

Appendix 1

Social & Economic Benefits Assessment



Social and Economic Benefit Assessment

Strategic Leisure Group

March 2013

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Introduction

This social and economic benefits review of the current use of the Nambour Showgrounds has been prepared as a core component of the Nambour Showgrounds Master Plan project. This report outlines information relevant to future planning and development strategies for the site to assist Council to determine the preferred future uses for the Nambour showgrounds.

The following social and economic benefit analysis has been informed by desktop analysis, document review. Reports and files that formed part of the document review included:

- An Economic and Social Impact Study of Australian Agricultural Shows by the Queensland Chamber of Agricultural Societies Inc.
- Submissions regarding the Nambour Showgrounds Master Plan from the Queensland Home Garden Expo, Nambour Cricket Club, Nambas Tennis Club, Sunshine Coast Antique Car Club, Nambour Lapidary Club, Rotary Club of Nambour, Sunshine Coast Darts Club, and Sunshine Coast Badminton Association
- Maroochy Showgrounds Master Plan, Nambour 2007 onwards – Findings Reports and Master Plan Report
- OM Council Report regarding Showgrounds
- Nambour Showgrounds Situational Analysis Report, Final Report May 2012
- Ian McShane's thesis, "Bringing in the Public: Community Facilities and Social Value", submitted with the Institute for Social Research, Swinburne University of Technology
- The Nambour Showground Budget Profile
- The Nambour Showground receipting and invoices
- Discussions held with existing users and other key stakeholders during the consultation process for the Showgrounds Master Plan

The background of this project and the context of the showgrounds and this body of work have been covered by Strategic Leisure Group in the 'Strategic Directions Report'.

REPORT LIMITATIONS

The assessment undertaken has been done on the basis of information available at this time. Our assessment may be impacted by changes to this information or by market factors which cannot be foreseen at this stage. Urbis Pty Ltd will not accept liability or responsibility to any third party relying on information provided in this advice.

1 The Nambour Showgrounds Overview

1.1 NAMBOUR SHOWGROUNDS EVENTS AND USERS

The Nambour Showgrounds is a significant regional facility for the Sunshine Coast and serves four major functions:-

- (a) an event space,
- (b) leasable facilities for community groups,
- (c) accommodation of community assets and
- (d) a public open space for the wider community.

It has been estimated that the showgrounds host an average of 1,350 regular visitors per week or over 70,000 visits per annum. A full list of events and users are listed in Table 1 on the following page. The two primary types of activities that generate the most income for the showgrounds and the Nambour community are the major events that occur there and the leasing and use by local community groups.

There are four major events in the calendar year attracting visitors from within and outside the Sunshine Coast region. The largest event, in terms of visitation numbers, is the Queensland Home Garden Expo, which is held over three days in July attracting around 30,500 visitors (Garden Expo Impact Assessment, marketing eXchange Pty Ltd, Event Survey 2011). The Sunshine Coast Agricultural Show is held annually over three days in June and attracts around 25,000 attendees (based on 2012 Situational Analysis Report). Other major events at the showgrounds include the Caravan and Camping Expo with approximately 14,000 visitors (Australian Events Website) and the Antique Car Club swap meet attracting around 7,500 visitors (Development Levy Data).

An additional 32,100 visitors attend other major and significant events at the Nambour Showgrounds including Annual Pet Expo, Annual Rodeo, Collectorama, Gemfest, International Rally of Qld Shakedown / Shootout and Media Event, Relay for Life, Nambour Christmas Carols, Annual Junior Development cricket carnival, Antique Car Club display days, Gunalda and District Western Performance Club Inc. events, Sunshine Coast Showjumping and Equestrian Club Events and major darts events. All attendance to major and significant events within the Nambour Showgrounds represents an estimated 109,000 visits per annum.

The facilities at the showgrounds are also leased on average by 28 community and user groups who use the sportsgrounds, meeting rooms and pavilions weekly. User groups form ongoing and regular visitation to the showgrounds.

Other users of the facilities include the local community and schools who utilise the ovals and internal road informally for sport and recreation, pedestrian shortcuts and access to public open space.

1.2 SHOWGROUND REVENUE

The following section outlines the Nambour Showgrounds current individual events and user groups, and the associated income they contribute (refer to Table 1). As of the 2011-12 financial year the Nambour Showgrounds achieved over \$140,000 of total revenue. Around \$119,000 of revenue was achieved from facility hire, electricity use, sundry recoupment and development levy. Additional revenue included \$24,236 (General Hire), \$535 (internal charges) and \$1,775 from credits.

