

19 SOUTHPORT TRC

The Southport TRC consists of the main urban centre of the Gold Coast, including Paradise Point and Southport in the north and Coolangatta in the South.

BUSINESS PROFILES

Location and Use of Ports

Table 19.1 shows the number of license holders within the Southport 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 35 commercial charter operators within this TRC and a 95% certainty that the correct population count of commercial charter operators within the TRC is between 21 and 41. Figure 1 shows the geographic location of the Southport TRC.

Table 19.1 Location of Homeports

Town	Adj. Database Count	Sample Count	Estimated Count	Percent within TRC
Gold Coast	20	10	13	41.9
Southport	4	5	7	22.6
Surfers Paradise	6	2	3	9.7
Runaway Bay	4	2	3	9.7
Nerang	2	2	3	3.2
Beaudesert	1	2	3	3.2
Currumbin	1	1	1	3.2
Stradbroke Island	0	1	1	3.2
Sunshine Coast	0	1	1	3.2
Toowoomba	1	0	0	0.0
Total TRC	38	26	35	100.0
95% Confidence Interval for Estimated TRC Count				21-41
Percent of Total Active License Holders in QLD				12.6%

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 19.2 shows the types of fishing charters undertaken from the Southport TRC over the previous year. On day trips reef fishing (47.4%) and estuarine fishing (32.2%) were the main fishing charters. On overnight fishing trips, reef fishing (62.5%), estuarine (26.8%) and game (12.5%) were the main activities, and on extended trips the main fishing undertaken was estuarine (50%), game (40%) and reef (10%).

Table 19.2 Type of Fishing Activity (during the last 12 months)

Fishing Type	Day trips		Overnight trips		Extended trips	
	Mean % within TRC	Mean % QLD	Mean % within TRC	Mean % QLD	Mean % within TRC	Mean % QLD
Reef (bottom fishing)	47.4	47.5	62.5	66.0	10.0	51.2
Game (pelagic)	7.4	18.8	12.5	20.3	40.0	31.1
Estuary	32.2	26.8	25.0	11.6	50.0	12.5
Crabbing	0.0	0.5	0.0	0.2	0.0	0.5
Other	13.0	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 19.1 Location of the Southport TRC

Table 19.3 shows the number of trips that were chartered from the Southport TRC over the previous year and the percentage that were chartered primarily for fishing. Most charters from the Southport TRC were day trips (3,084 days), and similarly to the Queensland average, most day trips were fishing charters. All overnight trips (120 days) were fishing charters, and 59.6% of extended trips were fishing-only.

Table 19.4 shows the percentage of time spent fishing and doing other activities on charters where fishing was not the only activity. On day trips fishing made up 66.7% of activities, and cruising/sightseeing made up 20%. There were no overnight trips that were not fishing charters. On extended trips, fishing represented 66.6% of activities, and the rest of the time was spent cruising/sightseeing (33.3%).

Table 19.5 shows that the peak months for charter activity within the Southport TRC were October to January which is later, and shorter, than the average Queensland peak season (July to December).

Table 19.5 Peak Charter Months During Past 12 Months

Months	Sample Count	Percent within TRC	Percent of QLD Fishery
January	14	53.8	21.8
February	5	19.2	6.2
March	5	19.2	8.8
April	3	11.5	16.6
May	2	7.7	17.6
June	3	11.5	26.9
July	4	15.4	37.3
August	2	7.7	37.3
September	5	19.2	44.0
October	8	30.8	48.7
November	8	30.8	35.2
December	10	38.5	25.9

Table 19.3 Number of Charter Trips (during the last 12 months)

