

# Queensland Outdoor Industry Survey 2008

Questions & Graphed Results

**Queensland  
Outdoor  
Recreation  
Federation**

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Table of Contents

Section A – About your organisation: .....	3
Section B – Organisation Employment/Volunteer Structure:.....	6
Section C – Organisation Status: .....	8
Section D – Activities:.....	11
Section E – Funding/Sponsorship: .....	16
Section F – Organisation Training/Education Information .....	17
Standards .....	20
Section G – Products and Services Requirements: .....	22
Section H – Insurance: .....	24
Section I – Category Selection.....	26
Section J – Campsite/Accommodation Provider (with or without activities).....	27
Section K – Provider of Outdoor Recreation Activities (without accommodation):.....	29
Section L – Training Provider: .....	31
Section M – Outdoor Education: .....	33
Section N – Not for Profit Organisation: .....	36
Section O - Retailers.....	38
Section P – Ancillary:.....	38
Government Agency .....	38

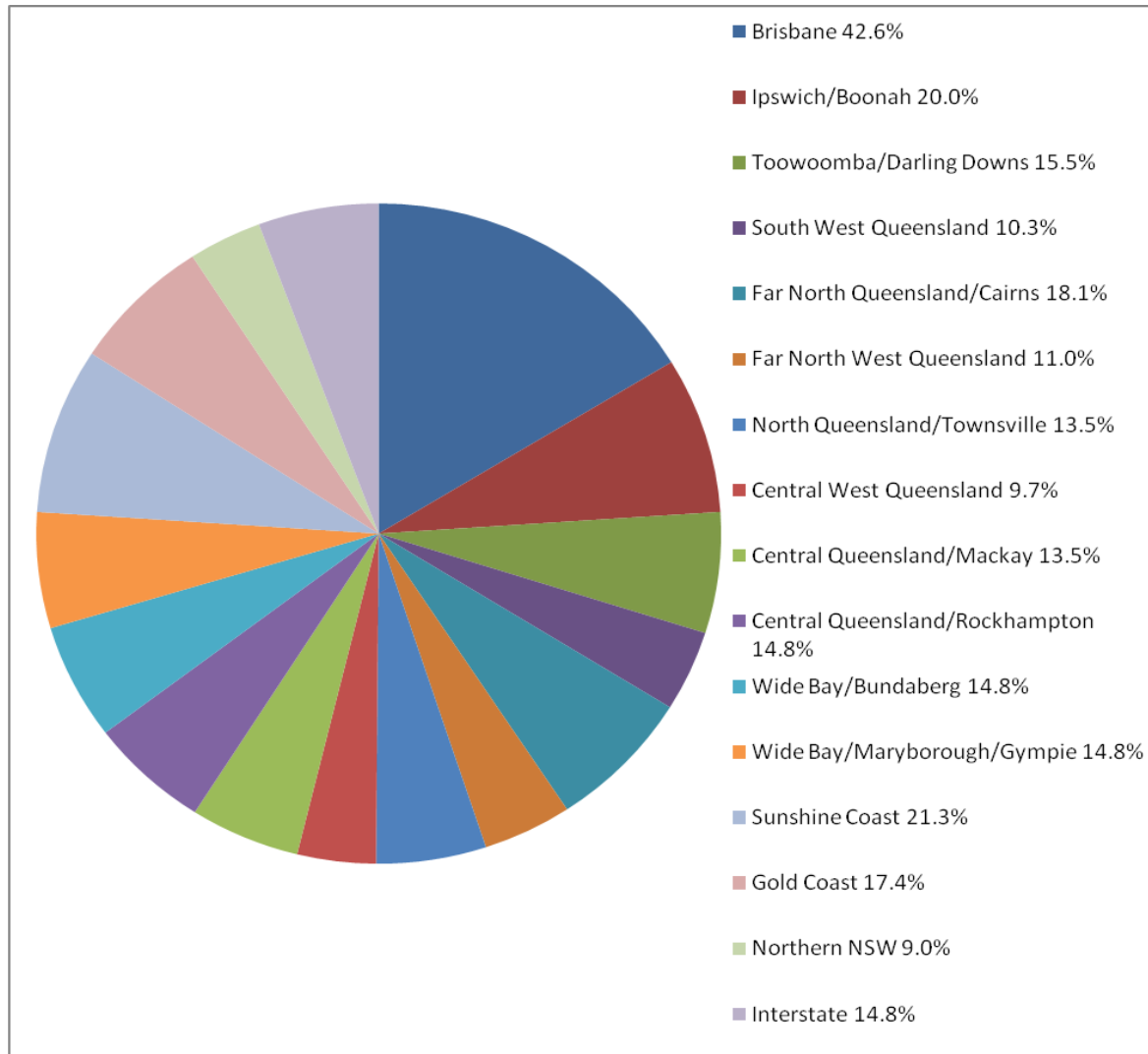
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section A – About your organisation:

#### Q5. Region:



Highest percentage from Brisbane: 42.6%

Lowest percentage from Northern NSW: 9.0%

# Queensland Outdoor Industry Survey 2008

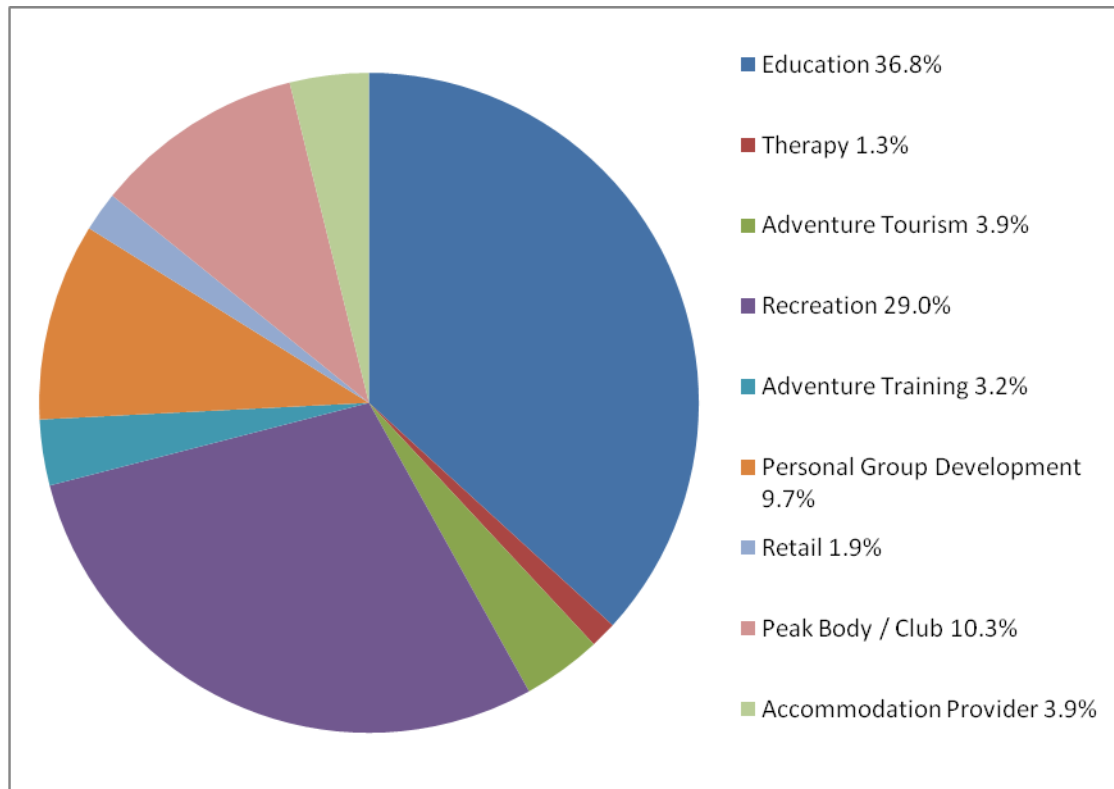
## Questions and Graphed Results

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### Q6. Is your organisation a member of QORF?

