



Gladstone
Healthy Harbour
Partnership

ECONOMIC VALUE



FOUR FAST FACTS

1. Economic Value assesses how the Gladstone community generates economic value from the harbour through recreational activities.
2. The overall Economic Value of recreation is assessed using three key indicators; land-based recreation, recreational fishing, and beach recreation.
3. The three Economic Value indicators are assessed by analysing the trip satisfaction, travel information and cost data that is gathered through Computer Assisted Telephone Interviews.
4. Overall Economic Value of Gladstone Harbour remained **GOOD** in 2017.

THE GRADES		
2016	2017	Grading system
B	B	A Very good (0.85 - 1.00)
		B Good (0.65 - 0.84)
		C Satisfactory (0.50 - 0.64)
		D Poor (0.25 - 0.49)
		E Very poor (0.00 - 0.24)



HOW IS ECONOMIC VALUE MEASURED?

The overall Economic Value is assessed using three key indicators:

- Land-based recreation
- Recreational fishing
- Beach recreation

The Economic Value is assessed using data collected through a Computer Assisted Telephone Interview. Each indicator is a combination of community satisfaction and estimated economic value of the recreational activity.

The latter estimation is completed using a travel cost method. This method involves collecting data on the costs incurred by each individual in travelling to the recreational sites.



Gladstone Healthy
Harbour Partnership
Education Resource

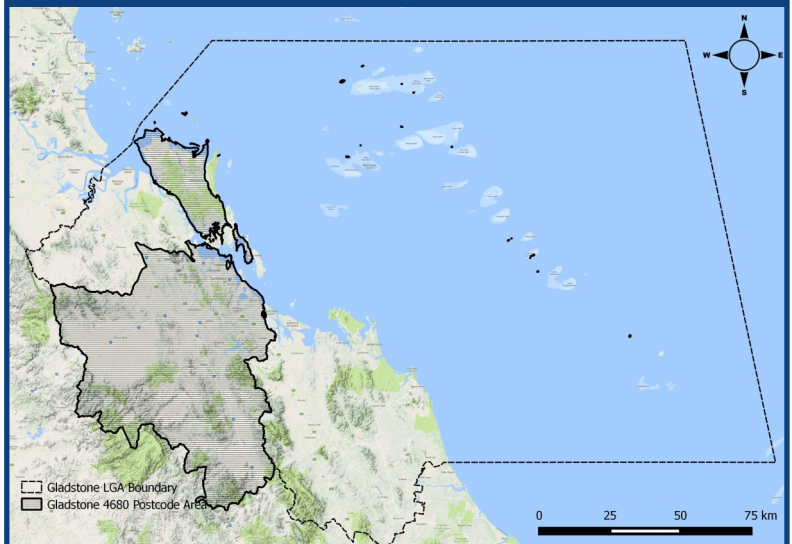


WHAT DO THE GRADES MEAN?

The overall Economic Value of Gladstone Harbor remains **GOOD** and unchanged since 2014.

Although there were minor fluctuations in harbour based economic wealth over the years and changes to the employment status, the score indicates the community of Gladstone is continuing to enjoy the recreational activities in the harbour.

ECONOMIC VALUE MONITORING AREA



Economic Value is monitored within the Gladstone Local Government Area

Thank you to our contributing partner Central Queensland University

For more information on Economic Value monitoring in Gladstone Harbour visit www.ghhp.org.au or visit our Facebook page.