Type	Mean within TRC	QLD Mean
Day Trips		
Mean number of day-trips (per business)	118.6	85.3
Mean number of fishing-only day-trips	86.3	59.9
Total number of day-trips	3,084	16,976
Total number of fishing-only day-trips	2,244	11,919
Percentage fishing-only trips	72.8%	70.2%
Overnight Trips		
Mean number of overnight trips (per business)	2.31	5.39
Mean number of fishing-only overnight-trips	2.31	3.34
Total number of days on overnight trips	120	1,072
Total number of fishing-only days on overnight trips	120	665
Percentage fishing-only trips	100.0%	62.0%
Extended Trips		
Mean number of extended-trips	1.04	6.9
Mean number of fishing-only extended-trips	0.62	4.49
Total number of days on extended trips	94	6,881
Total number of fishing-only days on extended trips	56	4,385
Percentage fishing-only trips	59.6%	66.1%
Mean number of days away (per business)	125.1	121.3
TOTAL days charter	3298	16,969
Percentage charter- fishing only	73.4%	68.1%

Table 19.4 Other Activities on Charters (during the last 12 months)

Type	Within TRC	QLD
Day Trips		
% time spent fishing	66.7	52.9
% time spent diving/snorkeling	0.0	13.1
% time spent cruising/sightseeing	20.0	17.5
% time spent sailing	0.0	0.4
% time spent whale & dolphin watching	0.8	4.2
% time spent doing other activities	12.5	11.9
Overnight Trips		
% 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
Extended Trips		
% time spent fishing	66.6	51.2
% time spent diving/snorkeling	0.0	31.1
% time spent cruising/sightseeing	33.3	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 19.2 shows the location of resource use by commercial charter operators in the Southport TRC. The location of primary resource use is immediately adjacent to Southport and towards Brisbane.

Charter Industry Businesses

Table 19.6 identifies the number of employees within the Southport TRC. The majority of businesses had 1 fulltime employee (46.2%), and the average fulltime equivalent per business was 1.2. It is estimated that there were 66 people employed in the charter industry within the Southport TRC over the previous year.

Business Ownership and Size

Table 19.7 shows the number of years the current owner or operator had owned the charter business. On average, businesses within the Southport TRC had been owned for 5.6 years, with 83.8% of businesses owned for less than 5 years.

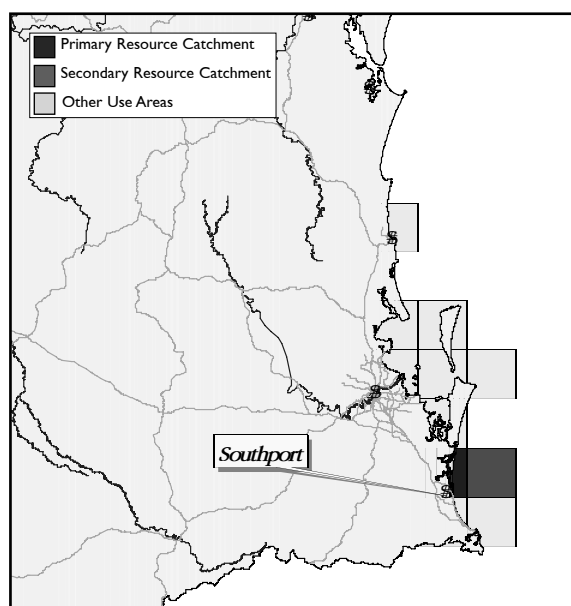


Figure 19.2 Southport TRC. Location of Resource Use

Table 19.6 Number of Employees

Number of Charter operators	Full-Time Count	Full-Time Percent	Part-Time Count	Part-Time Percent	Casual Count	Casual Percent
Nil	7	26.9	17	65.4	18	69.2
1	12	46.2	4	15.4	5	19.2
2-3	6	23.0	4	15.4	2	7.6
4-5	1	3.8	1	3.8	1	3.8
Total Businesses	26	100.0	26	100.0	26	100.0
Total Charter operators	31		18		17	
Mean Number of Charter operators per Business				1.9		
Mean Number of Full-time Charter operators per Business				1.2		
Mean Number of Part-time & Casual Charter operators per Business				1.3		
Estimated Number Employed within the TRC				66		

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

Table 19.7 Number of Years of Current Ownership of the Charter Business

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	21	83.8	83.8
6-10	2	7.6	91.4
11-15	0	0.0	91.4
15+	2	7.6	100.0
Total	25	100.0	100.0
Mean Number of Years owned or operated			5.6
Difference of TRC Mean to QLD Population Mean (7.0)			-1.4

Note: Standard errors for number of years ownership (sample = 1.5; QLD population = 0.5).

