

# 16 HERVEY BAY TRC

The Hervey Bay TRC consists of the main urban centre of Hervey Bay.

## BUSINESS PROFILES

### Location and Use of Ports

Table 16.1 shows the number of license holders within the Hervey Bay 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 17 commercial charter operators within this TRC and a 95% certainty that the correct population count of commercial charter operators within the TRC is between 9 and 25. Figure 1 shows the geographic location of the Hervey Bay TRC.

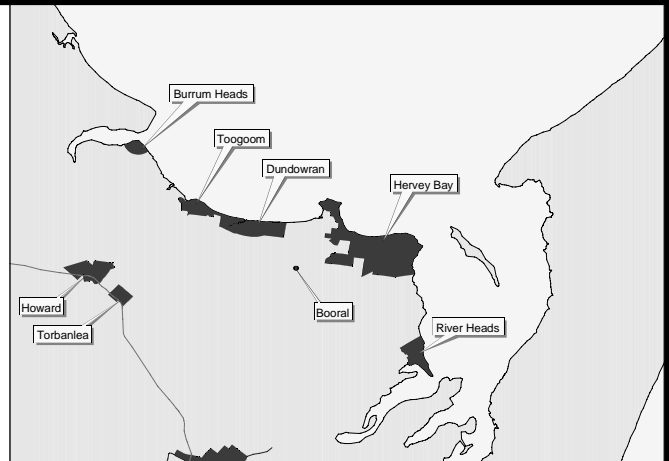


Figure 16.1 Location of the Hervey Bay TRC

Table 16.1 Location of Homeports

Town	Adj. Database Count	Sample Count	Estimated Count	Percent within TRC
Hervey Bay	6	13	17	100.0
Pialba	3	0	0	0.0
Torquay	3	0	0	0.0
Urangan	5	0	0	0.0
Total TRC	17	13	17	100.0

95% Confidence Interval for Estimated TRC Count 9-25  
Percent of Total Active License Holders in QLD 6.5%

*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 16.2 shows the types of fishing that were chartered from the Hervey Bay TRC. The main fishing activities on day trips were reef fishing (76%) and game fishing (15%). On overnight trips, the main fishing activity was reef fishing (92%), and similarly on extended trips (68.8%).

Table 16.3 shows the number of trips and the percentage that were chartered primarily for fishing. Day trips were the most common trips chartered from the Hervey Bay TRC (1,304 days), and 79.9% were predominately fishing charters. Most overnight trips (292 days) were chartered for fishing (96.6%),

Table 16.2 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)	76.0	47.5	92.0	66.0	68.8	51.2
Game (pelagic)	15.0	18.8	0.0	20.3	6.2	31.1
Estuary	5.0	26.8	0.0	11.6	0.0	12.5
Crabbing	0.0	0.5	0.0	0.2	0.0	0.5
Other	4.0	6.4	8.0	2.0	25.0	4.6
Total Sample	100.0	100.0	100.0	100.0	100.0	100.0

which is significantly higher than the Queensland average for overnight trips. Similarly, a high proportion of extended trips (502 days) were also fishing-only (84.7%). In summary, 83.4% of charters from the Hervey Bay TRC were fishing charters, and compared to the Queensland average (66.1%), this makes the TRC a popular fishing-charter TRC.

Table 16.4 shows the percentage of time spent fishing and doing other activities such as diving and cruising, on trips where fishing was not the only activity. On day trips, fishing represented 41.3% of activities, and other activities (35.9%) and whale and dolphin watching (22.9%) were also major activities. On overnight trips that were not predominately for fishing, fishing represented 94.5% of activities, and similarly on extended trips, fishing made-up 90% of activities.

Table 16.5 shows that the peak months for charter activity within the Hervey Bay TRC were August to January, which was similar to the average Queensland peak season (July to December).

