

Bundaberg 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.

Typical of many Queensland regional cities, Bundaberg's economy is based on primary industries and the manufacture of goods and services to support them. As an agricultural, forestry and fishing hub for the Coral Coast, Bundaberg draws on the rich resources of the district, which includes Burnett and North Burnett, Kolan and Isis districts, as well as the southern region of the Great Barrier Reef.¹ Other key industries include health and education, hospitality, groceries and residential care.²

Commercial fishing is the main focus of economic activity when it comes to

the reef. Tourism, on the other hand, is still a burgeoning marketplace.

Lady Elliot and Lady Musgrave islands lie just off the coast offering visitors leisure and diving experiences, and whale watching and turtle hatching are also popular attractions. In the Year Ending March 2010 the region saw 489,000 domestic and 46,000 international visitors.³

Compared with the Queensland average, the city has a high aging population. Most have lived in Bundaberg longer than six years with four in 10 over the age of 45 with no children. They have come from other places and relative to the Queensland average, only recently made the shift. To be expected, the number of residents with an income under \$60K per annum is much greater than the Queensland average (60% compared with 40%).

The City prides itself on being friendly and its enthusiasm for welcoming more tourists is unmistakable.⁴

70% of residents feel that their local area should be trying to attract more tourists

Feelings about local area and tourists

		Queensland %	Bundaberg %
Feelings about local area	I like it, I can't think of anywhere else I would rather live	37	43
	I enjoy living here but can think of other places I would enjoy equally	50	48
	I only live here because circumstances demand it and would prefer to live somewhere else	13	10
Feelings about the number of tourists	Fewer	8	1
	About the same	50	30
	More	43	70

■ = statistically significant difference

"[Tourism] Enriches my life through meeting different people from other parts of the country and the world."

Bundaberg Social Indicators Respondent 2010



The vast majority really like tourists but more so for the benefits tourism offers the community at large, rather than any likely impacts on their individual quality of life. Even though many residents admitted to not having contact with tourists, they really like them and definitely supported the idea of attracting more to the region. In fact, 70 per cent agreed the city should be doing more in this area.

Collectively, Bundaberg locals view tourism much in the same light as other Queenslanders - as a means to gaining economic improvement, infrastructure development such as shopping, dining and recreational activities, maintenance, greater regional profile and local pride, and more interesting

things to do. Of these, the aspects they rated more highly included improvements to the economy, and increases in regional profile and local pride.

Their strong support was further reflected in the fact that residents were less likely than average Queenslanders to see tourism as leading to negative impacts such as increased prices, delinquent behaviour and more disruption to the lives of locals.

Contact with Tourists, Feelings and Development

		Queensland %	Bundaberg %
Feelings about tourists	I really like tourists	49	65
	I tolerate tourists	35	31
	I adjust my lifestyle to avoid tourists	10	2
	I stay away from places tourists go	5	2
Contact with tourists	I never come into contact with tourists	18	5
	I see tourists around but don't usually talk to them	52	63
	I often interact with tourists as part of my job	13	11
	I often meet tourists around town and talk to them	14	20
	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	3
Preferred development growth	Happy with continued growth	59	68
	Happy but no more growth	25	17
	Want less tourism	6	2
	More growth different direction	10	14

Overall Impacts of Tourism

	Queensland		Bundaberg	
	% positive affect	% negative affect	% positive affect	% negative affect
Overall impact on personal quality of life	11	4	15	1
Overall impact on local community	50	2	72	1

% 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

Positive Impacts of Tourism

Because of tourism there is...	Queensland			Bundaberg		
	% 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	92	17	68
Increased regional profile	76	16	52	81	16	66
Increased local pride	65	20	50	71	26	67
Improved facility maintenance	60	25	53	70	23	62
New infrastructure	60	36	65	54	38	73
More interesting things to do	54	35	65	58	31	78

% 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).

■ = statistically significant difference

Negative Impacts of Tourism

Because of tourism there is...	Queensland			Bundaberg		
	% 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	42	13	14
Increased property values	45	22	25	30	20	24
Rise in delinquent behaviour	36	15	31	25	16	33
More disruption	31	19	24	20	18	41
Negative impact on the environment	29	12	31	25	18	30
Negative impact on local character	29	9	11	31	3	7
Increased opportunity costs	25	19	24	18	25	39
Lack of access for locals	16	28	28	9	41	41

% 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

Demographics

		Queensland %	Bundaberg %
Gender	Male	50	50
	Female	50	50
Life stage	Under 45 years, no children	29	19
	Under 45 years, with children	26	27
	45 years or more, no children	32	44
	45 years or more, with children	13	11
Years of residence	Less than 2 years	9	8
	2-5 years	21	20
	6-10 years	15	25
	11-20 years	19	22
	More than 20 years	14	15
	All my life	22	12
Place of birth	Within 50km of where you currently live	22	12
	Elsewhere in Queensland	24	36
	Elsewhere in Australia	34	33
	In another country	21	19
Education	Completed Year 10	11	17
	Completed Year 11/12	18	20
	Finished technical education	15	14
	Tertiary diploma	12	8
	Finished university degree	14	14
	Finished post-graduate degree	5	2
	Other	26	25
Employment status	Working full-time	41	24
	Working part-time	17	20
	Unemployed, looking for work	4	7
	Unemployed, not seeking work	1	2
	Retired	14	22
	Student	5	4
	Student/part-time work	3	2
	Home duties	10	12
	Other	4	7
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	6
	Family benefit	10	9
	No benefit	83	87
Income	Less than \$60,000	40	60
	\$60,000 - \$99,000	26	22
	\$100,000 or more	15	7
	Prefer not to say	18	11

■ = statistically significant difference

1. [Facts and Figures](#), Bundaberg City Council

2. Census Data 2006, Australian Bureau of Statistics

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

4. [Welcome to Bundaberg Region](#), Bundaberg Regional Tourism

Base: Queensland n=3834; Bundaberg n=201