Table 19.8 shows that the average number of years the charter business had been operating was 4.6 years, which is nearly 4 years less than the average for all Queensland charter businesses (8.3 years).

Table 19.8 Number of Years Business has been Operating

Number of Years	Sample Count	Percent within TRC	Cumulative Percent
1-5	22	83.6	83.6
6-10	2	7.6	91.2
11-15	0	0.0	91.2
15+	2	7.6	100.0
Total	26	100.0	100.0
Mean Number of Years owned or operated			4.6
Difference of Mean to Population Mean (8.3)			-3.7

Note: Standard errors for number of years operated (sample = 1.2; QLD population = 0.6)

Table 19.9 shows the number of boats owned by businesses in the Southport TRC. Most businesses owned and operated one boat (76.9%), and 15.4% of businesses owned 3 boats.

Table 19.10 Number of Boats Operated by Businesses

Number Boats	Sample Count	Percento TRC
1	20	76.9
2	2	7.7
3	4	15.4
4+	0	0.0
Total Number of Businesses	26	100.0
Mean Number of Boats Operated		1.3
Difference of Mean to QLD Population Mean (1.3)		0.0

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

Table 19.10 shows the frequency distribution of boat lengths for the Southport TRC. Many boats (38.9%) were less than 6m in length, and 30.6% were between 7-10m. The average length (7.9m) and the average length of the largest vessel (8.8m) were both smaller than the respective Queensland averages (11.4m and 11.7m).

Table 19.10 Length of Vessels Operated by Charter Businesses

Length of Boat (metres)	Sample Count	Percent TRC
2-6	14	38.9
7-10	11	30.6
11-14	10	27.8
15-18	1	2.8
18-24	0	0.0
24+	0	0.0
Total Number of Boats	36	100.0
Mean Length of Boats Operated (metres)		7.9
Difference of Mean to QLD Population Mean (11.4)		-3.5
Mean Length of Largest Boat Operated (metres)		8.8
Difference of Mean to QLD Population Mean (11.7)		-2.9

Note: Standard errors for mean length of boats (sample = 0.5; QLD population=0.4) and mean length of largest boats (sample=0.6; QLD population=0.5).

Value of Operation and Location of Sales

Table 19.11 shows the value of charter operations within the Southport TRC for the twelve months prior to the survey. The profile for the TRC was generally similar to the Queensland profile, where 65.4% of businesses earned less than \$100,000. The mean for the TRC was \$97,000, and the estimated total GVP for the TRC was \$3.3 million, representing 9.7% of the Queensland charter income.

Table 19.12 shows the number of customers that chartered trips from the Southport TRC over the previous year. It is estimated that 40,756 people were customers, representing 11.9% of the Queensland charter patronage.

Table 19.11 Business Income (Annual value)

Value (\$,000)	Sample Count	Sample Percent	Queensland Percent
Less than \$100	17	65.4	65.8
\$101 - \$200	6	23.1	11.5
\$201 - \$300	1	3.8	7.5
\$301 - \$400	1	3.7	4.0
\$401 - \$500	0	0.0	6.0
\$501 - \$600	1	3.7	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	26	100.0	100.0
Mean GVP for TRC			\$97,000
Estimated Total GVP for TRC			\$3,333,000
Estimated Total GVP for QLD Population			\$ 34,419,000
Percent of Total Queensland Production			9.7%

Note: Estimated TRC population total is based on the sample GVP total multiplied by the sampling fraction of 1.32. Queensland total GVP is based on sampled GVP from all TRCs multiplied by the sampling fraction of 1.32

Table 19.12 Number of Customers per Year

Count	Mean per Business	Sample Count	Estimated Total
TRC	1,314	27,609	40,756
QLD	1,335	259,930	343,100

Percent of Queensland 11.9%

Note: Sample count=26. The estimated value is based on estimated 35 businesses (table 2.1). The estimated QLD count is based on an estimated 257 businesses.

