17 MOOLOOLABA TRC

The Mooloolaba TRC consists of the main urban centres of Mooloolaba, Maroochydore, Tewantin, Noosa, Nambour, Caloundra and Kawana Waters.

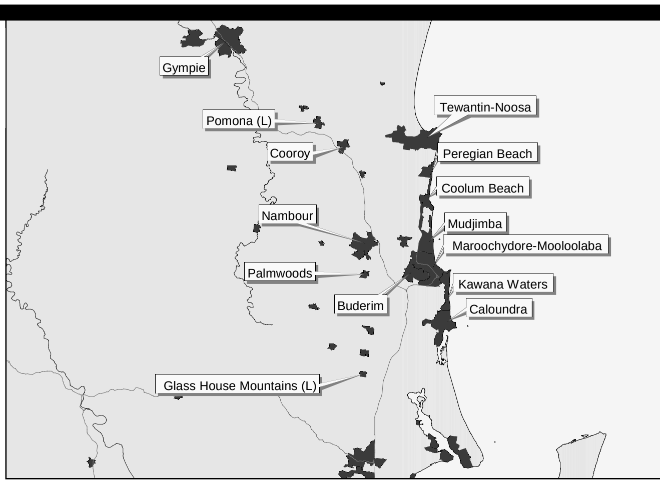

Figure 17.1 Location of the Mooloolaba TRC

BUSINESS PROFILES

Location and Use of Ports

Table 17.1 shows the number of license holders within the Mooloolabah 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 Mooloolabah TRC.

Table 17.1 Location of Homeports

Town	Adj. Database Count	Sample Count	Estimated Count	Percent within TRC
Mooloolabah	2	10	13	65.0
Tewantin	5	2	3	15.0
Noosa	4	2	3	15.0
Maroochydore	3	1	1	5.0
Buddina	1	0	0	0.0
Buderim	2	0	0	0.0
Total TRC	17	15	20	100.0
95% Confidence Interval for Estimated TRC Count				12-28
Percent of Total Active License Holders in QLD				7.5%

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 17.2 shows the types of fishing charters from the Mooloolaba TRC over the previous year. On day trips, the fishing was predominately reef fishing (57%), game (19.9%), and estuarine (13.1%). On overnight trips, the fishing was mostly reef (33.3%) and game (33.3%). On overnight trips, reef fishing (50%), game fishing (25%) and estuarine fishing (11.3%) were the main fishing activities.

Table 17.3 shows the number and type of charters from the Mooloolaba TRC over the previous year. Most charters were day trips (1,011 days), and 89.2% were predominately fishing charters, significantly higher than the Queensland average for day trips (70.2%). On overnight trips (138 days), fishing was much less of a focus (13%), than the Queensland average. On extended trips, however, fishing charters were 92.6% of the charters.

Table 17.4 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 most time was spent fishing (60.6%), and diving and snorkeling represented 20% of activities. On overnight and extended trips, fishing was also the main activity (95% and 95% respectively).

Table 17.5 shows that the peak months for charter activity within the Mooloolaba TRC were September to January.

Table 17.5 Peak Charter Months During Past 12 Months

Months	Sample Count	Percent within TRC	Percent of QLD Fishery
January	8	53.3	21.8
February	1	6.7	6.2
March	1	6.7	8.8
April	2	13.3	16.6
May	2	13.3	17.6
June	3	20.0	26.9
July	2	13.3	37.3
August	2	13.3	37.3
September	5	33.3	44.0
October	3	20.0	48.7
November	3	20.0	35.2
December	9	60.0	25.9

Table 17.2 Type of Fishing Activity (during the last 12 months)

	Day trips		Overnight trips		Extended trips	
Fishing Type	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD	Mean % Time within TRC	Mean % Time QLD
Reef (bottom fishing)	57.0	47.5	33.3	66.0	50.0	51.2
Game (pelagic)	19.9	18.8	33.3	20.3	25.0	31.1
Estuary	13.1	26.8	16.7	11.6	11.3	12.5
Crabbing	0.0	0.5	1.7	0.2	1.2	0.5
Other	10.0	6.4	15.0	2.0	12.5	4.6
Total Sample	100.0	100.0	100.0	100.0	100.0	100.0

