



Gladstone Social Indicators 2013

This study examines the social impacts of tourism on the local communities, as perceived by its residents. The research is intended to inform the decision making of state and local authorities, as well as tourism bodies.

88% of residents agree that festivals and events attract tourists and raise awareness of the region

Gladstone region is a major industrial hub and one of Australia’s busiest ports. Of its 61,000 residents, most (72%) have lived in the area for 20 years or less. The size and diversity of Gladstone’s economy stimulates employment and one quarter (26%) of the population lives in the area because circumstances demand it. However, just over half are happy with the lifestyle and though they can think of other places they would equally like to be, their affection for the area has grown in the past three years (52% compared with 41% in 2010).

As part of tourism’s Southern Great Barrier Reef region, about 20 per cent of residents benefit from the industry. Generally, locals like tourists and are happy with the level of tourism development (62% respectively). They want to see growth continue and want to attract more visitors to the region (64%). With respect to how that could occur, some (17%) believe a new direction is needed, such as creating attractions for Gladstone City to encourage visitors to stay longer and explore the region.

		Queensland %		Gladstone %	
		2013	2010	2013	2010
Feelings about local area and tourists					
Feelings about local area	I like it, I can’t think of anywhere else I would rather live	39	37	21	28
	I enjoy living here but can think of other places I would enjoy equally	50	50	52†	41
	I only live here because circumstances demand it and would prefer to live somewhere else	12	13	26	31
Feelings about the number of tourists	Want more tourists	45	43	64	63
	About the same number	50	50	28	34
	Want fewer tourists	6	8	8	3

Shaded box highlights a significantly greater response when comparing the region and Queensland
 † Highlights a statistically significant increase in the region from 2010
 ‡ Highlights a statistically significant decrease in the region from 2010



The degree of contact between locals and tourists is typical of most Queenslanders (83% compared with 78% QLD). Two in five believe tourism positively impacts on the community with 43% rating the impact of tourism on the community +2 or +3. Overall, their agreement on the top positive impacts of tourism has held firm since 2010.

- Greater cultural diversity (91% in 2013 and 87% in 2010), and
- Important economic benefits (89% in 2013 and 84% in 2010).

Additionally, 88 per cent of residents see festivals and events as great ways to attract tourists and raise awareness of the region.

“Tourism only makes quality of our life better here. The more money spent in the town stays in the town, hence creating work for local people. Without the tourists we can’t survive.”

GLADSTONE RESIDENT 2013

Noteworthy shifts in the three year period at the community level show a dampening of enthusiasm about the positive affects of tourism on:

- Local pride (37% gave a +2 or +3 rating in 2013 compared with 52% in 2010)
- Increasing the regions profile (37% gave a +2 or +3 rating in 2013 compared with 60% in 2010)
- Important economic benefits of tourism (41% gave a +2 or +3 rating in 2013 compared with 55% in 2010)

As to the overall agreement among residents on the top two negative impacts, findings are similar to 2010.

- Increased prices (53% in 2013 and 50% in 2010), and
- Increased property values (35% in 2013 and 44% in 2010).

There was also an increase in the number of Gladstone residents agreeing that tourism leads to an increase in delinquent behaviour (35% compared with 14% in 2010) or a lack of access for locals (14% compared with 7% in 2010).

64% of residents feel that their local area should be trying to attract more tourists

Contact with Tourists, Feelings and Development

		Queensland %		Gladstone %	
		2013	2010	2013	2010
Feelings about tourists	I like tourists	57↑	49	62	59
	I tolerate tourists	31↓	35	30	26
	I adjust my lifestyle to avoid tourists	10	10	4	8
	I stay away from places tourists go	3↓	5	3	8
Contact with tourists	I never come into contact with tourists	22↑	18	17	21
	I see tourists around but don't usually talk to them	51	52	47	48
	I often interact with tourists as part of my job	10↓	13	12	16
	I often meet tourists around town and talk to them	15	14	15	16
	I have made friends with tourists during their stay, but have not kept in contact	7	7	9	10
	I have made friends with tourists and kept in contact after they have left	4	5	3	2
Preferred development growth	Happy with continued growth	59	59	62	71
	Happy but no more growth	25	25	18	11
	Want less tourism	3↓	6	3	6
	More growth different direction	13↑	10	17	12