Table 19.13 shows the value and the origin of customers visiting the Southport TRC. It is estimated that \$3.3 million was earned by the industry, and that the majority of this income was from overseas customers (32.6%), as well as the local area (31.9%).

Table 19.13 Origin and Value of Customers

	Sample Value of Sales	Mean Percent of Sample	Estimated Sales
Local area	805,475	31.9	1,063,227
Queensland	494,900	19.6	653,268
Australians	401,475	15.9	529,947
Overseas	823,150	32.6	1,086,558
Total Sales	\$2,525,000	100.0	\$3,333,000

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

Business Expenditure

Table 19.14 shows that approximately \$1.7 million was spent by businesses in the Southport TRC on business goods and services (excluding salaries and wages) in the previous year. The majority of this expenditure occurred in the Goldcoast (36.7), Southport (19.5%), and in Brisbane (11.9%). Several other towns and locations both locally and around Australia were recipients of this expenditure.

Table 19.14 Town Location of Business Expenditure (All costs, excluding salaries and wages)

Location of Expenditure	Sample Value of Expenditure	Percent of Sample	Estimated Expenditure
Gold Coast	482,789	36.7	637,296
Southport	256,523	19.5	338,618
Brisbane	156,545	11.9	206,644
Surfers Paradise	59,198	4.5	78,143
Beaudesert	57,882	4.4	76,406
Currumbin	47,358	3.6	62,514
Kawana	40,781	3.1	53,832
Nerang	31,572	2.4	41,676
Runaway Bay	30,257	2.3	39,940
Cairns	23,679	1.8	31,257
Fraser Island	22,364	1.7	29,521
Townsville	19,733	1.5	26,048
Wooloongabba	14,471	1.1	19,102
Main Beach	13,155	1.0	17,365
Woongoolba	13,155	1.0	17,365
NSW	10,524	0.8	13,892
Bundaberg	6,578	0.5	8,683
Manly	5,262	0.4	6,946
Coolum	3,947	0.3	5,210
Toowoomba	3,947	0.3	5,210
WA	3,947	0.3	5,210
Ashmore	2,631	0.2	3,473
Boreen Point	2,631	0.2	3,473
Capalaba	2,631	0.2	3,473
Raby Bay	2,631	0.2	3,473
Sunshine Coast	1,316	0.1	1,737
Total Expenditure	\$1,315,500	100.0	\$1,736,500

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 19.15 shows the towns in which charter operators from the Southport TRC reside. Charter operators lived mostly in the Goldcoast (33.3%) and Southport (12.5%), as well as several other Queensland towns.

Table 19.15 Town of Residence

Town of Residence	Sample Count	Percent of Sample
Goldcoast	8	33.3
Southport	3	12.5
Beaudesert	1	4.2
Currumbin	1	4.2
Robina	1	4.2
Toowoomba	1	4.2
Raby Bay	1	4.2
Runaway Bay	1	4.2
Caboolture	1	4.2
Palm Beach	1	4.2
Surfers Paradise	1	4.2
Mudgeeraba	1	4.2
Fraser Island	1	4.2
Brisbane	1	4.2
Kawana	1	4.2
Total	24	100.0

Months Employed in the Charter Industry

Table 19.16 indicates that all owner-operators within the Southport TRC were employed throughout the year.

Table 19.16 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	95.5	86.8

Table 19.17 shows the location of household expenditure derived from the charter industry for the Southport TRC. It is estimated that \$0.6 million was spent on household items, and that the majority was spent in the Gold Coast (30.1%), Southport (13.6%) and Brisbane (10.4%). Several other Queensland towns were recipients of this expenditure.