Table 17.3 Number of Charter Trips (during the last 12 months)

Type	Mean within TRC	QLD
Day Trips		
Mean number of day-trips (per business)	67.4	85.3
Mean number of fishing-only day-trips	60.1	59.9
Total number of day-trips	1,011	16,976
Total number of fishing-only day-trips	902	11,919
Percentage fishing-only	89.2%	70.2%
Overnight Trips		
Mean number of overnight trips (per business)	4.6	5.39
Mean number of fishing-only overnight-trips	0.6	3.34
Total number of days on overnight trips	138	1,072
Total number of fishing-only days on overnight trips	18	665
Percentage fishing-only	13.0%	62.0%
Extended Trips		
Mean number of extended-trips	1.9	6.9
Mean number of fishing-only extended-trips	1.8	4.49
Total number of days on extended trips	163	6,881
Total number of fishing-only days on extended trips	151	4,385
Percentage fishing-only	92.6%	66.1%
Mean number of days away (per business)	80.6	121.3
TOTAL days charter	1312	16,969
Percentage fishing only	81.6%	68.1%

Table 17.4 Other Activities on Charters (during the last 12 months)

Type	Within TRC	QLD Mean
Day Trips		
% time spent fishing	60.6	52.9
% time spent diving/snorkeling	20.0	13.1
% time spent cruising/sightseeing	5.4	17.5
% time spent sailing	0.0	0.4
% time spent whale & dolphin watching	0.0	4.2
% time spent doing other activities	14.0	11.9
Overnight Trips		
% time spent fishing	95.0	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	5.0	10.0
Extended Trips		
% time spent fishing	95.0	51.2
% time spent diving/snorkeling0.0	31.1	
% time spent cruising/sightseeing	0.0	12.5
% time spent sailing	0.0	0.6
% time spent whale & dolphin watching	5.0	0.0
% time spent doing other activities	0.0	4.6

Location of Resource Use

Figure 17.2 shows the location of resource use by commercial charter operators in the Mooloolaba TRC. The location of resource use was primarily the area directly adjacent to Mooloolaba and north towards Noosa. The secondary resource catchment was around Tin Can Bay.

Charter Industry Businesses

Table 17.6 identifies the number of employees within the Mooloolaba TRC. The majority of businesses had over one fulltime employee (59%). There were 2.8 on average per business. It is estimated that there were 57 people employed in the charter industry within the Mooloolaba TRC over the previous year.

Business Ownership and Size

Table 17.7 shows the number of years the current owner-operator had owned the charter business. Most businesses were owned for less than 5 years (66.7%), and the average for the TRC was 5.3 years. This is nearly 2 years less than the Queensland average (7 years).