51.6% of respondents are members of QORF; 80 out of 155  
48.4% are not QORF members, 75 out of 155

### Q9. What is the primary service you supply in the outdoors?



Primary Service supplied is Education: 36.8%

Therapy is least supplied service: 1.3%

# Queensland Outdoor Industry Survey 2008

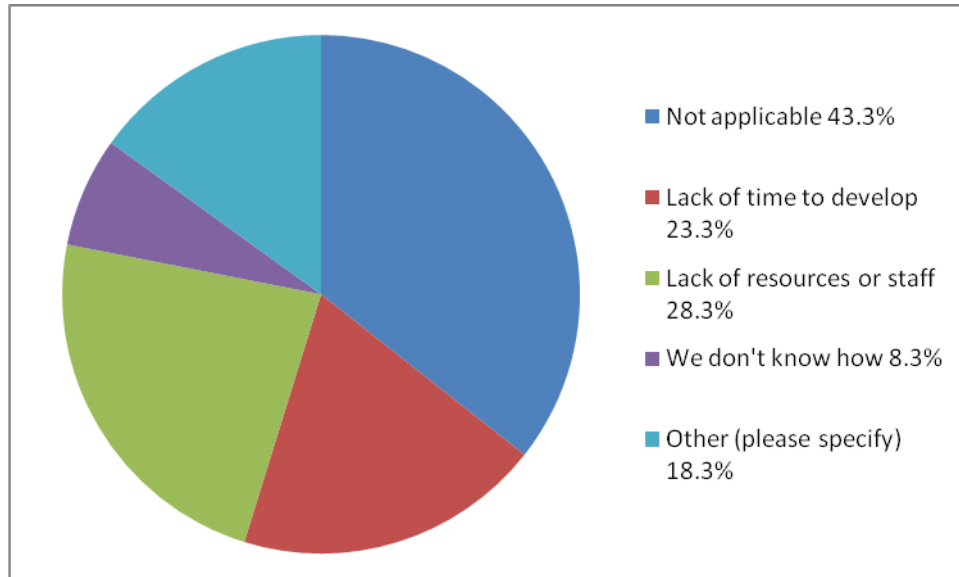
## Questions and Graphed Results

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### Q10. Does your organisation have a current marketing strategy/plan?

38.8% of surveyed organisations do not have a current marketing strategy/plan

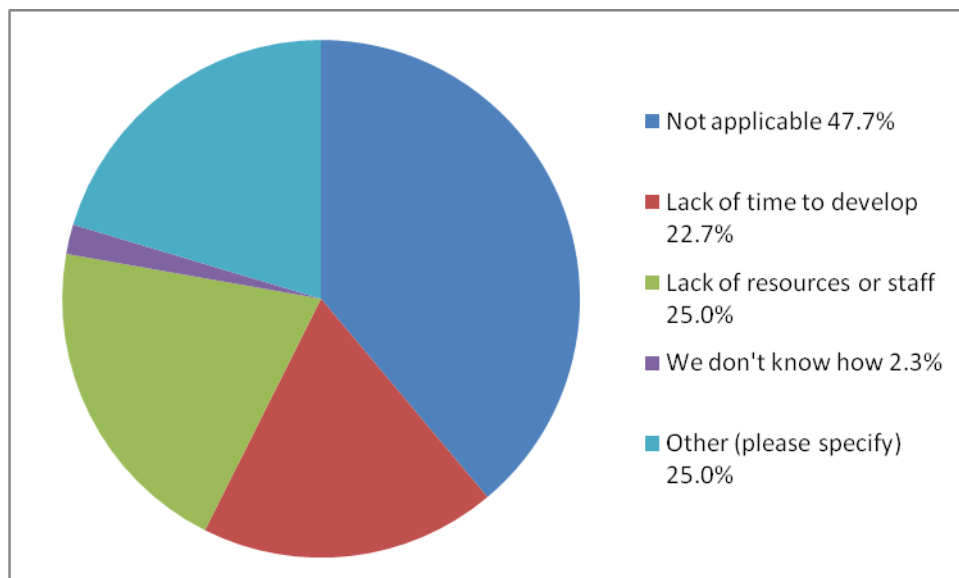
#### *Reasons:*



### Q12. Does your organisation have a CURRENT strategic business plan?

28.9% of surveyed organisations do not have a current strategic plan

#### *Reasons:*



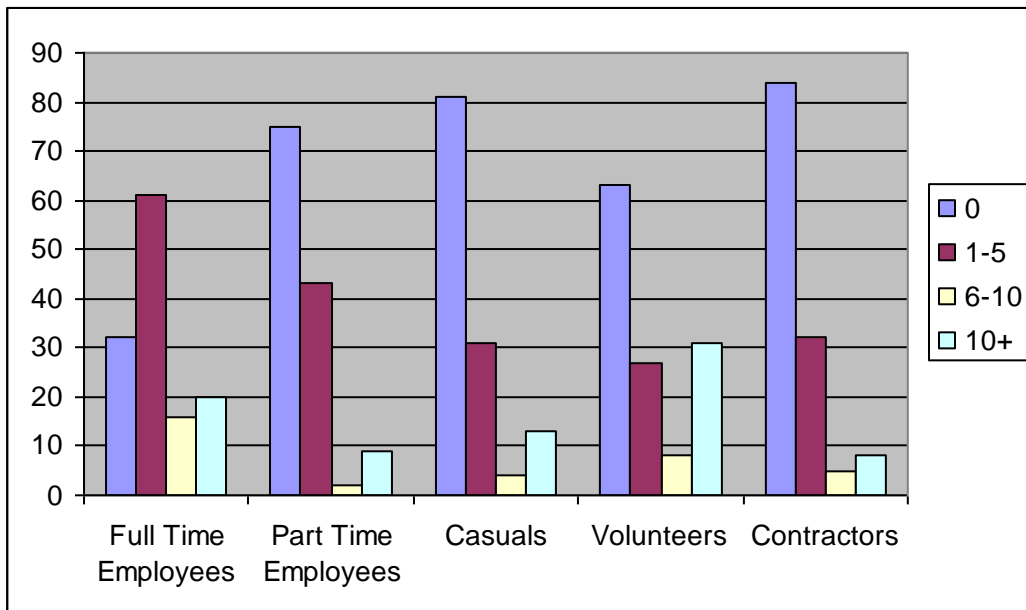
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section B – Organisation Employment/Volunteer Structure:

**Q14. Indicate the number of employees/volunteers directly involved with the administration and/or provision of Outdoor Recreation in your organisation.**



**Q16. Estimate, in years, the average length of employment/service for each classification within your organisation (eg. approximate average for Full Time Employees is 4 years)**