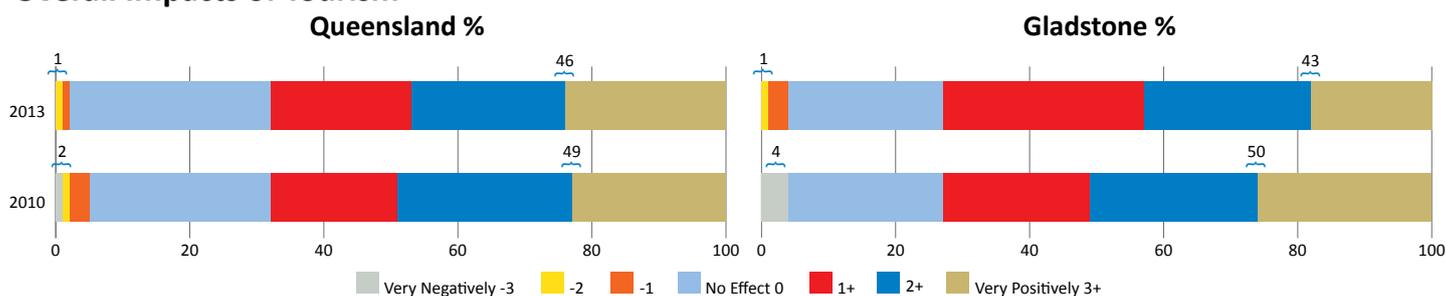
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Respondents were asked to rate the overall impact tourism has on their community as a whole, using a seven point scale ranging from very negatively (-3) to very positively (+3). In 2013, 43% of Gladstone residents rated the impact of tourism on their community as positive, scoring a +2 or +3, similar to the ratings from the 2010 survey. One per cent of residents rated the impact of tourism on their community negatively, with a -3 or -2 in 2013, down from 4% in 2010.

Overall Impacts of Tourism



Respondents were then asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

Positive Impacts of Tourism

	Queensland % Agree		Gladstone % Agree	
	2013	2010	2013	2010
More interesting things to do	62↑	54	47	40
Important economic benefits	91↑	87	89	84
Improved facility maintenance	69↑	60	59	57
Increased local pride	72↑	65	70	63
Increased regional profile	86↑	76	80	80
New infrastructure	68↑	60	34	40
Greater cultural diversity	92↑	89	91	87
* Benefits of tourism shared evenly	38	-	32	-
** Festivals and events attract tourists and raise awareness	87	-	88	-

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↓ Highlights a statistically significant decrease in the region from 2010

* Question wording changed from 2010

** New statement included in 2013

- Data not available

Those that agree with the positive statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating of +2 or +3.

	Queensland % Positive affect on the community as a whole. Those that rated the affect +2 or +3.		Gladstone % Positive affect on the community as a whole. Those that rated the affect +2 or +3.	
	2013	2010	2013	2010
	More interesting things to do	53↓	65	48
Important economic benefits	45↓	58	41↓	55
Improved facility maintenance	43↓	53	47	56
Increased local pride	39↓	50	37↓	52
Increased regional profile	40↓	52	37↓	60
New infrastructure	49↓	65	51	67
Greater cultural diversity	29↓	32	24	26
* Benefits of tourism shared evenly	41	-	34	-
** Festivals and events attract tourists and raise awareness	49	-	48	-

% positive affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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** New statement included in 2013

- Data not available

Base: Those that agree with each statement

Negative Impacts of Tourism

Respondents were asked to nominate if they agree or disagree with the following impacts of tourism. Below is the proportion of respondents that agree with each impact.

	Queensland % Agree		Gladstone % Agree	
	2013	2010	2013	2010
Increased opportunity costs	27	25	18	18
More disruption	32	31	21	14
Rise in delinquent behaviour	35	36	35↑	14
Negative impact on the environment	29	29	27	23
Increased prices	56↑	53	53	50
Lack of access for locals	17	16	14↑	7
Negative impact on local character	29	29	23	18
Increased property values	41↓	45	35	44

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Those that agree with the negative statement were then asked to rate the affect it has on their community as a whole using a seven point scale ranging from very negatively (-3) to very positively (+3). Below are the scores of those respondents who gave a rating of -2 or -3.