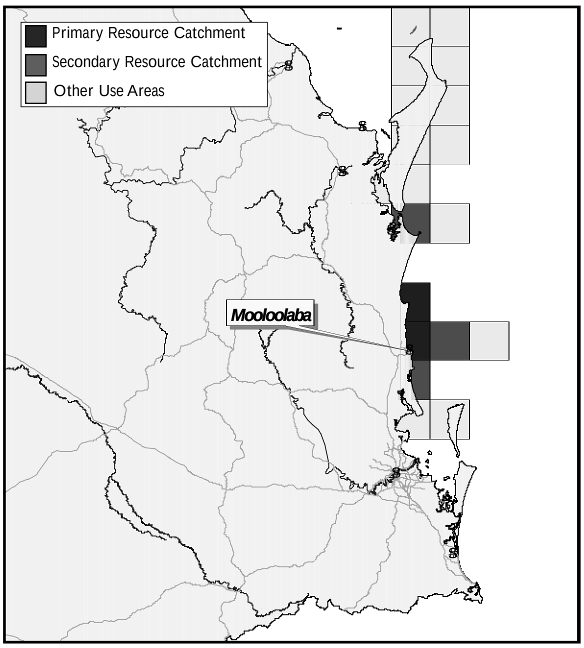

Figure 17.2 Mooloolaba TRC. Location of Resource Use

Table 17.6 Number of Employees

Number of Charter Employees	Full-Time Count	Full-Time Percent	Part-Time Count	Part-Time Percent	Casual Count	Casual Percent
Nil	6	40.0	10	66.7	10	66.7
1	5	33.3	2	13.3	2	13.3
2-3	1	6.7	3	20.0	1	6.7
4-5	1	6.7	0	0.0	1	6.7
5+	2	12.3	0	0.0	1	6.7
Total Businesses	15	100.0	15	100.0	15	100.0
Total Employees	28		8		21	
Mean Number of Employees per Business				2.8		
Mean Number of Full-time Employees per Business				1.9		
Mean Number of Part-time & Casual Employees per Business				1.9		
Estimated Number Employed within the TRC				57		

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

Table 17.7 Number of Years of Current Ownership of the Charter Business

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	10	66.7	66.7
6-10	3	20.0	86.7
11-15	2	13.3	100.0
15+	0	0	0.0
Total	15	100.0	100.0
Mean Number of Years owned or operated			5.3
Difference of TRC Mean to QLD Population Mean (7.0)			-1.7

Note: Standard errors for number of years ownership (sample = 0.8; QLD population = 0.5).

Table 17.8 shows that the average number of years the charter business had been operating was 6.1 years, which was 2.2 years less than the average Queensland charter businesses (8.3 years).

Table 17.8 Number of Years Business has been Operating

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	9	60.0	60.0
6-10	3	20.0	80.0
11-15	3	20.0	100.0
15+	0	0.0	0.0
Total	15	100.0	100.0
Mean Number of Years owned or operated			6.1
Difference of Mean to Population Mean (8.3)			-2.2

Note: Standard errors for number of years operated (sample = 1.0; QLD population = 0.6)

Table 17.9 shows that the majority of charter businesses within the Mooloolaba TRC operated one boat (73.3%). Some 13.3% of businesses operated more than 4 boats. The average number of boats owned in the TRC (1.6 boats) was slightly higher than the Queensland average (1.3 boats).

Table 17.9 Number of Boats Operated

Number of Boats	Sample Count	Percent TRC
1	11	73.3
2	2	13.3
3	0	0.0
4+	2	13.3
Total Number of Businesses	15	100.0
Mean Number of Boats Operated		1.6
Difference of Mean to QLD Population Mean (1.3)		+0.3

Note: Standard errors for number of boats operated (sample = 0.3; QLD population = 0.06)

Table 17.10 shows the frequency distribution of boat lengths within the Mooloolaba TRC. Most boats were between 11-18m (49.9%), and 4.2% were greater than 30m in length. The average boat length (12.4m) was 1m longer than the Queensland average (11.4m).

Table 17.10 Length of Vessels Operated by Charter Businesses

Length of Boat (metres)	Sample Count	Percent TRC
2-6	5	20.8
7-10	4	16.7
11-14	7	29.2
15-18	5	20.7
18-24	2	8.3
24-30	0	0.0
30+	1	4.2
Total Number of Boats	24	100.0
Mean Length of Boats Operated (metres)		12.4
Difference of Mean to QLD Population Mean (11.4)		+1.0
Mean Length of Largest Boat Operated (metres)		12.4
Difference of Mean to QLD Population Mean (11.7)		+0.7

Note: Standard errors for mean length of boats (sample = 1.9; QLD population=0.4) and mean length of largest boats (sample = 1.4; QLD population=0.5).

Value of Production and Location of Sales

Table 17.11 shows the value of charter operations within the Mooloolaba TRC for the twelve months prior to the survey. The profile shows that 73.3% of businesses earned less than $100,000, compared to 65.8% for the Queensland average. The mean value per business was $120,000, and the estimated GVP for the TRC was $2.4 million. The value of the charter industry in the Mooloolaba TRC was 6.9% of the Queensland value.