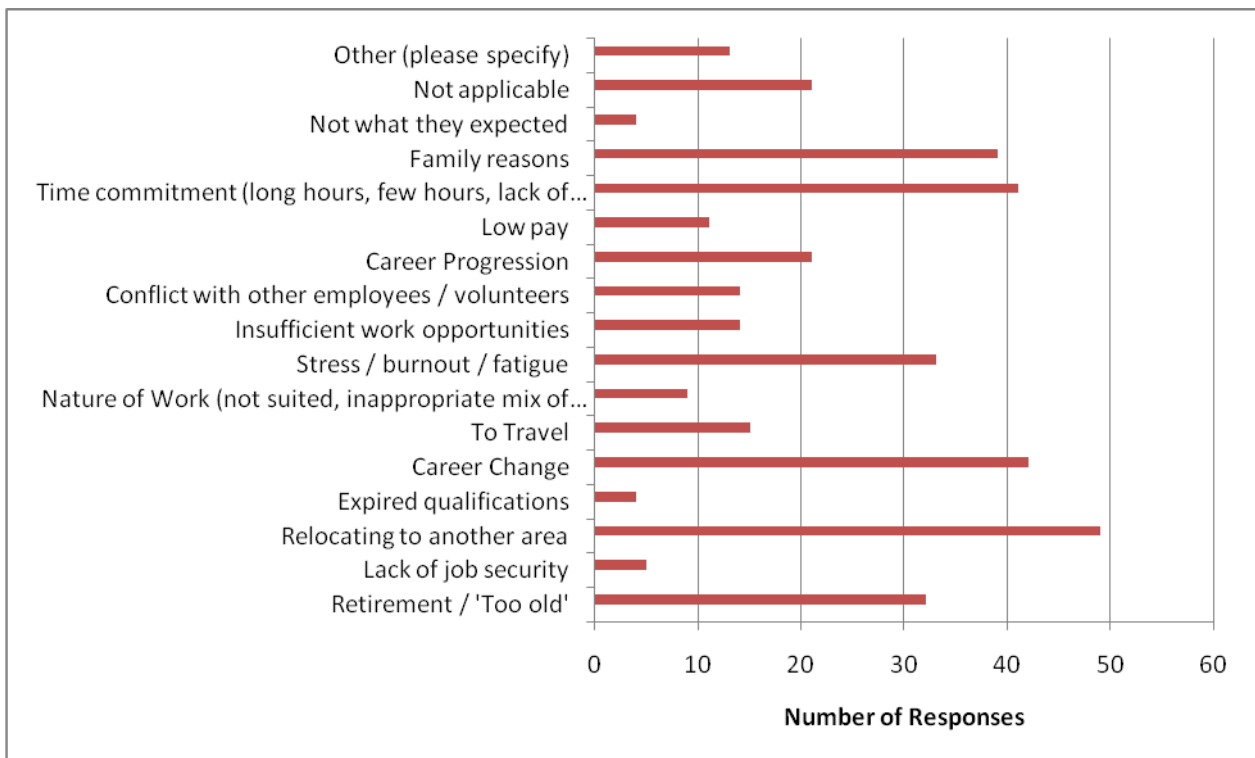
On average:

- Employees work fulltime for 5.75 years
- Employees work on a part time basis for 1.75 years
- Employees work on a volunteer basis for 2.37 years

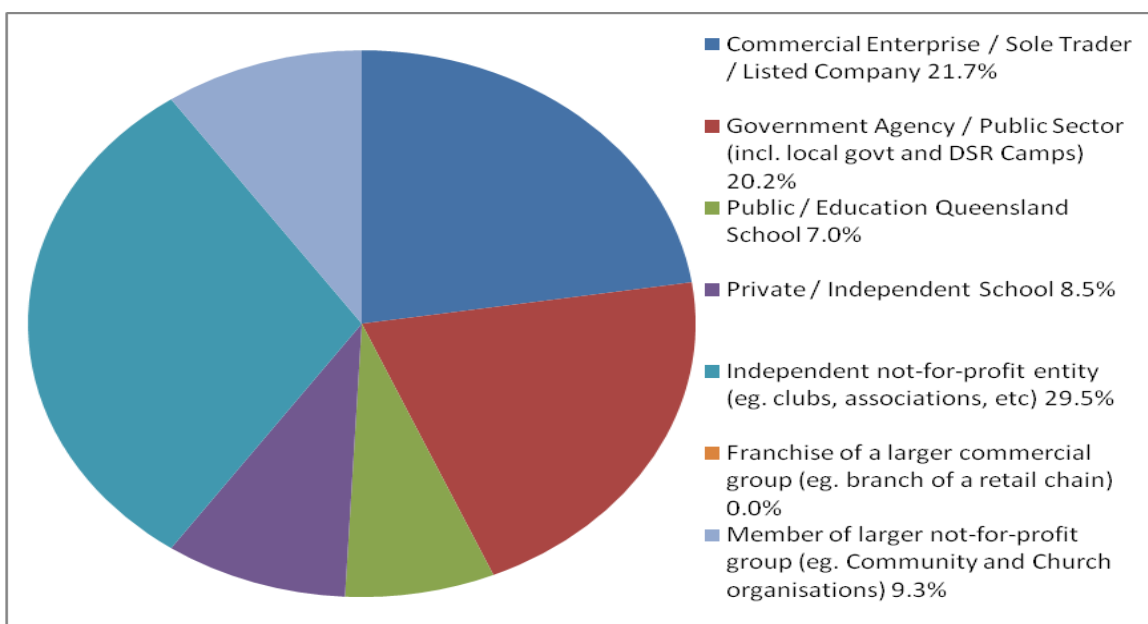
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

**Q17. What are the commonly stated reasons for departure when outdoor recreation staff or volunteers have left your organisation? (Tick as many responses as required)**



**Q18. Which of the following best describes the ownership structure of your organisation?**



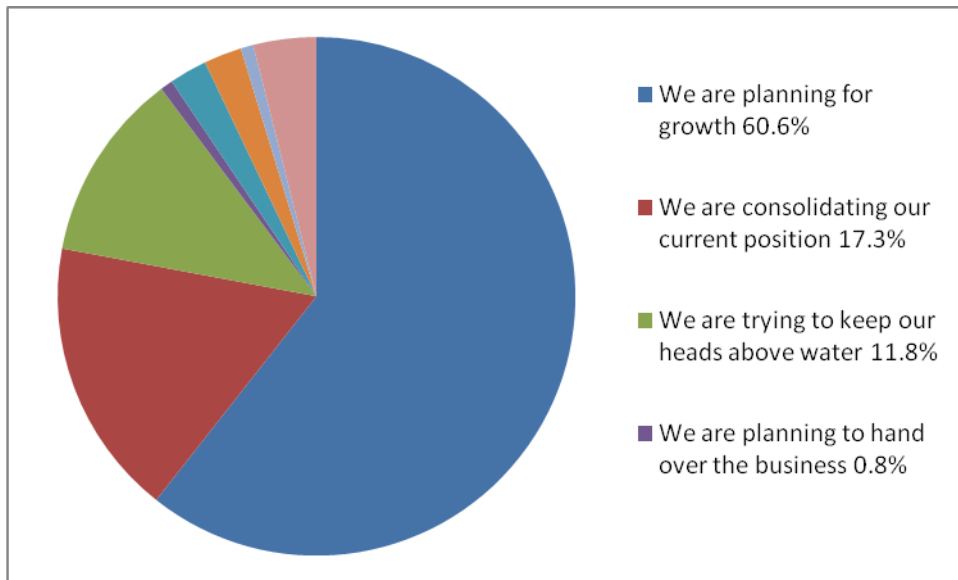
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section C – Organisation Status:

**Q19. Over the next two years, which one phrase best describes your organisation's strategic direction?**



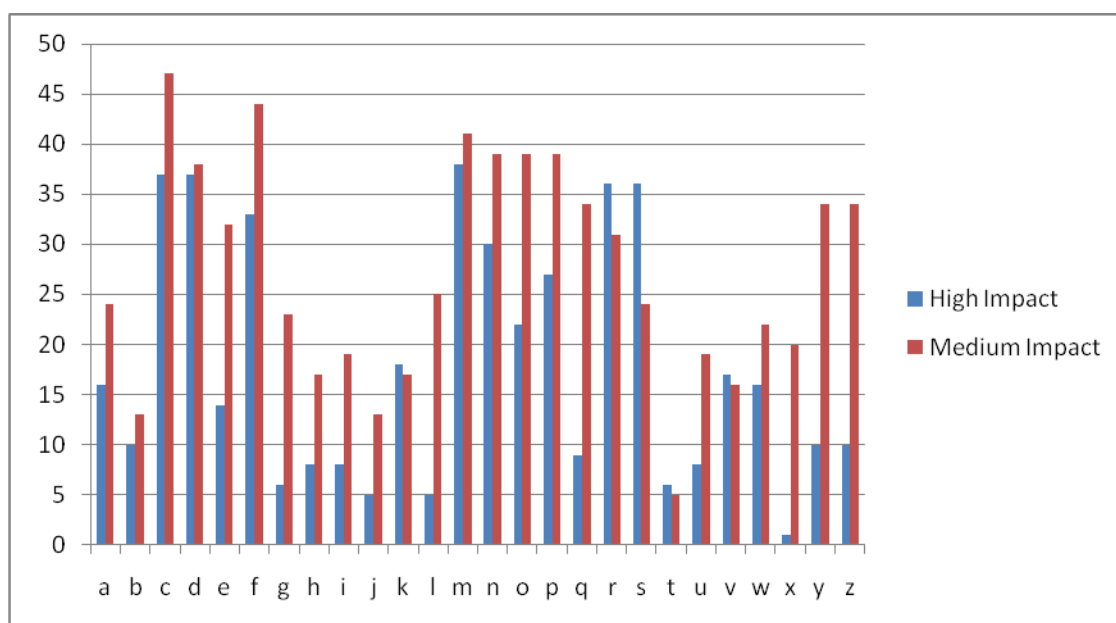
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

### Q21. Please rate the impact of the following impediments to your organisation.

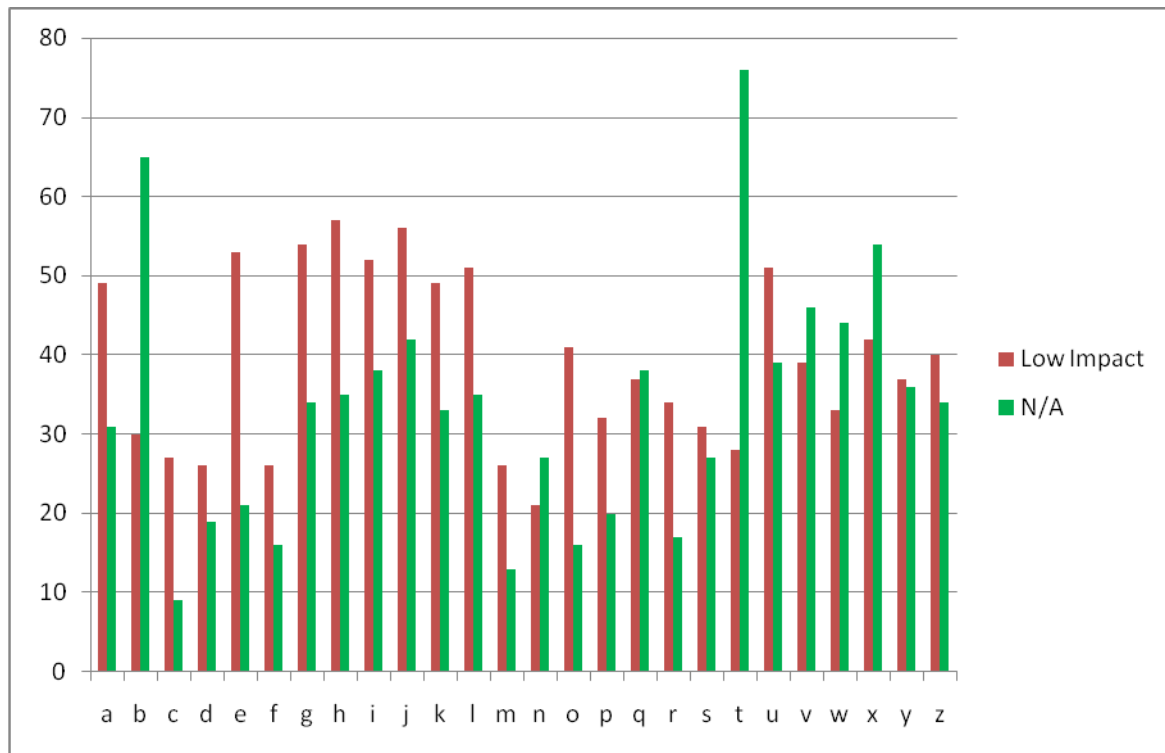
#### Answer Options

- Impacts of climate change (e.g. drought)
- Change in tourist numbers
- Increases in costs (e.g. transport, insurance)
- Availability and access to suitable sites
- Quality and quantity of certified training courses
- Retaining quality staff / volunteers
- Lack of business / marketing skills / knowledge
- Availability of suitable business skills training
- Ability to attend business skills training
- Willingness of staff to attend business training
- Limited funds to afford business skills training
- Lack of suitable mentor / business advisor
- Lack of time
- Lack of time to work ON the business rather than IN the business
- Tied down in legislation and regulations
- Lack of suitable staff / volunteers
- Cost of suitable staff
- Lack of funds
- Lack of government funding
- My organisation isn't interested in growth
- Geographic location
- Land tenure issues
- Lack of media coverage
- Inappropriate pricing of products /services
- Competition from other industries /leisure activities
- Competition from other outdoor recreation activities



# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results



Most common High Impact:

- Lack of time
- Increase in costs (e.g. transport, insurance)
- Availability and access to suitable sites
- Lack of funds
- Lack of government funding

Most common Low Impact:

- Availability of suitable business skills training
- Willingness of staff to attend business training
- Quality and quantity of certified training courses
- Lack of business/marketing skills and knowledge
- Ability to attend business skills training
- Geographic location