TABLE 1 – BREAKDOWN OF CONTRIBUTION TO REVENUE, 2011/12

Breakdown of Contribution to Revenue, 2011/12

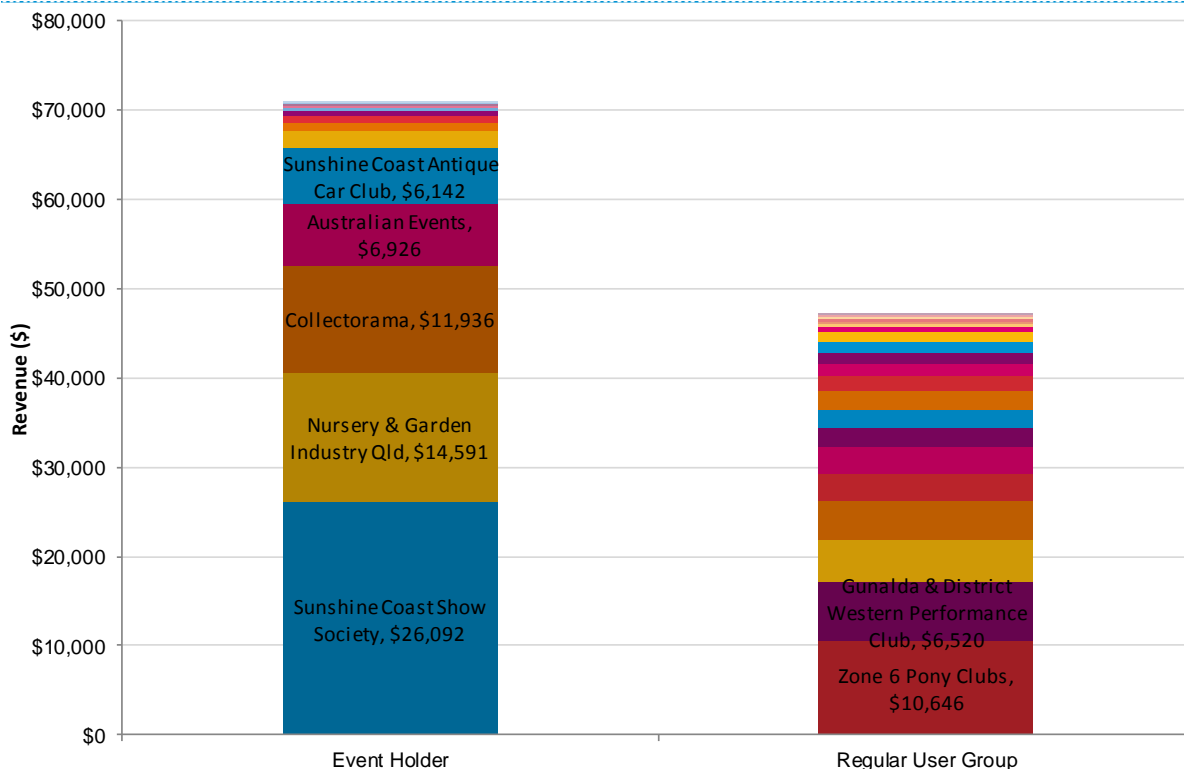
NAMBOUR SHOWGROUNDS, 2011/12

Rank	Group	Event Holder	Regular User Group	Total	%
Invoices					
1	Sunshine Coast Show Society	\$26,092		\$26,092	18.0%
2	Nursery & Garden Industry Qld	\$14,591		\$14,591	10.1%
3	Collectorama	\$11,936		\$11,936	8.3%
4	Zone 6 Pony Clubs		\$10,646	\$10,646	7.4%
5	Australian Events	\$6,926		\$6,926	4.8%
6	Gunalda & District Western Performance Club		\$6,520	\$6,520	4.5%
7	Sunshine Coast Antique Car Club	\$6,142		\$6,142	4.2%
8	North Coast Active Riders		\$4,776	\$4,776	3.3%
9	Nambour Cricket Club		\$4,313	\$4,313	3.0%
10	Nambour Pony Club		\$3,089	\$3,089	2.1%
11	The Cancer Council of Queensland		\$2,894	\$2,894	2.0%
12	Nambour Lapidary Club		\$2,224	\$2,224	1.5%
13	Sunshine Coast Badminton Assoc		\$2,042	\$2,042	1.4%
14	Brisbane Sporting Club	\$2,028		\$2,028	1.4%
15	Nambas Tennis Club		\$2,001	\$2,001	1.4%
16	Equestrian Qld		\$1,665	\$1,665	1.2%
17	Sunshine Coast Darts		\$1,429	\$1,429	1.0%
18	Rotary Club of Nambour		\$1,253	\$1,253	0.9%
19	Maroochy Pony Club		\$1,224	\$1,224	0.8%
20	Apex		\$1,066	\$1,066	0.7%
21	Sunshine Coast Showjumping & Equestrian	\$872		\$872	0.6%
22	Superbutcher	\$749		\$749	0.5%
23	Nambour Hinterland AFC		\$570	\$570	0.4%
24	Global Care	\$549		\$549	0.4%
25	Matthew Flinder Anglican College	\$330		\$330	0.2%
26	Queensland Fire & Rescue		\$324	\$324	0.2%
27	123 Fit		\$310	\$310	0.2%
28	Suncoast Landrover Owners Club		\$294	\$294	0.2%
29	Sunshine Coast Poultry Club	\$215		\$215	0.1%
30	Suncoast Hot Rod	\$213		\$213	0.1%
31	Historic Motorcycle Club	\$175		\$175	0.1%
32	Unitywater		\$148	\$148	0.1%
33	Nambour & Hinterland AFC		\$131	\$131	0.1%
34	Better Behaved Dogs		\$112	\$112	0.1%
35	Suncost Rod and Custom Car Club	\$100		\$100	0.1%
36	Nambour Community Gardens		\$39	\$39	0.0%
37	Frangipani by the Lake	\$39		\$39	0.0%
Grand Total		\$70,957	\$47,069		82%
<i>Proportion</i>		<i>60%</i>	<i>40%</i>		
Other Forms of Revenue					
	General Hire Revenue			\$24,236	16.8%
	Internal Charges Revenue			\$535	0.4%
	Other Credits			\$1,775	1.2%
Grand Total				\$144,572	100%

Source: Nambour Showgrounds; Urbis

Revenue by Type and User

NAMBOUR SHOWGROUND REVENUE, 2011-2012



Source: Nambour Showground: Urbis

Due to the availability of data, we have analysed the following section utilising the split of invoices for the 2011/12 financial year by user group. We do note that additional revenue for some of these groups may be included within other revenue items such as general hire revenue. Over the last 5 years, the Showgrounds revenue (from issued invoices) has increased from around \$60,000 per annum to \$118,000 per annum, with the most significant individual contributors in the 2011/12 financial year being:

1. The Sunshine Coast Show Society (22.1% of revenue from invoices) – Event and Annual Rental
2. Collectorama (10.1% of revenue from invoices) - Event
3. Zone 6 Pony Clubs (9.0% of revenue from invoices) – Regular User
4. Nursery and Garden Industry Qld (12.4% of revenue from invoices) – Event
5. Australian Events (5.9% of revenue from invoices) – Event

It follows that four out of the top five financial contributors (invoices only) to the Nambour Showgrounds are annual one off events. These four major events make up around 51% of annual revenue (invoices only) for the showgrounds. All up events make up around 60% of showground revenue (invoices only) compared to 40% from regular users of the facilities.

1.3 ROLE IN THE COMMUNITY

The events and activities that are hosted at the showgrounds have a strong local profile and are well known with their target groups and audiences. The showground's profile at the broader city and regional scale is less prominent, however the growth of events such as the Gardening Expo, Collectorama, Rally QLD, the Caravan and Camping show, the Antique Car Club, and some equestrian events, does attract numerous visitors from outside the Sunshine Coast region.