Table 16.5 Peak Charter Months During Past 12 Months

Months	Sample Count	Percent within TRC	Percent of QLD Fishery
January	4	30.8	21.8
February	2	15.4	6.2
March	0	0.0	8.8
April	3	23.1	16.6
May	4	30.8	17.6
June	3	23.1	26.9
July	3	23.1	37.3
August	4	30.8	37.3
September	4	30.8	44.0
October	4	30.8	48.7
November	3	23.1	35.2
December	5	38.5	25.9

Table 16.3 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)	100.3	85.3
Mean number of fishing-only day-trips	80.1	59.9
Total number of day-trips	1,304	16,976
Total number of fishing-only day-trips	1,042	11,919
Percentage fishing only	79.9%	70.2%
<b>Overnight Trips</b>		
Mean number of overnight trips (per business)	11.2	5.39
Mean number of fishing-only overnight-trips	10.8	3.34
Total number of days on overnight trips	292	1,072
Total number of fishing-only days on overnight trips	282	665
Percentage fishing only	96.6%	62.0%
<b>Extended Trips</b>		
Mean number of extended-trips	10.0	6.9
Mean number of fishing-only extended-trips	8.5	4.49
Total number of days on extended trips	502	6,881
Total number of fishing-only days on extended trips	425	4,385
Percentage fishing only	84.7%	66.1%
Mean number of days away (per business)	131.5	121.3
TOTAL days charter	2098	16,969
Percentage fishing only	83.4%	68.1%

Table 16.4 Other Activities on Charters (during the last 12 months)

Type	Within TRC	QLD Mean
<b>Day Trips</b>		
% time spent fishing	41.3	52.9
% time spent diving/snorkeling	0.0	13.1
% time spent cruising/sightseeing	0.0	17.5
% time spent sailing	0.0	0.4
% time spent whale & dolphin watching	22.9	4.2
% time spent doing other activities	35.9	11.9
<b>Overnight Trips</b>		
% time spent fishing	94.5	51.2
% time spent diving/snorkeling	0.0	22.9
% time spent cruising/sightseeing	5.0	15.9
% time spent sailing	0.0	0.0
% time spent whale & dolphin watching	0.0	0.0
% time spent doing other activities	0.5	10.0
<b>Extended Trips</b>		
% time spent fishing	90.0	51.2
% time spent diving/snorkeling	0.0	31.1
% time spent cruising/sightseeing	10.0	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

### Location of Resource Use

Figure 16.2 shows the location of resource use by commercial charter operators in the Hervey Bay TRC. The location of resource use was primarily around Sandy Cape at the Northern end of Fraser Island, as well as the Capricorn-Bunker Group.

### Charter Industry Businesses

Table 16.6 identifies the number of employees within the Hervey Bay TRC. The majority of businesses had between 1-5 fulltime employees. The average fulltime equivalent per business was 1.8. In summary it is estimated that there were 48 people employed in the charter industry within the Hervey Bay TRC over the previous year.

### Business Ownership and Size

Table 16.7 shows the number of years the current owner or operator had owned the charter business. Most businesses had been owned for less than 5 years (69.2%). On average, businesses had been owned for 5.2 years, which is 1.8 years less than the Queensland average (7 years).