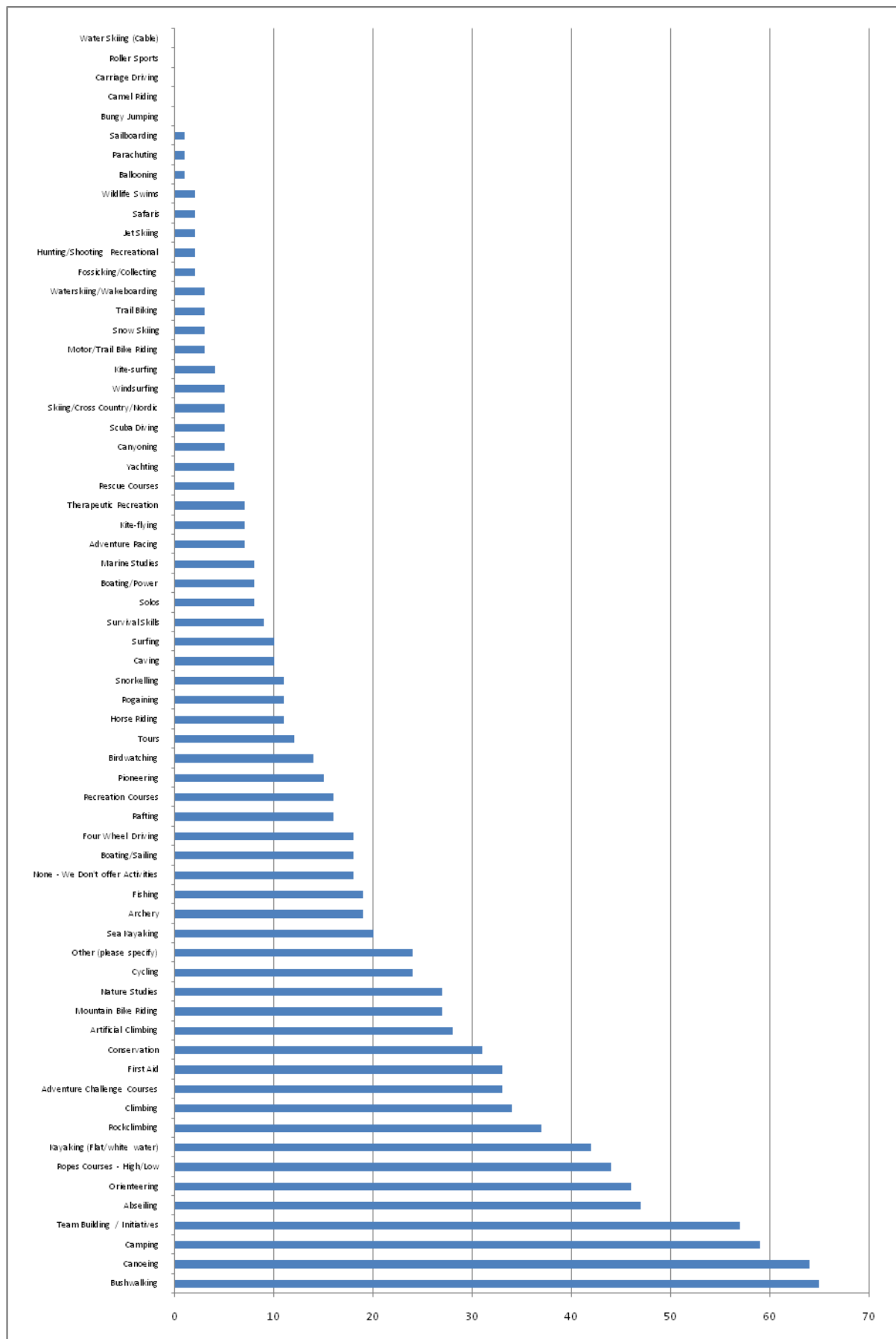
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### **Section D – Activities:**

**Q23. What outdoor/adventure activities does your organisation offer as part of its “core business”? (Tick as many as required, but remember this should reflect your core business)**

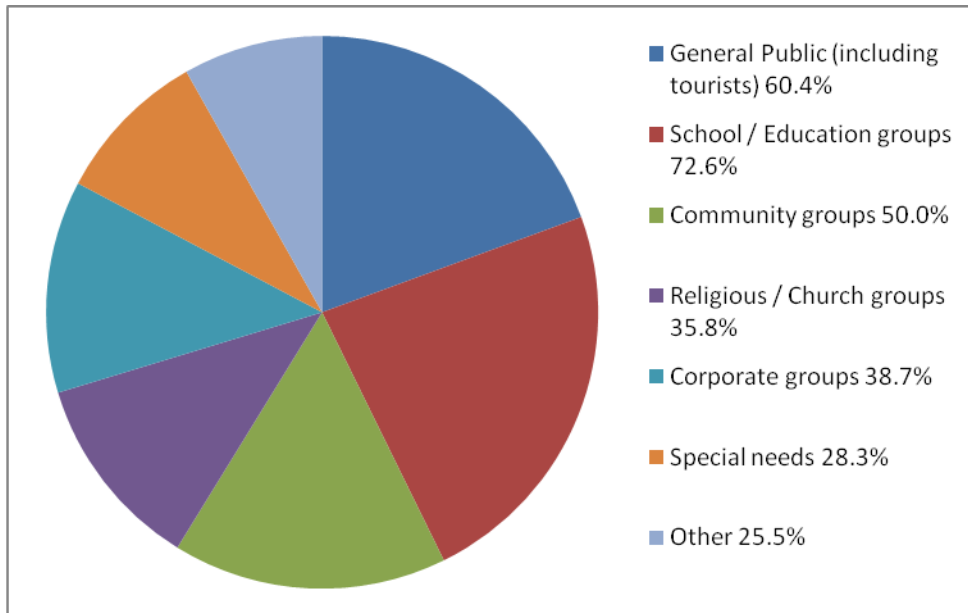


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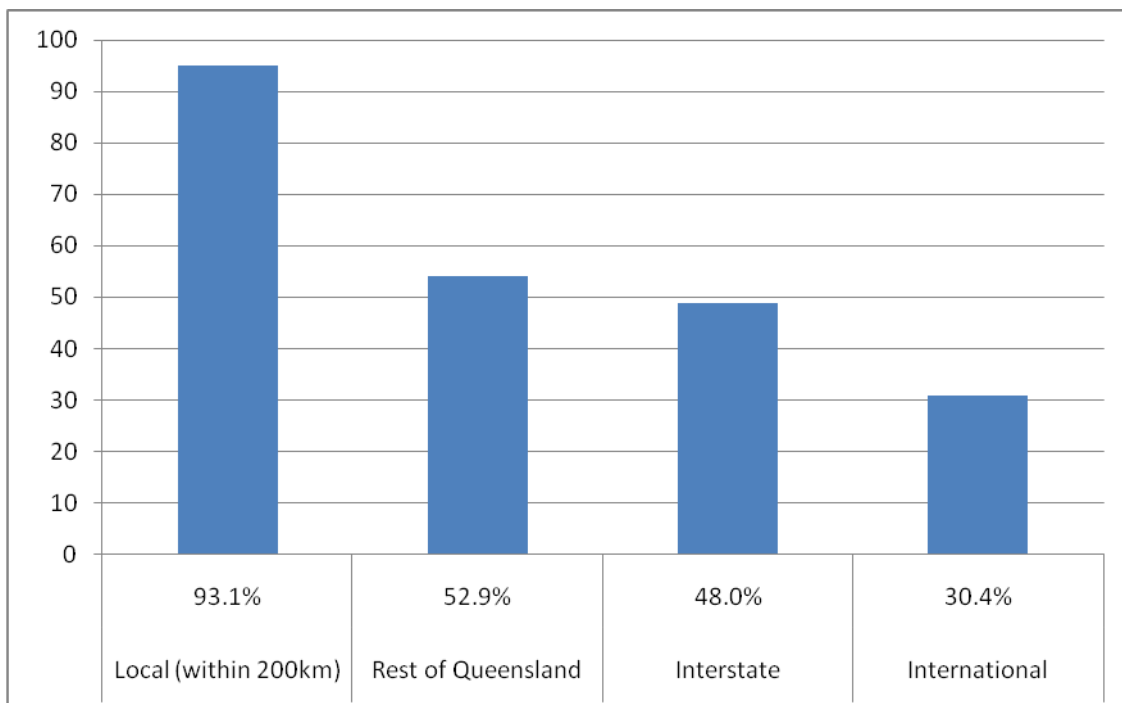
## Questions and Graphed Results