Consultation was conducted with a number of the operators regarding the value of events at the showgrounds, with some of the observations including:-

- The QLD Gardening Expo is regarded as one of the top three gardening events in Australia and although there has been significant growth over the last 5 years, future growth may be limited by aspects such as availability of exhibition space, suitable support facilities and on-site parking. Currently there is no other facility on the Sunshine Coast that would be suitable to run this event based on an investigation of all the options. It should be noted that being a Queensland wide event, there is a chance that this event could be moved outside of the Sunshine Coast if unable to be accommodated at the Nambour Showgrounds.
- All of the major events operators raised concerns with regards to the lack of availability of suitable parking areas on-site and in the surrounding areas, to cater for the demand of participants and attendees.
- Collectorama is one of the biggest events of it's type on the eastern seaboard and attracts visitors from the Gold Coast to Hervey Bay.
- Those that do host events at the showgrounds did highlight that clear guidance was required from Council to determine the appropriate balance between use of the showgrounds for events and for community uses. A number of discussions during the consultation raised that the use of the site for community uses does provide some limitations on the ability for events to operate efficiently and expand in the future.

In discussions with the local community groups and associations that regularly use the showground facilities, the following matters were raised (refer to the Strategic Directions Report for further detail):-

- Conflicts do arise between the regular users and the major events, in terms of shared use of the grounds, access to buildings and infrastructure, and programming of events with regular use activities.
- There is an opportunity for more efficient use of some of the buildings and facilities on the site with more 'shared use facilities'.
- The showgrounds are a great asset for the local community in terms of location and proximity to the CBD, which should be enhanced by any upgrades or expansion of uses.
- Additional users could be encouraged to activate the showgrounds more, however, this would need to be carefully programmed, and not cause any additional conflicts to those that occur currently.

1.4 SOCIAL INFRASTRUCTURE

Social infrastructure refers to the physical and organisational structures that help a community function. The Nambour Showgrounds is an example of a hard facility. It is a key piece of infrastructure that provides support to the soft infrastructure by developing social capital. It encourages community health and social wellbeing, meets the needs of different interest groups and contributes to the development of soft infrastructure and networks such as social fabric and the identity and values associated with the community.

2 Economic Benefits of Nambour Showgrounds

This section reviews the direct and indirect expenditure that events and activities held at the Nambour showgrounds generate to the local and wider economy. The Economic Benefit Assessment (EBA) adopts the concept of Input-Output analysis, involving the application of multipliers which are commonly used to measure the overall economic impact of a development project, policy change or in this case a series of organised events.

Multipliers are typically referred to as either Type 1 or Type 2. Type 1 multipliers measure the industry response to a project or in this case a series of events, including initial impact from the primary industry and the relevant support from other industries. The initial impact consists of the value added benefit directly generated in the industry that associates specifically to the event. The industry support captures flow-on effects that occur as the industry that is initially impacted on, changes its demand for inputs required from other industries. These industries will in turn respond by changing their input demands leading to additional activity and so on (Queensland Government, Office of Economic and Statistical Research, 2002).

Type 2 multipliers measure the industrial response, plus the consumption-induced response. The consumption-induced effects represent changes in consumption by the household sector in response to income changes resulting from a project or an event. The inclusion of consumption-induced effects means that Type 2 multipliers are larger than the Type 1 for the same Industry. (Queensland Government, Office of Economic and Statistical Research, 2002).

Both Type 1 and Type 2 multipliers are used in this report to calculate the direct and indirect economic benefits of the operations undertaken at the Nambour Showgrounds, in terms of value added expenditure generation.

Expenditure Generation is the estimation of the direct and indirect expenditure impacts resulting from the showground's operating expenditure as a result of events held there. This estimates valued added expenditure impacts to the regional and state economies.

For this analysis we have made a number of assumptions regarding visitation and expenditure. These assumptions are contained within Appendix A of this report.

The key points to note from Table 2 below include:

- The total direct expenditure at the Nambour Showgrounds is estimated at just over \$15.1 million per annum. A large proportion of this turnover is forecast to originate from the direct expenditure at the Garden Expo. A high attendance, coupled with relatively high expenditure per visit contributes to the significant contribution to the regional economy that the Garden Expo makes. It should be noted that a proportion of stall operators will generate expenditure however due to their origin (i.e. outside the Sunshine Coast) a portion of this expenditure will escape the Sunshine Coast. This analysis has not made an allowance for this escape expenditure.
- The Garden Expo has the ability to attract visitors from outside the region due to its state wide draw. The higher the profile the event the greater the attraction for external visitors. The more local an event the less additional expenditure from external visitors it is likely to attract.
- Additional visitor expenditure that can be attributed directly to events held at the showgrounds amounts to an estimated \$5.6 million per annum. This is expenditure on accommodation, meals, food and drinks, other entertainment, personal and transport items within the region. We have estimated the net benefit of the showgrounds for other major events and regular uses at lower levels than that experienced for the Garden Expo due to their relatively local draw.
- By applying the type 1 value added benefit to the direct expenditure we can ascertain that an additional \$15.8 million worth of first round expenditure benefits to the relevant industries. Much of this benefit would be experienced within the Sunshine Coast region.
- By adding the consumption induced response (discussed above) we can see that the Type 2 value added benefit to the economy is approximately \$18.1 million.