Table 19.17 Town Location of Household Expenditure (all commodities and services)

Location of Household Expenditure	Sample Value of Expenditure	Percent of Sample	Estimated Expenditure
Gold Coast	129,280	30.1	170,637
Southport	58,412	13.6	77,098
Brisbane	44,668	10.4	58,958
Surfers Paradise	20,187	4.7	26,644
Fraser Island	18,039	4.2	23,810
Toowoomba	18,039	4.2	23,810
Kawana	18,039	4.2	23,810
Beaudesert	18,039	4.2	23,810
Currumbin	18,039	4.2	23,810
Caboolture	16,321	3.8	21,542
Ashmore	12,885	3.0	17,007
Nerang	13,744	3.2	18,141
Elanora	10,738	2.5	14,173
Robina	10,308	2.4	13,606
Cairns	9,020	2.1	11,905
Cleveland	9,020	2.1	11,905
Broadbeach	1,289	0.3	1,701
Runaway Bay	1,289	0.3	1,701
Helenvale	859	0.2	1,134
NSW	859	0.2	1,134
Palm Beach	859	0.2	1,134
Total Expenditure	\$429,500	100.0	\$566,900

Note: The sample total personal income for the Cairns TRC was \$706,000. 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 \$429,500. 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 19.18. The Gold Coast (34.5%) and Southport (20.9%) were the main towns for school and employment of family members.

Table 19.18 School and Employment Locations of Family Members

Location of Employment or School	Sample Count	Percent of Sample
Gold Coast	23	34.5
Southport	14	20.9
Beaudesert	5	7.5
Toowoomba	5	7.5
Currumbin	3	4.5
Surfers Paradise	3	4.5
Kawana	3	4.5
Brisbane	2	3.0
Overseas	2	3.0
Miami	1	1.5
Elanora	1	1.5
Runaway Bay	1	1.5
Wooloongabba	1	1.5
Stradbroke Island	1	1.5
Bayview Heights	1	1.5
Vic	1	1.5
Total Family Members	41	100.0

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

Social and Demographic Profiles

Table 19.19 shows the profiles of owner operators for the Southport TRC. In comparison to the Queensland average, operators tended to have business plan, be married, have a spouse with casual employment, and have more family members involved in the industry.

Table 19.19 Owner-Operator Profiles for the Southport TRC

Profile	Owner-Operators	All QLD Operators
Estimated Number of Charter-owners	25	191
Mean age of fisher	46	45.4
Age range	24-60	20-76
Percent males	96.0	93.8
Mean years resident in town	20.8	19.1
Mean number of years in charter industry	9.5	11.0
Mean hours per week in charter industry	41.9	50.7
Percent moved town to retain employment	4.2	14.0
Percent currently employed in other industry	45.8	46.1
Percent previously employed in other industry	95.8	93.7
Housing tenure (%)		
Rent	20.8	14.1
Mortgage	33.3	33.0
Own home	41.7	50.8
Other (eg, live with parents, on boat)	4.2	2.0
Educational		
Year completed school (%)		
Primary school	0.0	3.2
Year 8	8.3	3.2
Year 9	8.3	4.7
Year 10	29.2	32.6
Year 11	4.2	10.5
Year 12	50.0	45.8
Percent completed trade or TAFE certificate	34.8	52.2
Percent completed industry or business course	58.3	55.6
Percent with business plan	65.2	53.4
Marital Status		
Percent married or relationship	100.0	88.1
Partner's Income*		
Full-time employment	45.5	52.2
Part-time employment	22.7	23.3
Casual employment	13.6	8.8
Not employed	18.2	15.7
Family Composition		
Mean family size	3.2	3.2
Estimated number of total family members	76	596
Dependency Ratios		
Age Dependency Ratio**	18.4	21.7
Elderly Dependency Ratio	0.0	1.2
Child Dependency Ratio	18.4	20.6
Family Member Industry Dependency Ratio***	24.3	20.4
Gross Individual Income (%)		
Less than \$16,000	43.8	39.2
\$16,000 - \$26,000	37.5	22.2
\$26,000 - \$36,000	6.3	9.5
\$36,000 - \$52,000	6.3	13.3
\$52,000 - \$78,000	0.0	9.5
Over \$78,000	0.0	6.3
Average Income (\$)	30,350	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.