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**Q24. What proportions of the following groups make up your clientele? (Use % to indicate estimated proportions. Total must equal 100%)**



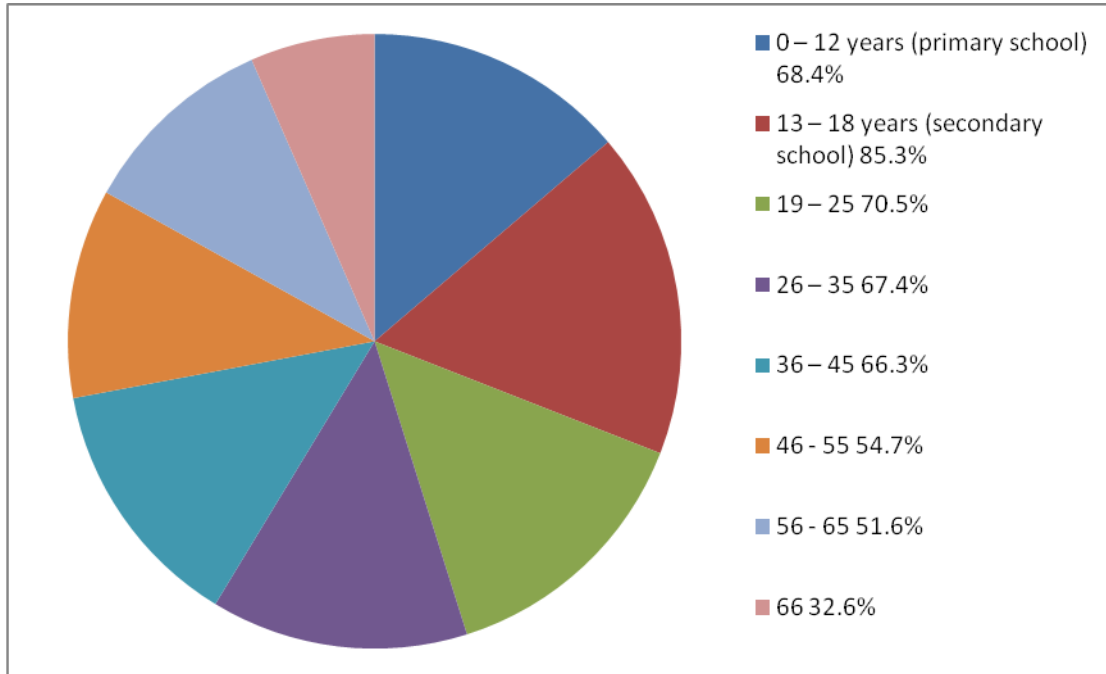
**Q25. What proportion of the following make up your clientele?**



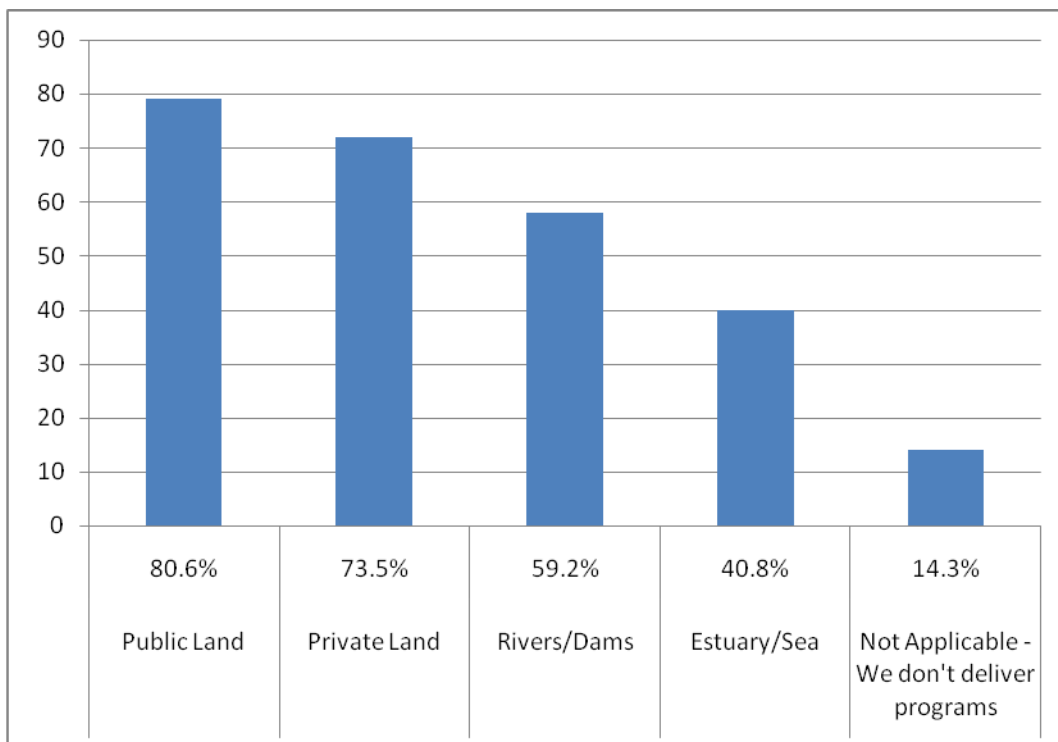
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

**Q26. What proportion of your clientele fall into the following age categories?**



**Q27. With respect to the sites that you use for your program delivery, can you please estimate the percentage allocation for each category?**