TABLE 2 – DIRECT AND VALUE ADDED OPERATIONAL BENEFITS

Direct and Value Added Operational Benefits

NAMBOUR SHOWGROUNDS

Calculation	Description	Unit	Major or Medium Size Event Visitation (Per Annum)							Regular Group	Total
			Garden Expo	Agricultural Show	Home Caravan & Camping Expo	SCCC Swap Meet	Collectorama	Rally of QLD ¹	Other Major ² Events	Visitation (Per Annum)	
Direct Expenditure											
Event Expenditure											
(1)	Total Visitors	Visitors/p.a.	30,500	25,000	14,000	7,500	6,800	500	24,800	70,687	179,787
(2)	Direct Expenditure Per Visit	\$	\$194	\$88	\$88	\$88	\$88	n.a.	\$88	\$30	
(3)=(2)*(1)	Annual Event Turnover	\$M	\$5.9	\$2.2	\$1.2	\$0.7	\$0.6	n.a.	\$2.2	\$2.1	
Additional Net Visitor Expenditure											
(4)	% of External Visitors to Sunshine Coast	%	51%	20%	51%	10%	10%	n.a.	27%	5%	
(5)=(4)*(1)	External Visitors	No.	15,647	5,000	7,182	750	680	n.a.	6,721	3,534	
(6)	% of External Visitors Staying Within Region	%	29%	29%	29%	29%	29%	n.a.	29%	29%	
(7)=(6)*(5)	External Visitors Staying Within Region	No.	4,569	1,460	2,097	219	199	n.a.	1,962	1,032	
(8)	% of External Visitors Staying Within Region that have come for Event	%	76%	76%	76%	76%	76%	n.a.	76%	100%	
(9)=(8)*(7)	External Visitors Staying Within Region that have come for Event	No.	3,472	1,110	1,594	166	151	n.a.	1,491	1,032	
(10)	Expenditure Per External Visitor	\$	\$642	\$642	\$642	\$642	\$642	n.a.	\$642	\$321	
(11)=(9)*(10)	Total Additional Expenditure Spending	\$M	\$2.2	\$0.7	\$1.0	\$0.1	\$0.1	n.a.	\$1.0	\$0.3	
(12)=(3)+(11)	Total Direct Expenditure	\$M	\$8.1	\$2.9	\$2.3	\$0.8	\$0.7	\$0.3	\$3.1	\$2.5	\$20.7
Value Added Multipliers											
(13)	Type 1 Multiplier	No.	0.76	0.76	0.76	0.76	0.76	0.76	0.76	0.76	
(14)=(12)*(13)	Total Type 1 Benefit	\$M	\$6.2	\$2.2	\$1.7	\$0.6	\$0.5	\$0.2	\$2.4	\$1.9	\$15.8
(15)	Type 2 Multiplier	No.	1.14	1.14	1.14	1.14	1.14	1.14	1.14	1.14	
(16)=(12)*(15)	Total Type 2 Benefit	\$M	\$7.1	\$2.5	\$2.0	\$0.7	\$0.6	\$0.3	\$2.7	\$2.2	\$18.1

¹ This Relates to the Nambour leg of the Rally only (i.e. 5% of the total direct expenditure)² Includes Annual Pet Expo, Annual Rodeo, Gemfest, Major Darts Events, Sunshine Coast Showjumping and Equestrian Club Events, Gunalda and District Western Performance Club Inc Events, Antique Car Club display days, Annual Junior Development Cricket Carnival, Nambour Christmas Carols and Relay for Life.

Source: Queensland Input-Output Tables, 1996-97, Garden Expo Impact Assessment, Agricultural Shows; Urbis

The following table reviews the economic contribution major events and regular user groups make to the economy compared to the contribution to the Showgrounds income. As can be seen, major events held at the showground contribute significantly more to both the showgrounds income and to the economic contribution of the region.

TABLE 3 – SHOWGROUND INCOME AND ECONOMIC CONTRIBUTION

USER GROUP	SHOWGROUND INCOME 2011-12	ECONOMIC CONTRIBUTION
Events	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$70,957 (60%) 	<ul style="list-style-type: none"> \$34.2 Million (Direct + type 2 Multipliers) – (88%)
Regular User Groups	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$47,069 (40%) 	<ul style="list-style-type: none"> \$4.6 Million (Direct + type 2 Multipliers) – (12%)
Total	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$118,026 	<ul style="list-style-type: none"> \$38.8 Million (Direct + type 2 Multipliers)

Currently the majority of additional in-flow benefits to the region originate from major events at the showgrounds rather than weekly user groups. From an economic benefit perspective; if the opportunity exists to attract other major events hosted within the showgrounds (similar to the Garden Expo), the flow on benefits experienced within the region are significant.

3 Social Benefits of Nambour Showgrounds

The following sections detail the contribution that the showgrounds make to the local community, as a central meeting location, accommodation of community assets and access to public open space.

The findings from the Master Plan consultations have been used in the sections below as data sources for the social benefits that the Nambour Showgrounds offer the community.

3.1 THE ROLE OF SOCIAL INFRASTRUCTURE IN BUILDING SOCIAL CAPITAL

Social infrastructure refers to the physical and organisational structures that help a community function. Well-functioning communities have a combination of both hard (facilities) and soft (services and networks) elements. From schools, hospitals and sports fields to aged care and respite services, community play groups or the local amateur theatre group. Communities with high levels of social infrastructure are acknowledged as successful, attractive places by residents, workers and visitors.

Community facilities, such as the Nambour Showgrounds are an important part of the hard social infrastructure assets of the Nambour and Sunshine Coast community. It encourages community health and social wellbeing, meets the needs of different interest groups and contributes to the development of social fabric, identity and values associated with the community.

A number of research papers highlight the value that social infrastructure and community facilities have on the community, including social cohesion, wellbeing, identity and sense of place, diversity, sustainability and civic engagement¹. These are all elements that make up the social capital of a place or neighbourhood. Facilities such as the Nambour Showgrounds are critical components that contribute to the social capital of a community.

3.2 CONTRIBUTION TO COMMUNITY EVENTS

The Nambour Showgrounds is a significant event space for the Sunshine Coast, facilitating the Sunshine Coast Agricultural Show, the Queensland Home Garden Expo, and the Sunshine Coast Antique Car club Swap Meet. The under 14 cricket development championships, and the regional and district equestrian events also draw significant visitations during the year. Collectively, over 109,000 people attend the Sunshine Coast Show, the Queensland Home Garden Expo, as well as the Sunshine Coast Antique Car club Swap Meet, State cricket under 14 development championships and regional, district equestrian events and other major and medium events.

The Sunshine Coast Agricultural Show attracts 22,000 attendees over the three day event in June and is support by a further 3,000 volunteers and exhibitors. The Sunshine Coast Show Society has capacity to increase their activities at the Showgrounds. It currently has a focus on rural animals and is building on the fruit and vegetable displays. The show society is working to develop the Show to compete with other agricultural and non-agricultural events in the region. In terms of social benefits, the show society is building up the personal development of young people and many community groups benefit from the show through employment/partnership for the show and the opportunity to raise money for different causes.

The Queensland Home Garden Expo attracts over 360 exhibitors and 32,000 visitors from the Sunshine Coast, Southeast Queensland and interstate. It is considered to be Queensland's premier gardening event. The Expo brings together a number of local community groups and organisations who volunteer, raise funds for their cause, and/or hold exhibits. The Expo provides a facility and opportunity for a number of different groups in the community to promote their produce and fundraising cause, be it a school, church, bowls club, rotary or an art club.

