



Brisbane Social Indicators 2010

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. It looks at the social, geographic and economic circumstances of respondents in order to give a context to the findings.

Brisbane is the capital of Queensland and one of Australia's fastest growing cities.¹ About 1.8 million people live within its broad boundaries², many moving to the area in recent years. In fact, compared with the average Queenslanders, a greater proportion of residents have lived in the area for less than two years. The city and its people are diverse. Covering an area of 1,367 square kilometres¹, Brisbane is the nation's third largest capital, ranked behind Melbourne and Sydney, though as a municipality, it is the largest local government authority in the Asia-Pacific region. Beyond the

CBD lies a tapestry of community life spread across four quadrants - North Brisbane³, Pine River⁴, South Brisbane⁵ and West Brisbane/Ipswich⁶. Among the city's claims are an enviable subtropical climate and relaxed lifestyle, a vibrant city life set around the Brisbane River and cultural precinct, considerable tourism infrastructure, and economic growth and prosperity.²

However, despite the level of tourism infrastructure and the fact that 19 per cent of Queensland's domestic tourism spend and 35 per cent of Queensland's international tourism spend occurs in the region⁷, only nine per cent of the population indicated they derive a direct benefit from the industry. The big employers are education, hospitality, health, state government and supermarkets⁸. If people are not at work, they certainly appear to be at study. Brisbane residents are more likely than the average Queenslanders to have a tertiary qualification, post-graduate degree, and be studying full or part time. Like many other Queensland communities, half the population really likes tourists and the majority (four in five) are happy with the type of tourism development to date. Though, in Brisbane's case, residents see it as a city rather than a holiday destination. This perception, combined with the lack of exposure to tourists or few indicating they directly benefit from tourism.

58% of respondents feel that their local area should keep attracting the same number of tourists

Feelings about local area and tourists

		Queensland %	Brisbane %
Feelings about local area	I like it, I can't think of anywhere else I would rather live	37	32
	I enjoy living here but can think of other places I would enjoy equally	50	54
	I only live here because circumstances demand it and would prefer to live somewhere else	13	14
Feelings about the number of tourists	Fewer	8	10
	About the same	50	58
	More	43	32

■ = statistically significant difference

"Brisbane creates events and experiences for not only the tourists, but local residents, which gives the community exciting things to do."
Brisbane Social Indicators Respondent 2010



For example, when asked how tourism in the region affected their personal quality of life just four per cent of Brisbanites gave a moderate or very positive rating, much lower than the Queensland average of 11 per cent.

Residents were more likely to give the tick of approval if they:

- Earned more than \$100K+ per annum
- Really liked tourists
- Had made friends with tourists and kept in touch with them over a long period of time
- Were born in another country
- Thought the region should be doing more to attract tourists.

By and large, people who lived in the area because circumstances demanded it or had no vested interest in tourism were even less likely to feel positive about tourists and tourism.

In relation to the benefits of tourism to the wider community and its impacts on community life, local sentiment again fell well short of the Queensland average. Thirty-five per cent of all residents thought tourism had a moderate or very positive impact on community life, whereas the Queensland average was 50 per cent.

Results also showed that people against attracting more tourists to the city were most inclined to give a negative response.

In contrast, characteristics common among residents who felt tourism had a positive impact on their community were as follows:

- Over the age of 45 years with no children
- Had lived in the region for six to 10 years
- Directly benefitted or had a family member who directly benefitted from tourism
- Wanted to see more tourists coming into the area
- Had friends or had made friends who were tourists and had kept in contact with them.

When weighing up the pros and cons of tourism on specific areas of the community, residents were fairly circumspect in their responses. They are less likely than the average Queenslanders to agree that tourism leads to an improved local economy, increased regional profile and regional pride, better facilities maintenance, new infrastructure and more interesting things to do. On the other hand, they are also less likely to agree that tourism is responsible for an increase in prices and property values, a rise in delinquent behaviour, more disruption or negative impact on the local character.

