55	20-76
Percent males	93.8	
Mean years resident in town	8.9	19.1
Mean number of years in charter industry	8.1	11.0
Mean hours per week in charter industry	61.8	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	80.0	93.7
Housing tenure (%)		
Rent	40.0	14.1
Mortgage	20.0	33.0
Own home	40.0	50.8
Other (eg, live with parents, on boat)	0.0	2.0
Educational		
Year completed school (%)		
Primary school	0.0	3.2
Year 8	0.0	3.2
Year 9	0.0	4.7
Year 10	60.0	32.6
Year 11	0.0	10.5
Year 12	40.0	45.8
Percent completed trade or TAFE certificate	80.0	52.2
Percent completed industry or business course	80.0	55.6
Percent with business plan	80.0	53.4
Marital Status		
Percent married or relationship	100.0	88.1
Partner's Income*		
Full-time employment	100.0	52.2
Part-time employment	0.0	23.3
Casual employment	0.0	8.8
Not employed	0.0	15.7
Family Composition		
Mean family size	2.8	3.2
Estimated number of total family members	14	596
Dependency Ratios		
Age Dependency Ratio**	28.6	21.7
Elderly Dependency Ratio	0.0	1.2
Child Dependency Ratio	28.6	20.6
Family Member Industry Dependency Ratio***	33.3	20.4
Gross Individual Income (%)		
Less than \$16,000	16.7	39.2
\$16,000 - \$26,000	33.3	22.2
\$26,000 - \$36,000	0.0	9.5
\$36,000 - \$52,000	33.3	13.3
\$52,000 - \$78,000	16.7	9.5
Over \$78,000	0.0	6.3
Average Income (\$)	33,833	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