¹ McShane, I 2008, "Brining in the Public: Community Facilities and Social Value", Thesis submitted with the Institute for Social Research, Swinburne University of Technology.

The Sunshine Coast Antique Car club Swap Meet have approximately 8,00 visitors through the gate with about 180 members who are mostly from the Sunshine Coast. The Swap Meet occurs annually for one day, occupying the three ovals, equestrian areas, pavilion and grandstand, and some swappers camp on the site. The antique car club also meet at the showgrounds twice monthly. Several local community groups regularly assist with the swap meet - SES help with parking, Apex and Rotary run a food stall, and a charity runs a sausage sizzle. There are about 600-800 stall operators that display during the major swap meet in July. The club also facilitates a day for a local disabled services group to access the cars, have car rides and have lunch with members.

The Caravan and Camping Expo is held once a year for three days in April and attracts approximately 14,000 attendees.

The Collectorama group use the two open sheds and main pavilion on site and have between 150 and 160 exhibitors, with most staying in town or in caravans, or stay with friends and family. It is a one day event, held four times during the year and attracts approximately 1,500-1,600 attendees for each day.

3.3 CENTRAL MEETING LOCATION

The Showgrounds are used as a central meeting location for many community groups and local community members. The different community and activity groups use a variety of facilities on the site for different purposes. Some examples are listed below:

- Nambas Tennis club use the clubhouse, courts, carpark and viewing area every day for training, storage, events, meetings, private play and social gatherings.
- Darts Club use the main pavilion four to five times a week for training, storage, events, meetings and social gatherings.
- Nambour Lapidary Club uses their clubhouse for training and lessons weekly as well as opening for the duration of the Nambour Show and the Garden Show.

A number of the club and organisations associated with the showgrounds use the pavilion space as a meeting and social gathering space on a regular basis. There are 28 clubs who use the showgrounds weekly, attracting over 70,000 visits to the space each year. It is a useful community asset that is accessible for different parts of the local and regional population.

3.4 ACCOMMODATION FOR COMMUNITY ORGANISATIONS

For the purpose of this context, community assets are defined to be the buildings managed by community organisations as well as activities and events that benefit the community from a social capital perspective.

The Nambour Showgrounds facilitate meetings, training, lessons, events and storage, which contributes to the development and production of community assets. Community groups are able to access the low service facilities easily and affordably. The consultation undertaken during the master planning process indicates that the current users see the showgrounds fit for purpose and the facilities suit the user group's needs. It is a robust and flexible venue that is in a good location for Nambour residents and regional visitors and is able to cater for a range of group sizes and event sizes.

The showgrounds is also host to a number of sporting clubs and facilities such as the Nambour Cricket Club, the pony club, the Nambour Tennis Club,

The value placed on the showgrounds for a flexible, function, low cost meeting location for a variety of groups is significant. The opportunity this presents is unique and it is an important benefit for the community to be able to hold regular meetings, training sessions and events for their activities.

3.5 PROVIDING A SUPPORTIVE ENVIRONMENT FOR PHYSICAL ACTIVITY

There is evidence that demonstrates physical activity has significant impacts on maintenance of healthy weight and mental wellbeing, which in turn have the capacity to improve health outcomes.

From broad Queensland health statistics we know that only about half of adult Queenslanders get their recommended physical activity requirements; and overweight and obesity are increasing. High body mass is now the largest single cause of disease.

In 2007, it was estimated that approximately one quarter of the disability burden in Queensland was due to mental disorders, with anxiety and depression the largest specific burden (14.3%).

Further, in the 2011 Self-Reported Health Status survey undertaken by Queensland Health, obese adults were 55% more likely to have high or very high psychological distress than those of a healthy weight. Those who did not undertake sufficient physical activity for health benefit were 66% more likely to have high or very high psychological distress. (Queensland Health 2011, iii).

International studies have shown that access to places for physical activity, such as, trails, physical activity facilities, parks; and reducing barriers to these such as safety and affordability can increase physical activity by 48%.(Active Healthy Communities 2010, 8).

The Showgrounds provide an excellent venue for formal physical activity such as cricket and equestrian training and events. In addition to the number of formal events and activities that take place at the showgrounds, it is also used as an informal open space for the community. Some of the informal activities that take place at the showgrounds include pedestrians traversing the site, schools using the ovals for sport, cyclists and runners use the circuit road..

3.6 COMMUNITY DEVELOPMENT

The Nambour Showgrounds, through the events and activities that it hosts also plays an important community development role including skill development, capacity building and enhancing community networks – all contributors to the critical social capital of a healthy, resilient community. This is exemplified by uses including learner driver lessons, fire services training, volunteering opportunities and sports development.

3.7 IDENTIFICATION OF SOCIAL BENEFITS

The table below outlines the social benefits associated with the current state of the Nambour Showgrounds. The social benefits have been categorised into the same themes as discussed previously: contribution that the showgrounds make to community events, as a central meeting location, accommodation of community assets and access to public open space.

TABLE 4 – THEMATIC TABLE OF SOCIAL BENEFITS

ACTIVITY	SOCIAL BENEFITS	SOURCE
Contribution to Community Events	<ul style="list-style-type: none">Volunteers, visitors, participants and attendees of the events and activities on the showgrounds allows for social interactionEvents offer a broad range of experiences and exposure to different community groups and local activitiesFlexible outdoor space that can be adapted for different events (from agricultural shows to antique car shows and cricket competitions), bringing a variety of culture and activities to NambourMajor events have 109,000 attendees using the site, attracting local, regional	Document review