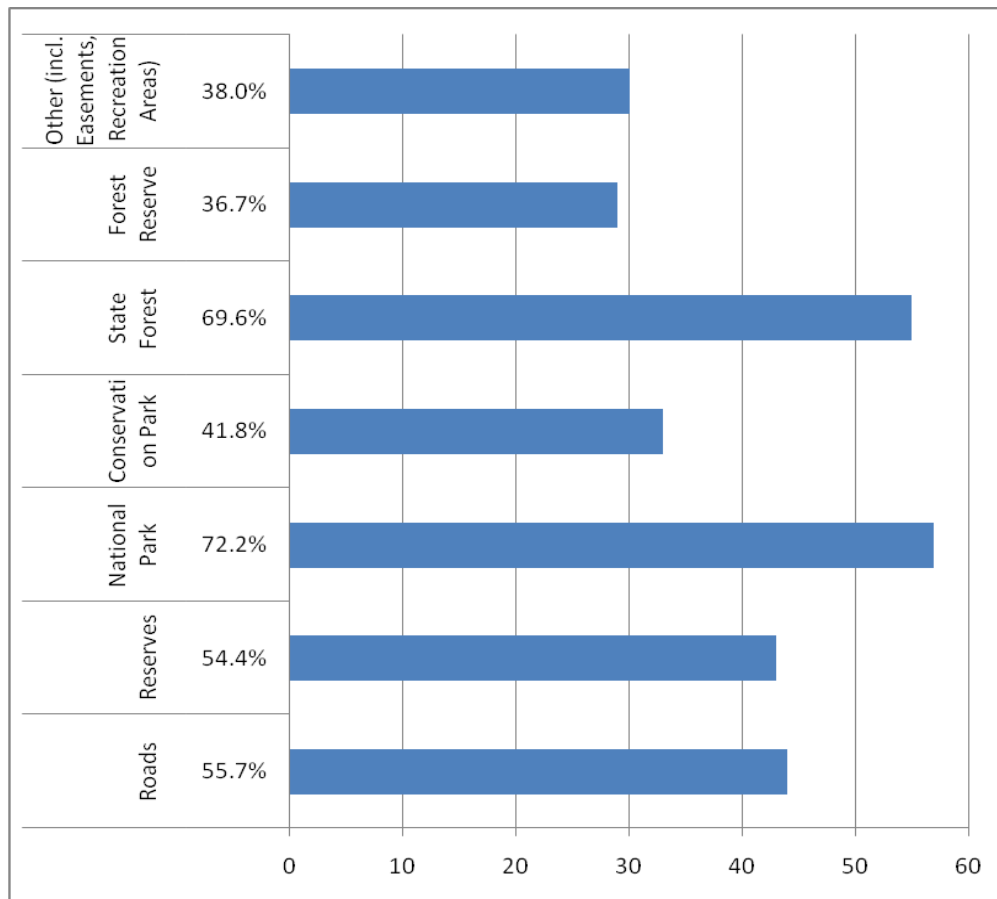


## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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**Q28. If you indicated that you use PUBLIC LAND in the previous question, can you now estimate the percentage for each category?**