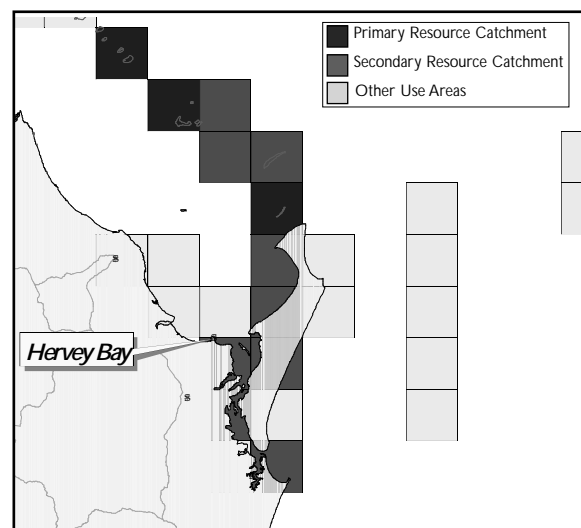


Figure 16.2. Hervey Bay TRC. Location of Resource Use

Table 16.6 Number of Employees

Number of Charter Employees	Full-Time Count	Full-Time Percent	Part-Time Count	Part-Time Percent	Casual Count	Casual Percent
Nil	1	7.7	8	61.5	8	61.5
1	5	38.5	2	15.4	2	15.4
2-3	2	15.4	2	15.4	2	15.4
4-5	5	38.5	1	7.7	1	7.7
Total Businesses	13	100.0	13	100.0	13	100.0
Total Employees	24		12		12	
Mean Number of Employees per Business				2.8		
Mean Number of Full-time Employees per Business				1.8		
Mean Number of Part-time & Casual Employees per Business				3.0		
Estimated Number Employed within the TRC				48		

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

Table 16.7 Number of Years of Current Ownership of the Charter Business

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	9	69.2	69.2
6-10	3	23.1	92.3
11-15	0	0.0	92.3
15+	1	7.4	100.0
Total	13	100.0	100.0
Mean Number of Years owned or operated			5.2
Difference of TRC Mean to QLD Population Mean (7.0)			-1.8

Note: Standard errors for number of years ownership (sample = 1.8; QLD population = 0.5).

Table 16.8 shows that the average number of years the charter business had been operating was 8.2 years, which is similar to the average for all Queensland charter businesses (8.3 years). Over 61% of businesses had been in operation more than five years.

Table 16.8 Number of Years Business has been Operating

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	5	38.5	38.5
6-10	4	30.7	69.2
11-15	3	23.1	92.3
15+	1	7.7	100.0
Total	13	100.0	100.0
Mean Number of Years owned or operated			8.2
Difference of Mean to Population Mean (8.3)			-0.1

Note: Standard errors for number of years operated (sample = 1.8; QLD population = 0.6)

Table 16.9 shows the number of boats operated by businesses in the Hervey Bay TRC. Most businesses owned one boat (76.9%), and the average was 1.3 per business, the same as the Queensland average (1.3).

Table 16.9 Number of Boats Operated by Charter Businesses

Number of Boats	Sample Count	Percent TRC
1	10	76.9
2	2	15.4
3	1	7.7
4+	0	0.0
Total Number of Businesses	13	100.0
Mean Number of Boats Operated		1.3
Difference of Mean to QLD Population Mean (1.3)		0

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

Table 16.10 shows the frequency distribution of boat lengths for the Hervey Bay TRC. Most boats were between 11-14m, and the average (12.1m), and the average of the longest boat (13.1m) were slightly longer than the Queensland averages (11.4m and 11.7m respectively).

Table 16.10 Length of Vessels Operated by Charter Businesses

Length of Boat (metres)	Sample Count	Percent TRC
2-6	2	11.8
7-10	3	17.6
11-14	8	47.1
15-18	3	17.6
18-24	1	5.9
24+	0	0.0
Total Number of Boats	17	100.0
Mean Length of Boats Operated (metres)		12.1
Difference of Mean to QLD Population Mean (11.4)		+0.7
Mean Length of Largest Boat Operated (metres)		13.1
Difference of Mean to QLD Population Mean (11.7)		+1.4

Note: Standard errors for mean length of boats (sample = 1.2; QLD population=0.4) and mean length of largest boats (sample =1.2; QLD population=0.5).

## Value of Production and Location of Sales

Table 16.11 shows the value of charter operations within the Hervey Bay TRC. The profile is similar to the Queensland profile, in that 69.2% of businesses earned less than \$100,000. The mean income per business was \$108,000, and the estimated GVP for the TRC was \$1.8 million. This represents 5.4% of the Queensland charter income.