Contact with Tourists, Feelings and Development

		Queensland %	Brisbane %
Feelings about tourists	I really like tourists	49	49
	I tolerate tourists	35	33
	I adjust my lifestyle to avoid tourists	10	10
	I stay away from places tourists go	5	7
Contact with tourists	I never come into contact with tourists	18	27
	I see tourists around but don't usually talk to them	52	50
	I often interact with tourists as part of my job	13	10
	I often meet tourists around town and talk to them	14	10
	I have made friends with tourists during their stay but have not kept in contact	7	6
	I have made friends with tourists and kept in contact after they have left	5	5
Preferred development growth	Happy with continued growth	59	56
	Happy but no more growth	25	28
	Want less tourism	6	8
	More growth different direction	10	9

■ = statistically significant difference

Overall Impacts of Tourism

	Queensland		Brisbane	
	% positive affect	% negative affect	% positive affect	% negative affect
Overall impact on personal quality of life	11	4	4	4
Overall impact on local community	50	2	35	2

% 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).

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

■ = statistically significant difference



Interestingly, closer scrutiny shows that views differ depending on where people live.

Compared with the average Brisbanite, those who reside in the north³ part of the region are slightly less inclined to really like tourists, though, they are happier than most about the way tourism is developing in their local area - 61% compared to the Brisbane average of 56%.

The area tends to be more affluent with a greater proportion of households (19.4%) earning \$100K compared with Brisbane average (17%). The locals in the north enjoy where they live but can think of other places that would be equally as appealing.

Further, they are more likely to agree that tourism:

- is good for the economy and has a positive impact on the community
- increases local pride and conversely, that tourism can change the character of a region

They are less likely to agree that tourism:

- leads to people behaving inappropriately
- has a negative impact on the environment
- costs the public purse too much when it comes to tourism infrastructure development.

Up the road at Pine River⁴, the district

has seen enormous development in recent years to cater for Brisbane's ever expanding population and demand for new housing and infrastructure. One quarter of the people living in the area has lived there for five years or less and the average annual household income is less likely to be over \$100K (5% compared with the Brisbane average 7%).

The bulk of Pine River residents want to attract about the same number of tourists each year, greater than the Brisbane average (71% compared to 58%). In general, local consensus is that the tourism is a positive for the community. Residents like the tourism development that has gone on and really like tourists. Where they do hold reservations is for increasing the number of tourists that visit. The people of Pine River would prefer visitor numbers to remain status quo.

Overall Pine River residents believe the industry is good for the economy and that it increases local pride. They are also less likely to agree that tourists deny locals access to public facilities.

The residents of South Brisbane⁵ agree with their Pine River counterparts in the fact that they are more likely than the average Brisbane resident to see the overall affect of tourism on their local community as positive. This is perhaps

understandable given that here, a higher number of family members than the Brisbane average directly benefits from tourism (13% compared to Brisbane average 10%). They also like things the way they are and are keen to see visitor numbers remain the same.

Southern-based locals are less likely to agree that tourism is good for the economy or showcases their region in a positive light and more likely to think it leads to increased prices, poor social behavior and has a negative impact on the environment.

To the West and heading out towards Ipswich⁶, residents are keen to attract tourists to the region. Most locals to the area "really like" tourists, (54% more than the Brisbane average 48%) and believe tourism has a positive impact on the community.

People living in the western suburbs of Brisbane are more likely to agree that:

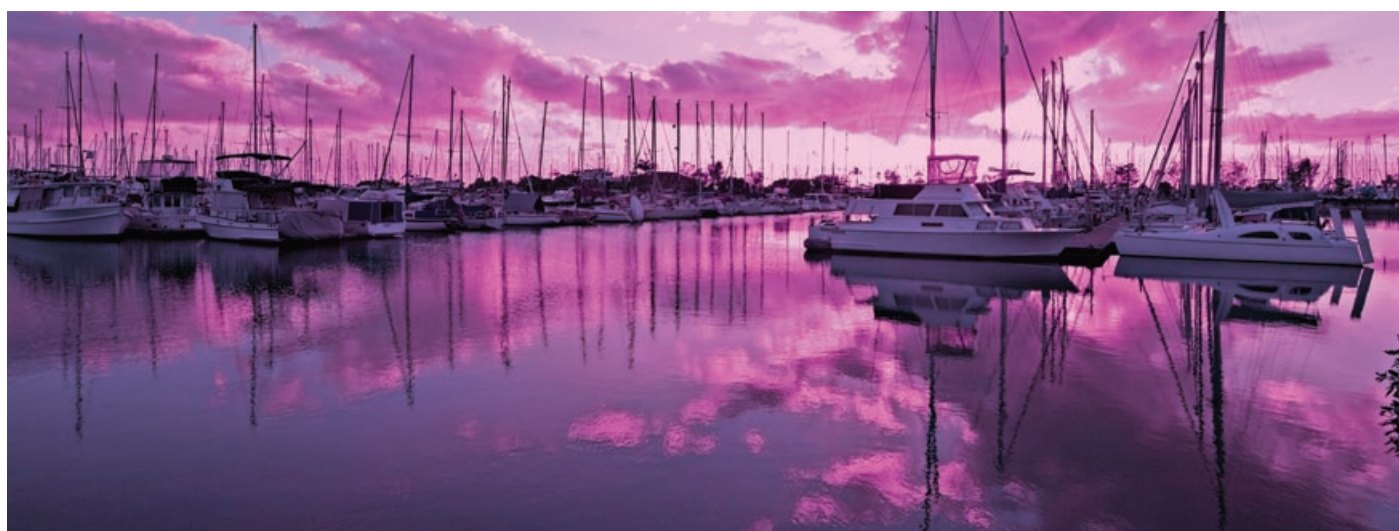
- tourism showcases the region in a positive light
- tourism leads to better facilities in the region
- less money should be spent on facilities for tourists.