ACTIVITY	SOCIAL BENEFITS	SOURCE
	<p>and intrastate visitors, which promotes community organisational support</p> <ul style="list-style-type: none"> ▪ The Sunshine Coast Show and Queensland Home Garden Expo promote the local produce, businesses and community groups. Events also attract outsiders to Nambour and promote the local area through experience with accommodation, food and services in town ▪ The Queensland Home Garden Expo provides a facility and opportunity for a number of different groups in the community to promote their produce and fundraising cause, be it a school, church, bowls club, rotary or an art club ▪ The Sunshine Coast Show is building up the personal development of young people and many community groups benefit from the show through employment/partnership for the show and the opportunity to raise money for different causes ▪ Opportunity to participate in friendly competition at the Show and Expo, as well as regional equestrian, cricket and other sporting events held at the showgrounds more frequently 	
Central Meeting Location	<ul style="list-style-type: none"> ▪ Showgrounds are well used by groups and individuals on a weekly basis with 70,000 visits per annum for the 28 different clubs and activities that are operated from the Showgrounds ▪ The showgrounds are a school, child and youth friendly space that is accessible for young people ▪ Most clubs are growing in membership, indicating that more people will be using the Nambour Showgrounds ▪ The formal and informal activities that occur on site encourage passive and active recreation and social interaction ▪ Money raised by fundraising from the groups goes back into the showgrounds or into the community ▪ The showgrounds are a valued piece of social infrastructure that provide space for formal events and community meeting facilities, as well as informal access to public open space 	Document review
Accommodation for Community Organisations	<ul style="list-style-type: none"> ▪ Opportunity to participate in various recreational and leisure activities located on the showgrounds ▪ The showgrounds are a school, child and youth friendly space that is accessible for young people ▪ The Showgrounds provide space for 14 licensed user groups and provides access at a highly subsidised rate. ▪ The different clubs encourage young people and disabled people to participate in activities, which builds community organisational support and social capital ▪ The showgrounds are a valued piece of social infrastructure that provide space 	Document review

ACTIVITY	SOCIAL BENEFITS	SOURCE
	<p>for formal events and community meeting facilities, as well as informal access to public open space</p> <ul style="list-style-type: none"> There is a wide spectrum of groups of different sizes who use the facilities for different times and for different purposes, indicating that there is opportunity for many diverse groups to access leasable space The Showgrounds provide a degree of tenure security. Most user groups have 3 year licences at the showgrounds (this is under the interim leasing policy which council has implemented).The business management of the showgrounds was reviewed as part of the Master Plan process in 2007 and resulted in a review of the lease contracts for the clubs and users of the site. The consultation with the clubs who lease space at the showgrounds indicated that most were happy with their security of tenure. The facilities are accessible for community groups to hire and lease in terms of their low cost and agreed management structure 	
Providing a supportive environment for physical activity	<ul style="list-style-type: none"> Passive recreation and leisure opportunities through open access of the showgrounds for the community The formal and informal activities that occur on site encourage passive and active recreation, social interaction and skill building (e.g. sport and recreation training, volunteer management skills, artistic skills) The showgrounds are a valued piece of social infrastructure that provide space for informal access to public open space The community of Nambour are able to access supportive environments for physical activity at affordable rates, increasing the likelihood of participating in physical activity and reducing the likelihood of overweight, obesity and mental health issues. 	Document review
Community Development	<ul style="list-style-type: none"> Skill development through managing and volunteering at the Sunshine Coast Show and the Queensland Home Garden Expo Skill development and hobby facilitation via the sport and leisure clubs associated with the showgrounds (e.g. darts, tennis, equestrian, badminton) The different clubs encourage young people and disabled people to participate in activities, which builds community organisational support and social capital. 	Document Review

4 Economic and Social Benefits of Agricultural Shows within Australia

For this section of the report we have reviewed “An Economic and Social Impact Study of Australian Agricultural Shows” put together by the Queensland Chamber of Agricultural Societies Inc. The document provides an overview of previous work undertaken as well as a summary of findings from consultation with around 1,900 people. Stakeholders included show societies, agricultural show peak bodies, teachers, visitors, volunteers, showmen, competitors, sponsors and exhibitors and the Showmen’s Guild of Australasia.

4.1 RECENT TRENDS

Despite show benefits, Australian Agricultural shows could be in decline. Recent statistics have shown fewer shows are operating and fewer people attending the operational shows. Since 2000 attendance to shows throughout Australia has experienced a rapid decline with an estimated 5.9 million people visiting a show in 2011, compared with 10.7 million in 2000. It has been identified within the report that organisers need to recognise the decline in popularity of agricultural shows and become responsive to the changing environmental, social and cultural changes in their community by being more effective at engaging with the community. However, Queensland is bucking this trend with recent figures showing growth in attendance numbers of 13.7% per annum during the 2009-2011 period.

A sample of five larger shows (income >\$100,000) and two smaller shows (income < \$100,000) respective financials showed the larger shows were running at a surplus and the two smaller country shows operated at a loss.

The Sunshine Coast Show recognises that whilst their focus is on agricultural heritage, there is a need to “continually ensure that the event is relevant for today’s show goers and has successfully made the transformation to a modern three day show full of agricultural, community and entertainment features”².

4.2 ECONOMIC BENEFITS

Agricultural shows have an estimated economic impact of around \$965 million per annum with an estimated value of volunteers of \$84 million. The most commonly cited reason for support and participation within an Agricultural show was to promote and advertise their business or product. It would be difficult to quantify this benefit to local and regional business operators; however it is important to understand this is an additional benefit experienced as a result of the operation of the show.

The study estimates that Australian shows currently contribute around \$631 million of direct expenditure (i.e. spending generated directly from the shows operation) and a further \$334 million in indirect benefits (i.e. subsequent rounds of re-spending that are distributed throughout the broader economy). This estimate does not factor in the contribution that volunteerism has on the economy, and the full impact on industry and agriculture, tourism, the employment rate and the general cost of living.

The study suggests the \$965 million impact can and should be enhanced by proactively seeking innovative ways of marketing and managing agricultural shows.

4.3 SOCIAL BENEFITS

Agricultural shows in Australia bring a wide spectrum of social benefits to community members and groups. However, the popularity of shows is generally in decline with only some show societies being able to adapt and recreate the positive experiences that today’s communities are looking for.

The three most prevalent social benefits of agricultural shows identified in the report were family fun and wellbeing, promotion of local produce, and community participation in local community events.

² Sunshine Coast Agricultural Show: <http://www.sunshinecoastshow.asn.au/aboutus.php>

Other positive impacts noted were:

- Development of skills in children and young people - extracurricular activities associated with the shows helps to develop children's identity, confidence and life skills, as well as promote educational achievements and contributes to personal success in life
- Development of a healthy competitive culture - promote learning and growth, personal satisfaction, self-esteem and confidence, high morale and pride, and economic growth and innovation.