Table 16.11 Business Income (Annual value)

Value (\$,000)	Sample Count	Sample Percent	Queensland Percent
Less than \$100	9	69.2	65.8
\$101 - \$200	1	7.7	11.5
\$201 - \$300	2	15.4	7.5
\$301 - \$400	0	0.0	4.0
\$401 - \$500	1	7.7	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	13	100.0	100.0

Mean GVP for TRC	\$108,000
Estimated Total GVP for TRC	\$1,848,000
Estimated Total GVP for QLD Population	\$ 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 16.12 shows the number of customers that chartered trips from the Hervey Bay TRC over the previous 12 months. It is estimated that there were 18,650 customers, representing 5.4% of the total number of customers in Queensland.

Table 16.12 Number of Customers per Year

Count	Mean Customers per Business	Sample Count	Estimated Total
Hervey Bay TRC	1,097	12,069	18,652
QLD	1,335	259,930	343,100

Percent of Queensland 5.4%

Table 16.13 shows the origin and associated value of customers visiting the Hervey Bay TRC. The value of sales was estimated at \$1.8 million and was derived primarily from the Australian market (37.9%) and the Queensland market (32.9%). Substantial income was gained from both the local (15.4%) and overseas markets (13.8%).

Table 16.13 Origin and Value of Customers

	Sample Value Sales	Mean Percent	Estimated Sales
Local area	215,600	15.4	284,592
Queensland	460,600	32.9	607,992
Outside Queensland	530,600	37.9	700,392
Overseas	193,200	13.8	255,024
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 16.14 shows that approximately \$1 million was spent by businesses in the Hervey Bay TRC on business goods and services (excluding salaries and wages) over the previous year. The majority of this expenditure occurred in Hervey Bay (79.7%). Several other locations were used to purchase business goods and services.

Table 16.14 Town Location of Business Expenditure (All costs, excluding salaries and wages)

Location of Expenditure	Sample Value of Expenditure	Percent of Sample	Estimated Expenditure
Hervey Bay	581,332	79.7	767,352
Urangan	43,764	6.0	57,768
Brisbane	40,846	5.6	53,917
Cairns	26,988	3.7	35,624
Weipa	21,153	2.9	27,921
Gold Coast	4,376	0.6	5,777
Bundaberg	4,376	0.6	5,777
Mooloolah	2,188	0.3	2,888
Overseas	2,188	0.3	2,888
SA	2,188	0.3	2,888

Total Expenditure \$729,400 100.0 \$962,800

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-OPERATORS PROFILES

### Town of Residence

Table 16.15 shows the town of residence for charter operators from the Hervey Bay TRC. Most operators reside in Hervey Bay (92.3%), and 7.7% reside in Gladstone.

Table 16.15 Town of Residence

Town of Residence	Sample Count	Percent of Sample
Hervey Bay	12	92.3
Gladstone	1	7.7
Total	13	100.0

### Months Employed in the Charter Industry

Table 16.16 indicates that less owner-operators were employed throughout the year than the Queensland average. During any month at least 69.2% were employed, however.

Table 16.16 Months Employed in the Charter Industry

Months	Owner Operators %	All QLD Operators
January	69.2	81.0
February	69.2	81.5
March	76.9	85.7
April	76.9	89.4
May	76.9	92.6
June	84.6	92.6
July	84.6	92.6
August	84.6	93.7
September	84.6	95.2
October	84.6	93.7
November	84.6	91.5
December	69.2	86.8

Table 16.17 shows the location of household expenditure derived from the charter industry for the Hervey Bay TRC. It is estimated that \$0.5 million was spent on household commodities and services, and that the majority of this expenditure occurred in Hervey Bay (82%), Cairns (7.7%) and Urangan (7.4%). Several other Australian locations were recipients of this expenditure.

