



Gladstone
Healthy Harbour
Partnership

ECONOMIC VALUE



FIVE FAST FACTS

1. Economic Value is an indicator under the economic component of the Gladstone Harbour Report Card.
2. Economic Value assesses how the Gladstone community generates Economic Value from the harbour through recreational activities.
3. The overall Economic Value of recreation is assessed using **FOUR** key indicators.
4. The Economic Value indicators are assessed by analysing trip satisfaction, travel information and cost data that is gathered through Computer Assisted Telephone Interviews.
5. Overall Economic Value of Gladstone Harbour remained **GOOD** in 2018.

THE GRADES

2016	2017	2018	Grading system
B	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?

Economic activity in Gladstone generates income and wealth to the local community. The contribution of harbour-based recreation is assessed by how much of that wealth is spent on recreational activities in the harbour.

The overall economic value is assessed using four key indicators:

- Land-based recreation
- Recreational fishing
- Beach-based recreation
- Water-based 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.

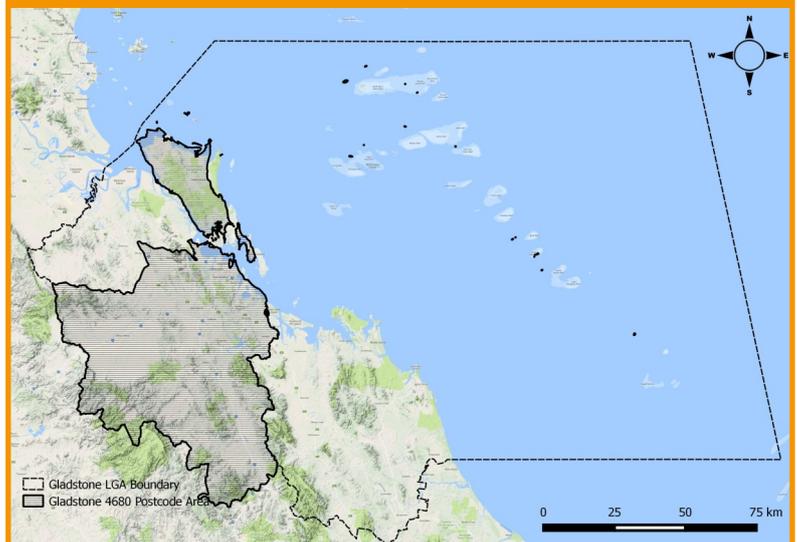
The latter estimation is completed using a travel cost method. This method involves collecting data on the costs incurred by each individual in travelling to the recreational sites.

WHAT DO THE GRADES MEAN?

The overall economic value of Gladstone Harbour 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 and around the Gladstone Harbour.

MONITORING AND REPORTING AREA FOR ECONOMIC VALUE INDICATORS



Economic value is monitored within the Gladstone Local Government Area

GHHP Partner, Central Queensland University was a direct contributor to this indicator

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