These impacts all contributed to enhanced social capital in a community and provide opportunities to showcase industries and skills.

The negative impacts that were reported in the surveys were generally by a small number of volunteers. There were also impacts associated with noise and traffic, disruption and stress for local residents, and damage to the environment.

Cost of attendance at shows was noted as a drawback for individuals, although at a community level the economic impact is ultimately a positive one for the show and the businesses that rely on the visitors and tourism.

The Sunshine Coast Show shares in the same social benefits as other agricultural based shows and recognises its need to move with the times and cater for different communities at the show, including different entertainment options.

The Sunshine Coast Show has a strong identity with the agricultural history of the region, having started as an event to showcase the local produce and talent of the area. The Nambour Showgrounds remains the connection to the past agricultural shows and has responded to the community's expectations for a show, including different entertainment and night time activities.

5 Key Findings and Conclusions

The social and economic benefits of the Nambour Showgrounds were:

- Over the last 5 years, the Showground's revenue from facility hire, electricity use, sundry recoupment and development levy has increased from around \$60,000 per annum to \$118,000 per annum, with the most significant individual contributors in the 2011/12 financial year being, The Sunshine Coast Show Society (22.1% of total facility hire, electricity use, sundry recoupment and development levy revenue), Collectorama (10.1%), Zone 6 Pony Clubs (9.0%), Nursery and Garden Industry Qld (12.4%) and Australian Events (5.9%).
- It follows that four out of the top five financial contributors to the Nambour Showgrounds are annual one off events. These four major events make up around 51% of annual revenue associated with facility hire, electricity use, sundry recoupment and development levy for the showgrounds. All up events make up around 60% of showground revenue (associated with facility hire, electricity use, sundry recoupment and development levy) compared to 40% from regular users of the facilities.
- The total direct expenditure at the Nambour Showgrounds is estimated at just over \$15.1 million per annum. The majority of this turnover is forecast to originate from the direct expenditure at the Garden Expo. A high attendance, coupled with relatively high expenditure per visit contributes to the significant contribution to the regional economy that the Garden Expo makes.
- The Garden Expo has the ability to attract visitors from outside the region due to its state wide draw. The higher the profile the event the greater the attraction for external visitors. The more local an event the less additional expenditure from external visitors it is likely to attract.
- Additional visitor expenditure that can be attributed directly to events held at the showgrounds amounts to an estimated \$5.6 million per annum. This is expenditure on accommodation, meals, food and drinks, other entertainment, personal and transport items within the region. We have estimated the net benefit of the showgrounds for other major events and regular uses at lower levels than that experienced for the Garden Expo due to their relatively local draw.
- Total direct expenditure is estimated at \$20.7 million with an additional estimated \$18.1 million in value added benefits as a result of events undertaken at the showgrounds. Additional information regarding the revenue from activities are summarised in the table below (based on invoices received).

USER GROUP	SHOWGROUND INCOME 2011-12	ECONOMIC CONTRIBUTION
Events	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$70,957 (60%) 	<ul style="list-style-type: none"> \$34.2 Million (Direct + type 2 Multipliers) – (88%)
Regular User Groups	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$47,069 (40%) 	<ul style="list-style-type: none"> \$4.6 Million (Direct + type 2 Multipliers) – (12%)
Total	<ul style="list-style-type: none"> Based on facility hire, electricity use, sundry recoupment and development levy - \$118,026 	<ul style="list-style-type: none"> \$38.8 Million (Direct + type 2 Multipliers)

- Currently the majority of additional in-flow benefits to the region originate from major events at the showgrounds rather than weekly user groups. From an economic benefit perspective, if the opportunity exists to attract other major events hosted within the showgrounds (similar to the Garden Expo), the flow on benefits experienced within the region are significant.
- The showgrounds are a valued piece of social infrastructure that provide space for formal events and community meeting facilities, as well as informal access to public open space. Space within the showgrounds is flexible and caters for a variety of users and events, bringing a variety of culture and activity to Nambour.

- Events such as the Sunshine Coast Show and Queensland Home Garden Expo promote the local produce, businesses and community groups and provide the opportunity to participate in friendly competition. Events also attract outsiders to Nambour and promote the local area through experience with accommodation, food and services in town. Money raised by fundraising at the events goes back into the showgrounds or into the community.
- The Showgrounds are well used by a wide spectrum of community groups and individuals on a weekly basis with over 70,000 visits per annum attributable to regular users of the site. The groups vary in size and use the facilities at different times and for different purposes, indicating that there is opportunity for many diverse groups to access leasable space. Most clubs are growing in membership, indicating that more people will be using the Nambour Showgrounds in the future.
- These clubs encourage young people and disabled people to participate in activities, which builds community organisational support and social capital. The showgrounds are a school, child and youth friendly space that is accessible for young people.
- The Showgrounds are considered locally as a significant community resource, but it is not widely recognised outside of Nambour.

The Nambour Showgrounds host a number of community organisations who use the facilities on the grounds weekly for meetings, training, social gatherings and events. The major events on the site report a collective attendance number of around 109,000 visits per annum. The visitors to these events travel from within the region and outside of the region to attend. There are additional clubs and community groups who use the showgrounds on a weekly basis, attracting over 70,000 separate visits to the space each year. It is a useful community asset that is accessible for different parts of the local and regional population.

The facilities at the showgrounds are affordable, accessible and are available for a variety of community groups of all different sizes and backgrounds. They are used on a regular basis and the clubs contribute to ongoing development of social capital by building skills through training, social cohesion, development of community identity and promotion of community health and social wellbeing.

The Showgrounds are not currently at capacity, however, the different uses of the site are conflicting at times. For instance, the Cricket Club use all three ovals most days for 6-7 months of the year (including some Sundays). This limits the opportunity for the showgrounds to be leased as an event space over weekends. It is important to meet the expectation of the local community groups as well as manage the income stream that is evident from event leases.

While there is an argument that supports the further promotion of economic benefit for the region through hosting of large events, this must be weighed carefully against the significant role the showgrounds and the associated regular user groups contribute to the community in terms of health, well-being and community connectedness.