Table 16.17 Town Location of Household Expenditure (All commodities and services)

Location of Household Expenditure	Sample Value of Expenditure	Percent of Sample	Estimated Expenditure
Hervey Bay	282,326	82.0	372,690
Cairns	26,511	7.7	34,997
Urangan	25,478	7.4	33,633
Brisbane	3,443	1.0	4,545
South Australia	2,410	0.7	3,182
Bundaberg	2,066	0.6	2,727
Maroochydore	1,033	0.3	1,364
Maryborough	1,033	0.3	1,364
Total Expenditure	\$344,300	100.0	\$454,500

*Note:* The sample total personal income for the Hervey Bay TRC was \$566,000. 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 \$344,300. Estimated value of expenditure was calculated by multiplying the sample value of expenditure by 1.32

Source: CRC Reef (2000).

### School and Employment Locations of Family Members

The town locations in which family members attended school or were employed are shown in Table 16.18. The main town for schooling and employment was Hervey Bay (76.6%). There were several other remote locations such as Weipa (6.4%), Victoria (4.3%), South Australia (4.3%) and Lizard Island (2.1%) that were also used.

Table 16.18 School and Employment Locations of Family Members

Location of Employment or School	Sample Count	Percent of Sample
Hervey Bay	36	76.6
Weipa	3	6.4
Victoria	2	4.3
South Australia	2	4.3
Brisbane	1	2.1
Lizard Island	1	2.1
New South Wales	1	2.1
Overseas	1	2.1
Total Family Members	47	100.0

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

### Social and Demographic Profiles

Table 16.19 show the profiles of owner operators for the Hervey Bay TRC. Operators tended to have moved to find employment, were more likely to own their own home, were more likely to have completed Year 12, were more likely to have a business plan, and had larger families.

Table 16.19. Owner-Operator Profiles for the Hervey Bay TRC

Profile	Owner-Operators	All QLD Operators
Estimated Number of Charter-owners	13	191
Mean age of fisher	49.3	45.4
Age range	31-65	20-76
Percent males	100.0	93.8
Mean years resident in town	10.7	19.1
Mean number of years in charter industry	8.6	11.0
Mean hours per week in charter industry	55.6	50.7
Percent moved town to retain employment	23.1	14.0
Percent currently employed in other industry	46.2	46.1
Percent previously employed in other industry	100.0	93.7
Housing tenure (%)		
Rent	7.7	14.1
Mortgage	23.1	33.0
Own home	69.2	50.8
Other (eg. live with parents, on boat)	0.0	2.0
Educational		
Year completed school (%)		
Primary school	7.7	3.2
Year 8	0.0	3.2
Year 9	0.0	4.7
Year 10	38.5	32.6
Year 11	0.0	10.5
Year 12	53.8	45.8
Percent completed trade or TAFE certificate	33.3	52.2
Percent completed industry or business course	53.8	55.6
Percent with business plan	84.6	53.4
Marital Status		
Percent married or relationship	84.6	88.1
Partner's Income*		
Fulltime Employment	50.0	52.2
Part-time employment	30.0	23.3
Casual employment	10.0	8.8
Not employed	10.0	15.7
Family Composition		
Mean family size	3.8	3.2
Estimated number of total family members	50	596
Dependency Ratios		
Age Dependency Ratio**	28.6	21.7
Elderly Dependency Ratio	2.0	1.2
Child Dependency Ratio	26.5	20.6
Family Member Industry Dependency Ratio***	20.8	20.4
Gross Individual Income (%)		
Less than \$16,000	25.0	39.2
\$16,000 - \$26,000	25.0	22.2
\$26,000 - \$36,000	25.0	9.5
\$36,000 - \$52,000	25.0	13.3
\$52,000 - \$78,000	0.0	9.5
Over \$78,000	0.0	6.3
Average Income (\$)	26,000	28,000

Note: \* Percentage based on those charter operators with partners. Includes partner's 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.