Table 17.11 Business Income (Annual value)

Value ($,000)	Sample Count	Sample Percent	Queensland Percent
Less than $100	11	73.3	65.8
$101 - $200	1	6.7	11.5
$201 - $300	1	6.7	7.5
$301 - $400	0	0.0	4.0
$401 - $500	1	6.7	6.0
$501 - $600	1	6.7	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			$120,000
Estimated Total GVP for TRC			$2,376,000
Estimated Total GVP for QLD Population			$ 34,419,000
Percent of Total Queensland Production			6.9%

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

Table 17.12 shows the number of customers over the previous year for the Mooloolaba TRC. It is estimated that there were 53,474 customers, representing 15.6% of the total Queensland patronage.

Table 17.12 Number of Customers per Year

	Mean Customers per Business	Sample Count	Estimated Total
Mooloolaba TRC	2,673	34,758	53,474
QLD	1,335	259,950	343,100
Percent of Queensland	15.6%		

Note: The estimated QLD count is based on an estimated 257 businesses.

Table 17.13 shows the value of sales and the origin of customers visiting the Mooloolaba TRC. It is estimated that there were $2.4 million worth of sales, and most of these were from the local area (42.1%).

Table 17.13 Origin and Value of Customers

	Sample Value of Sales	Mean Percent of Sample	Estimated Sales
Local area	757,800	42.1	1,000,296
Queensland	464,400	25.8	613,008
Outside Queensland	383,400	21.3	506,088
Overseas	194,400	10.8	256,608
Total Sales	$1,800,000	100.0	$2,376,000

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

Business Expenditure

Table 17.14 shows that approximately $1.2 million was spent by businesses in the Mooloolaba TRC on business goods and services (excluding salaries and wages) over the previous year. The majority of this expenditure occurred in Mooloolaba (45.2%), Tewantin (13.3%), Noosa (11.7%), Brisbane (7.7%) and Maroochydore (7%). Several other locations were recipients of this expenditure.

Table 17.14 Town Location of Business Expenditure (All costs, excluding salaries and wages)

Location of Expenditure	Sample Value of Expenditure	Percent of Sample	Estimated Expenditure
Mooloolaba	423,886	45.2	559,531
Tewantin	124,727	13.3	164,641
Noosa	10,972	11.7	144,834
Brisbane	72,211	7.7	95,318
Maroochydore	65,646	7.0	86,653
Townsville	21,569	2.3	28,472
Kawana Waters	42,201	4.5	55,706
Caloundra	27,196	2.9	35,899
Cairns	19,694	2.1	25,996
Buddina	7,502	0.8	9,903
VIC	6,565	0.7	8,665
Bundaberg	3,751	0.4	4,952
Moggill	3,751	0.4	4,952
NSW	3,751	0.4	4,952
WA	3,751	0.4	4,952
Total Expenditure	$937,800	100.0	$1,237,900

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 17.15 shows that charter operators in the Mooloolaba TRC resided mostly in Mooloolaba (40%), and also in several other nearby towns, including Brisbane (6.7%).

Table 17.15 Town of Residence

Town of Residence	Sample Count	Percent of Sample
Mooloolabah	6	40.0
Noosa Heads	2	13.3
Tewantin	2	13.3
Maroochydore	1	6.7
Buddina	1	6.7
Kawana Waters	1	6.7
Coolum	1	6.7
Brisbane	1	6.7
Total	15	100.0

Months Employed in the Charter Industry

Table 17.16 indicates that the majority of owner-operators within the Mooloolaba TRC were more likely to be employed between June and January. During March to May, only 66.7% of charter operators were employed.