	Queensland % Negative affect on the community as a whole. Those that rated the affect -3 or -2.		Gladstone % Negative affect on the community as a whole. Those that rated the affect -3 or -2.	
	2013	2010	2013	2010
Increased opportunity costs	15↓	24	17	27
More disruption	14↓	24	15	20
Rise in delinquent behaviour	22↓	31	17	36
Negative impact on the environment	18↓	31	22	23
Increased prices	13↓	18	26	15
Lack of access for locals	18↓	28	-	-
Negative impact on local character	8	11	21	11
Increased property values	16↓	25	31	33

% negative affect is based on the proportion of respondents who cited the top two ratings on a seven point scale ranging from very negative (-3) to very positive (+3).

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- Data not available

Base: Those that agree with each statement



Demographics

		Queensland % 2013	Gladstone % 2013
Life stage	Under 45 years, no children	26	22
	Under 45 years, with children	23	29
	45 years or more, no children	40	34
	45 years or more, with children	11	15
Years of residence	Less than 2 years	18	9
	2-5 years	20	15
	6-10 years	21	25
	11-20 years	23	23
	More than 20 years	17	28
Place of birth	Within 50km of where you currently live	21	19
	Elsewhere in Queensland	22	37
	Elsewhere in Australia	32	20
	In another country	24	23
Directly benefit from tourism (e.g. work in or own a business that profits from tourists or rent a property to tourists)	Personal benefit	10	10
	Family benefit	10	11
	No benefit	84	81
Income	Less than \$60,000	39	20
	\$60,000 - \$99,000	24	19
	\$100,000 or more	21	42
	Prefer not to say	17	18

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Base 2013 Queensland n=3855, Gladstone 203
Base 2010 Queensland n=3834, Gladstone 133

ⁱ Source – Queensland Regional Profile for Gladstone Regional Local Government Area, Government Statistician, Queensland Treasury and Trade.



Positive impact

Description

More interesting things to do	Because of tourism, there are more interesting things to do in my local area (e.g. attractions to visit, events to attend)
Important economic benefits	Tourism is good for the economy because the money that visitors spend when they come to the region helps to stimulate the economy, stimulates employment opportunities, and is good for local business
Improved facility maintenance	Tourism promotes the development and better maintenance of public facilities such as roads, parks, sporting facilities and/or public transport
Increased local pride	Tourism increases local residents pride in their town and makes them feel good about themselves and their community
Increased regional profile	Tourism showcases my region in a positive light. This helps to promote a better opinion of my region and encourages future tourism and /or business investment
New infrastructure	Because of tourism there are better shopping, dining and/or recreational opportunities in the region
Greater cultural diversity	Tourism brings people from different backgrounds and cultures into the community
Benefits of tourism shared evenly	The benefits of tourism are shared evenly across the local community
Festivals and events attract tourists and raise awareness	Festivals and events attract tourists and raise awareness of the region

Negative impact

Description

Increased opportunity costs	Too much public money is spent on developing facilities for tourists that would be better spent on other public facilities/activities
More disruption	Tourism disrupts the lives of local residents and creates inconvenience. Problems like traffic congestion, parking difficulties and excessive noise are worse when there are lots of tourists around
Rise in delinquent behaviour	Tourism is associated with some people behaving inappropriately, perhaps in a rowdy and delinquent way, or engaging in excessive drinking or drug use or other criminal behaviour
Negative impact on the environment	Tourism has a negative impact on the environment through excessive litter and/or pollution and/or damage to natural areas
Increased prices	Tourism leads to increases in the prices of some things such as some goods and services and/or property values and/or rental costs
Lack of access for locals	Tourists deny local residents access to public facilities, that is, roads, parks, sporting facilities, public transport and/ or other facilities are less available to local residents because of overcrowding
Negative impact on local character	Because of tourism the character of the region has changed for the worse
Increased property values	The increase in property values associated with tourism, makes it more difficult for some people to live in the area