Positive Impacts of Tourism

Because of tourism there is...	Queensland			Brisbane		
	% agree	% positive affect on personal quality of life	% positive affect on community as a whole	% agree	% positive affect on personal quality of life	% positive affect on community as a whole
Improved economic benefits	87	16	58	84	11	47
Increased regional profile	76	16	52	70	13	40
Increased local pride	65	20	50	63	15	37
Improved facility maintenance	60	25	53	58	22	44
New infrastructure	60	36	65	53	29	60
More interesting things to do	54	35	65	45	28	57

% 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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Negative Impacts of Tourism

Because of tourism there is...	Queensland			Brisbane		
	% agree	% negative affect on personal quality of life	% negative affect on community as a whole	% agree	% negative affect on personal quality of life	% negative affect on community as a whole
Increased prices	53	20	18	49	18	16
Increased property values	45	22	25	40	20	24
Rise in delinquent behaviour	36	15	31	35	18	31
More disruption	31	19	24	29	19	24
Negative impact on the environment	29	12	31	29	13	31
Negative impact on local character	29	9	11	23	7	8
Increased opportunity costs	25	19	24	25	21	21
Lack of access for locals	16	28	28	16	28	26

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

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Demographics

		Queensland %	Brisbane %
Gender	Male	50	50
	Female	50	50
Life stage	Under 45 years, no children	29	33
	Under 45 years, with children	26	25
	45 years or more, no children	32	29
	45 years or more, with children	13	14
Years of residence	Less than 2 years	9	10
	2-5 years	21	18
	6-10 years	15	12
	11-20 years	19	17
	More than 20 years	14	13
Place of birth	All my life	22	30
	Within 50km of where you currently live	22	30
	Elsewhere in Queensland	24	22
	Elsewhere in Australia	34	28
	In another country	21	21
Education	Completed Year 10	11	9
	Completed Year 11/12	18	17
	Finished technical education	15	13
	Tertiary diploma	12	13
	Finished university degree	14	16
	Finished post-graduate degree	5	6
	Other	26	26
Employment status	Working full-time	41	42
	Working part-time	17	16
	Unemployed, looking for work	4	4
	Unemployed, not seeking work	1	1
	Retired	14	14
	Student	5	6
	Student/part-time work	3	4
	Home duties	10	9
	Other	4	4
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	9
	Family benefit	10	10
	No benefit	83	85
Income	Less than \$60,000	40	38
	\$60,000 - \$99,000	26	26
	\$100,000 or more	15	17
	Prefer not to say	18	20

■ = statistically significant difference

1. Brisbane, Council of City Lord Mayors

2. Key Facts, Brisbane Marketing

3. North Brisbane residents were defined by the following postcode: 4000-4072

4. Pine River residents were defined by the following postcode: 4500-4521

5. South Brisbane residents were defined by the following postcode: 4073-4184

6. West Brisbane/ Ipswich residents were defined by the following postcode: 4300-4347

7. National Visitor Survey and International Visitor Survey Year Ending March 2010, Tourism Research Australia

8. Census 2006, Australian Bureau of Statistics

Base: Queensland n=3834; Brisbane n=421