National and international studies have demonstrated that connected, active and accessible communities - "well" communities - often have better health and productivity outcomes and are more resilient to the negative impacts of social and economic change. (Local Government Improvement and Development, UK, 2010)

The challenge of prioritising events over smaller regular uses is accommodating those uses in alternative locations that are both affordable and accessible. Without a detailed plan for their future sustainability at a club/organisational level, there is a danger of damaging the important social fabric of the community. While the current uses of the showgrounds could be considered as competing, this does not have to be the case with good management and flexible approaches to shared-use arrangements.

The social and economic benefits report, and the previous Situational Analysis prepared by Ross Planning both acknowledge the benefits of both large events and regular use. The Situational Analysis also highlight opportunities for increased use of the site through better coordination of user groups leasing arrangements, storage requirements and alternative leasing fees. While this would take a strong commitment from both Council and the user groups, there is an opportunity to put forward the potential improved facilities as a selling point when negotiating flexibility in the use of the grounds by multiple users and uses.

Appendix A

Economic Benefit Assessment Assumptions

ASSUMPTIONS AND BACKGROUND RESEARCH

The following assumptions relate to Table 2 in section 2 of the report. The following section reviews findings from a survey undertaken at the Queensland Garden Expo in 2011 by *the marketing eXchange Pty Ltd*. We have utilised this survey to derive other assumptions for activities undertaken at the Showgrounds as this is the most reliable source of information currently available. The key points to note include:

- In 2011 30,456 people attended the garden expo held at the Nambour Showgrounds.
- By applying the proportion of survey respondents that originated from outside the Sunshine Coast Region (51.4%) to the total attendance at the show (30,456 people) we can establish that approximately 15,654 visitors came from outside the Sunshine Coast Regional Council boundary whilst the remaining 14,802 visitors to the show were internal or local visitors.

By applying the above visitation to the survey responses, the survey gave the following estimates in regards to inflow of additional economic activity.

- Of the 15,654 external visitors to the Expo, approximately 10,880 people were classed as daytrip visitors, whilst approximately 4,571 people stayed in accommodation within the region whilst the expo was being held.
- The 4,571 external visitors created around 11,885 bed nights within the Sunshine Coast Region.
- An estimated \$2.93 million was spent by 4,571 external visitors whilst staying in the region.
- Of the 29.2% of external visitors (4,571 people) that attended the Expo, approximately 3,474 people or 76% would NOT have come to the region had the expo not taken place.
- By applying the last two statistics we can assume that \$2.23 million is as a direct result of holding the expo within the Sunshine Coast and therefore a net direct benefit to the region.
- Total direct on-site expenditure by both internal and external visitors to the expo was estimated at \$5.91 million in 2011.
- It follows that total expenditure into the Sunshine Coast Region by visitors of the expo was estimated at \$8.84 million in 2011. For the purposes of this assessment we have assessed the perceived net direct benefit to the economy.

It follows that the following assumptions have been made in regard to assessing the economic contributions resulting from activities undertaken at the showgrounds. The assumptions relate to Table 2 in section 2 of this report.

- Line 1 – Assumptions regarding visitor numbers for all events and user groups has been primarily sourced from the Situational Analysis Report undertaken in May 2012. Additional sources of information include the marketing eXchange Pty Ltd 2011 survey of the Garden Expo, the Australian Events website for the Home Caravan and Camping Expo, directly estimated from the event organiser and calculations of regular weekly visitors.
- Line 2 – Direct expenditure per visit of specific events has been estimated through attainable literature where possible. The Garden Expo is derived from the Visitor Survey Results for the Queensland Garden Expo 2011. Direct Expenditure for the visitors to the Sunshine Coast Agricultural Show has been derived from the Economic and Social Impact Study of Australian Agricultural Shows. Where expenditure and turnover information is not attainable we have assumed a similar spend per visit to that of the Agricultural Show for other major events within the Showgrounds as we see the show visitation as an appropriate proxy for other event visitation. Average spend for regular visitor groups has been derived from turnover and visitation data from the 2007 Master Plan report. We have taken the weighted average of average spending for the Nambour Dart Club, the North Coast Active Riders and the Gunalda Western Horses (i.e. \$30 per visit).
- Line 3 – Calculates expenditure directly at each event by multiplying line 2 by line 1.

- Line 4 – Based on the results of the Queensland Garden Expo 2011 survey, Question 10, an estimate of external visitors to the Sunshine Coast was derived (i.e. 51%).
- Line 5 – Multiplies line 4 with line 1 to determine number of external visitors.
- Line 6 - Based on the results of the Queensland Garden Expo 2011 survey, Question 13, an estimate of external visitors staying within the Sunshine Coast was derived (i.e. 29%).
- Line 7 - Multiplies line 6 with line 5 to determine number of external visitors staying within the Sunshine Coast.
- Line 8 - Based on the results of the Queensland Garden Expo 2011 survey, Question 16, an estimate of external visitors staying within the Sunshine Coast that wouldn't have stayed in the area had it not been for the event was derived (i.e. 76% of line 7).
- Line 9 - Multiplies line 7 with line 8 to determine number of net additional external visitors staying within the Sunshine Coast as a result of the showground event.
- Line 10 - Based on the results of the Queensland Garden Expo 2011 survey, Question 19, we have estimated additional direct expenditure in the region on other items excluding the expo. This represents direct expenditure to the region that would have otherwise been lost had the event not taken place (i.e. a net direct expenditure benefit). We note expenditure for major events based on an average stay of 2.6 days. For regular user groups we would envisage the average stay for external visitors would be shorter and have therefore cut this by half.
- Line 11 – Estimates net additional direct expenditure within the region as a result of the event by multiplying line 9 with line 10.
- Line 12 – Calculates total direct expenditure as a result of the events that take place within the Nambour Showgrounds by adding line 11 with line 3.
- Line 13 – Calculated by averaging various relevant industry type 1 value added multipliers (discussed in the previous section) as per the Queensland Input-Output Tables published by the Office of the Government Statistician (1996-97). The industries chosen include Other Agricultural, Accommodation Cafes and Restaurants, Community Services, trade and Cultural and Recreational Services.
- Line 14 – Calculates type 1 benefits by multiplying line 13 with line 12.
- Line 15 - Calculated by averaging type 2 value added multipliers (discussed in previous section) of industries discussed above.
- Line 16 – Calculates type 2 benefits by multiplying line 15 with line 12.

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