Table 17.16 Months Employed in the Charter Industry During Past 12 Months

Months	Owner Operators %	All QLD Operators
January	80.0	81.0
February	73.3	81.5
March	66.7	85.7
April	66.7	89.4
May	66.7	92.6
June	80.0	92.6
July	80.0	92.6
August	80.0	93.7
September	80.0	95.2
October	86.6	93.7
November	86.6	91.5
December	86.6	86.8

Table 17.17 shows the location of household expenditure derived from the charter industry in the Mooloolaba TRC. It is estimated that $0.3 million was spent on household commodities and services, and that this was spent in Mooloolaba (32.4%), Noosa (12.7%), Tewantin (12.1%), Brisbane (10.3%) and several other towns in Queensland and NSW.

Table 17.17 Town Location of Household Expenditure (All commodities and services)

Location of Expenditure	Sample Value of of Sample	Percent Expenditure	Estimated Expenditure
Mooloolaba	84,337	32.4	111,359
Noosa Heads	33,058	12.7	43,650
Tewantin	31,496	12.1	41,588
Brisbane	26,811	10.3	35,401
Maroochydore	18,742	7.2	24,746
Caloundra	19,002	7.3	25,090
Buddina	17,440	6.7	23,028
Kawana Waters	14,317	5.5	18,904
Coolum	11,714	4.5	15,467
Noosa	1,562	0.6	2,062
Currimundi	781	0.3	1,031
NSW	781	0.3	1,031
Total Expenditure	$260,300	100.0	$343,700

Note: The sample total personal income for the Mooloolaba TRC was $428,000. 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 $260,300. 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 17.18. Mooloolaba (34%), Noosa Heads (18%) and Tewantin (12%) were the main towns for schooling and employment of family members.

Table 17.18 School and Employment Locations of Family Members

Location of Employment or School	Sample Count	Percent of Sample
Mooloolaba	17	34.0
Noosa Heads	9	18.0
Tewantin	6	12.0
Buddina	4	8.0
Maroochydore	4	8.0
Brisbane	3	6.0
Coolum	2	4.0
Kawana Waters	2	4.0
Noosa	1	2.0
NSW	1	2.0
Overseas	1	2.0
Total Family Members	64	100.0

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

Social and Demographic Profiles

Table 17.19 shows the profiles of owner operators for the Mooloolaba TRC. Operators tended to work less hours per week, be employed in another industry concurrently, own their own home, have completed Year 12, use a business plan, and take more money home than the average Queensland charter operator.

Table 17.19. Owner-Operator Profiles for the Mooloolaba TRC

Profile	Owner-Operators	All QLD Charter operators
Estimated Number of Charter-owners	15	191
Mean age of fisher	42.7	45.4
Age range	25-59	20-76
Percent males	93.3	93.8
Mean years resident in town	19.9	19.1
Mean number of years in charter industry	7.9	11.0
Mean hours per week in charter industry	36.8	50.7
Percent moved town to retain employment	7.1	14.0
Percent currently employed in other industry	57.1	46.1
Percent previously employed in other industry	92.9	93.7
Housing tenure (%)		
Rent	14.3	14.1
Mortgage	28.6	33.0
Own home	57.1	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	33.3	32.6
Year 11	6.7	10.5
Year 12	60.0	45.8
Percent completed trade or TAFE certificate	69.2	52.2
Percent completed industry or business course	57.1	55.6
Percent with business plan	60.0	53.4
Marital Status		
Percent married or relationship	93.3	88.1
Partner's Income*		
Full-time employment	53.8	52.2
Part-time employment	30.8	23.3
Casual employment	0.0	8.8
Not employed	15.4	15.7
Family Composition		
Mean family size	3.3	3.2
Estimated number of total family members	50	596
Dependency Ratios		
Age Dependency Ratio**	24.0	21.7
Elderly Dependency Ratio	0.0	1.2
Child Dependency Ratio	24.0	20.6
Family Member Industry Dependency Ratio***	8.3	20.4
Gross Individual Income (%)		
Less than $16,000	14.3	39.2
$16,000 - $26,000	14.3	22.2
$26,000 - $36,000	0.0	9.5
$36,000 - $52,000	42.9	13.3
$52,000 - $78,000	0.0	9.5
Over $78,000	28.6	6.3
Average Income ($)	47,000	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.*