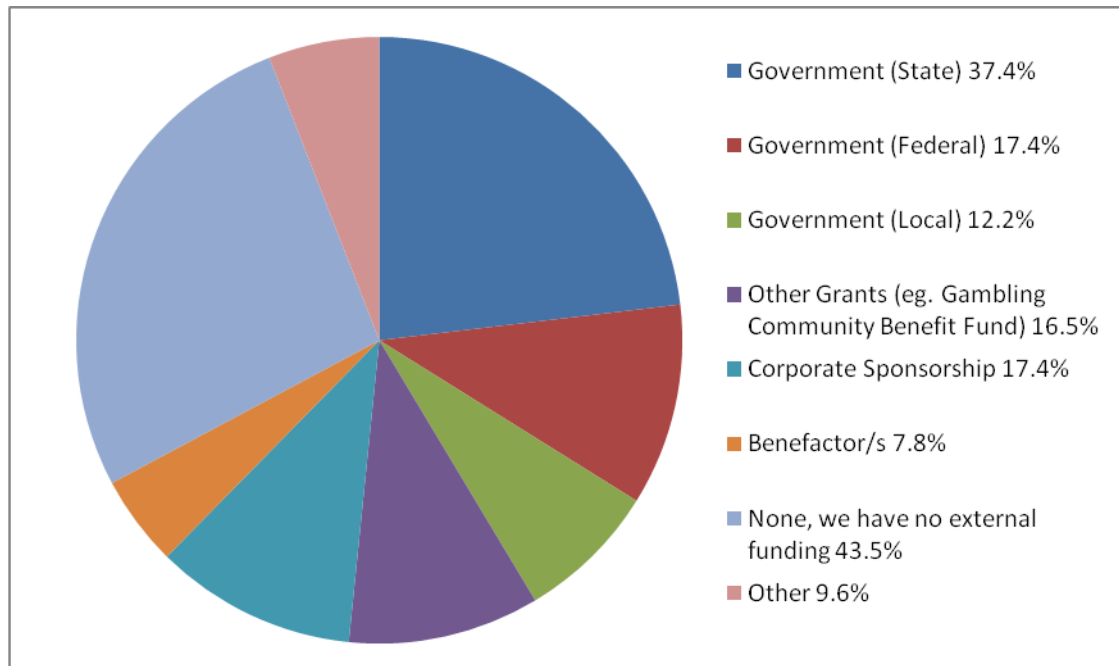


# Queensland Outdoor Industry Survey 2008

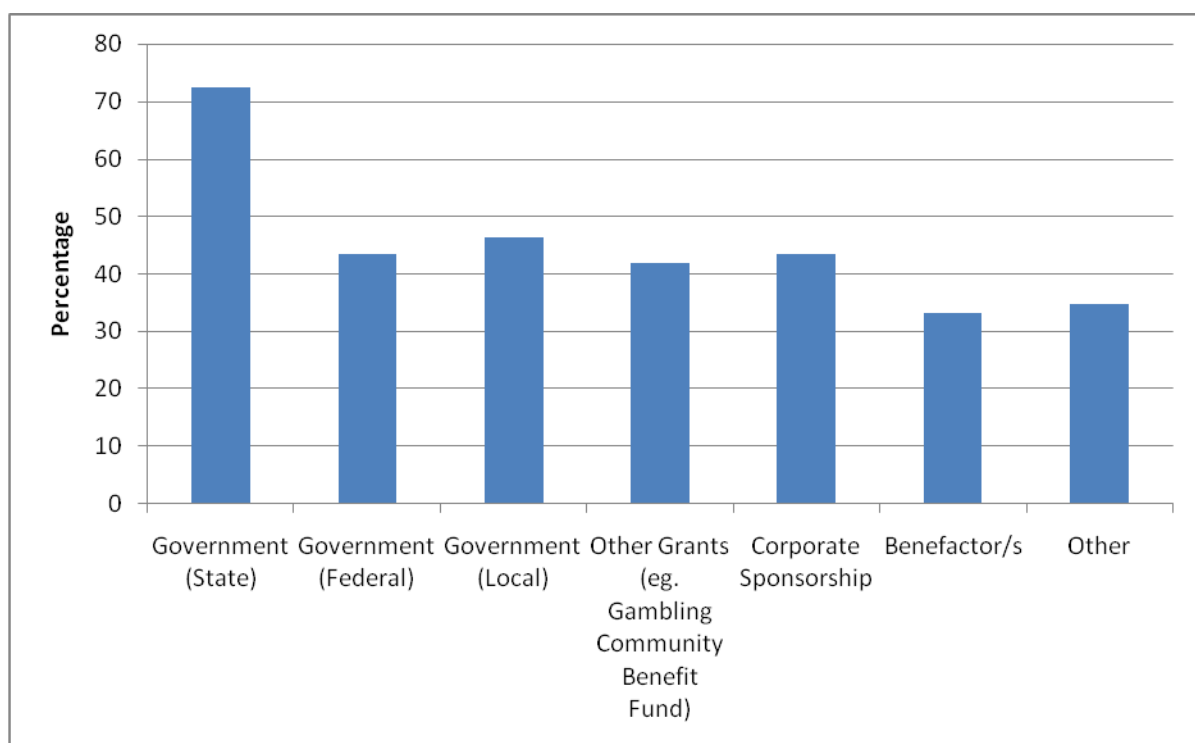
## Questions and Graphed Results

### Section E – Funding/Sponsorship:

**Q29. Please tick all sources of external financial assistance your organisation is currently receiving.**



**Q30. What % of your total income does each funding source provide?**



# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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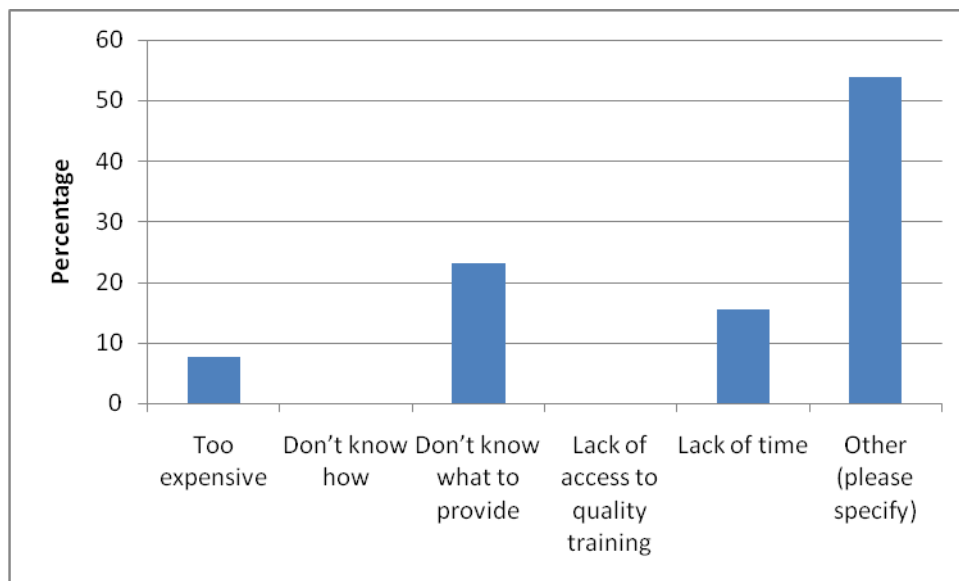
### Section F – Organisation Training/Education Information

**Q33. Do you provide any formal training or professional development for your staff / volunteers / committee?**

88.7% of respondents answered yes

11.3% of respondents answered no

**Q34. If you answered NO to the previous question, why not?**

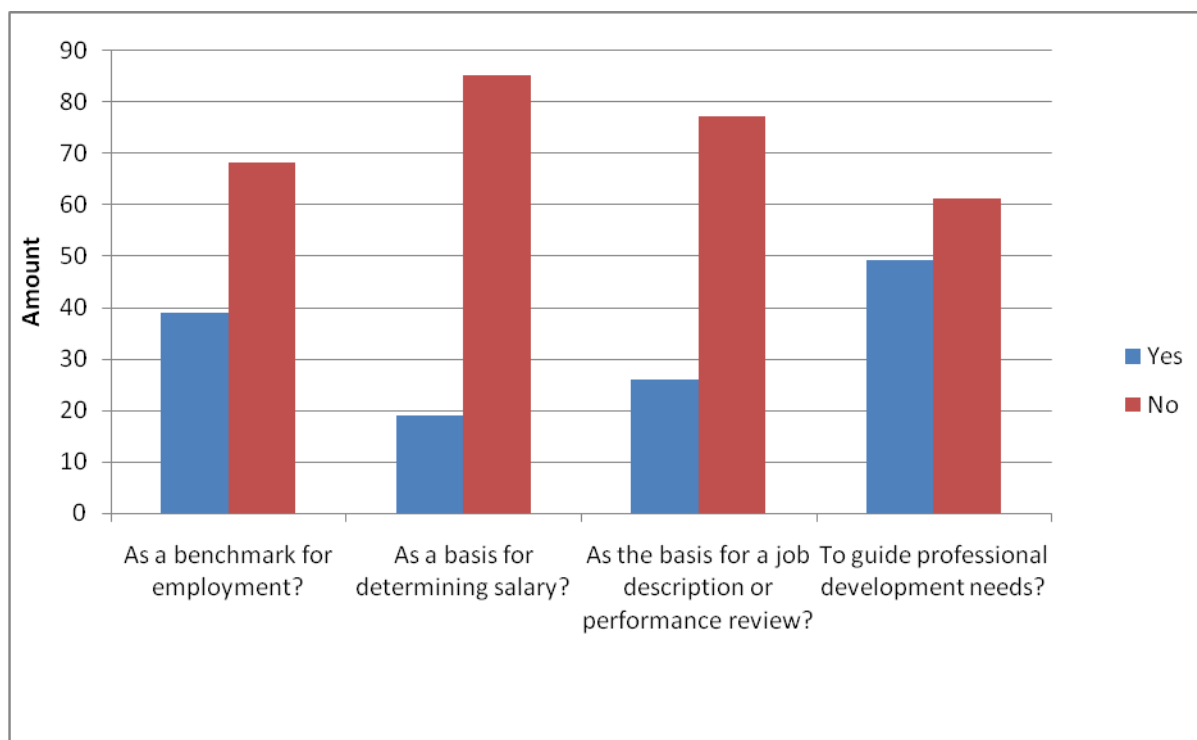


Respondents who answered “Other” typically have no other staff members.

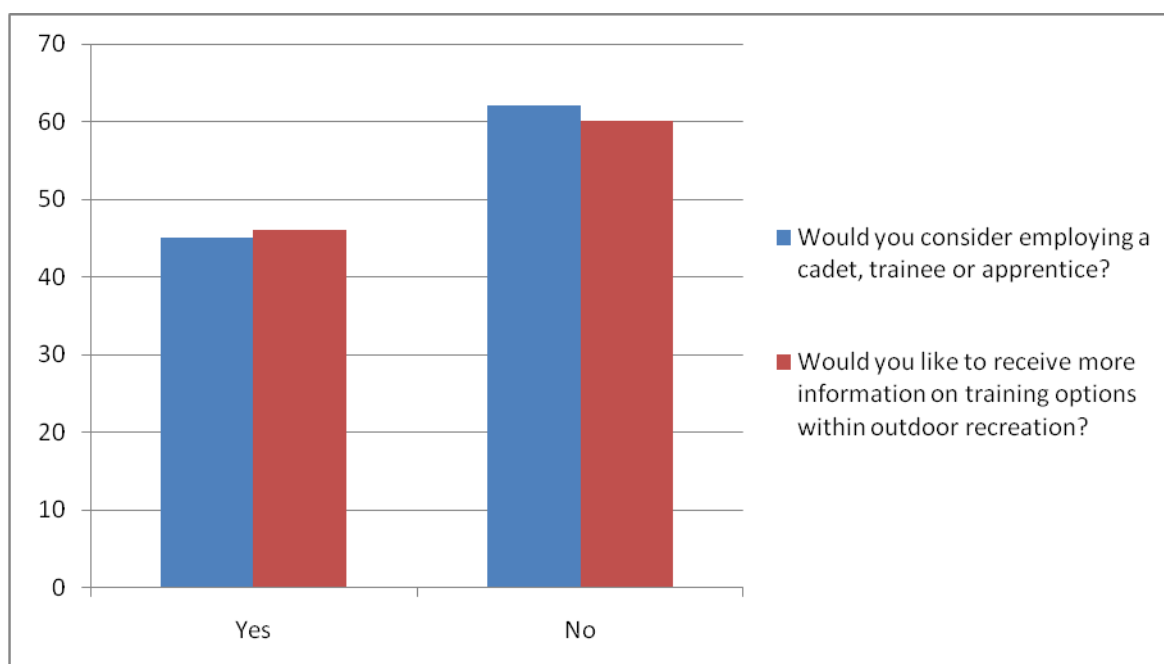
## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

**Q35. The National Outdoor Recreation Industry Training Package is a set of nationally endorsed standards & qualifications for recognising and assessing the skills of people in the outdoor recreation industry. Do you use the qualifications and competencies within the Outdoor Recreation Training Package for any of the following uses?**



**Q36. Please answer the following:**



# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

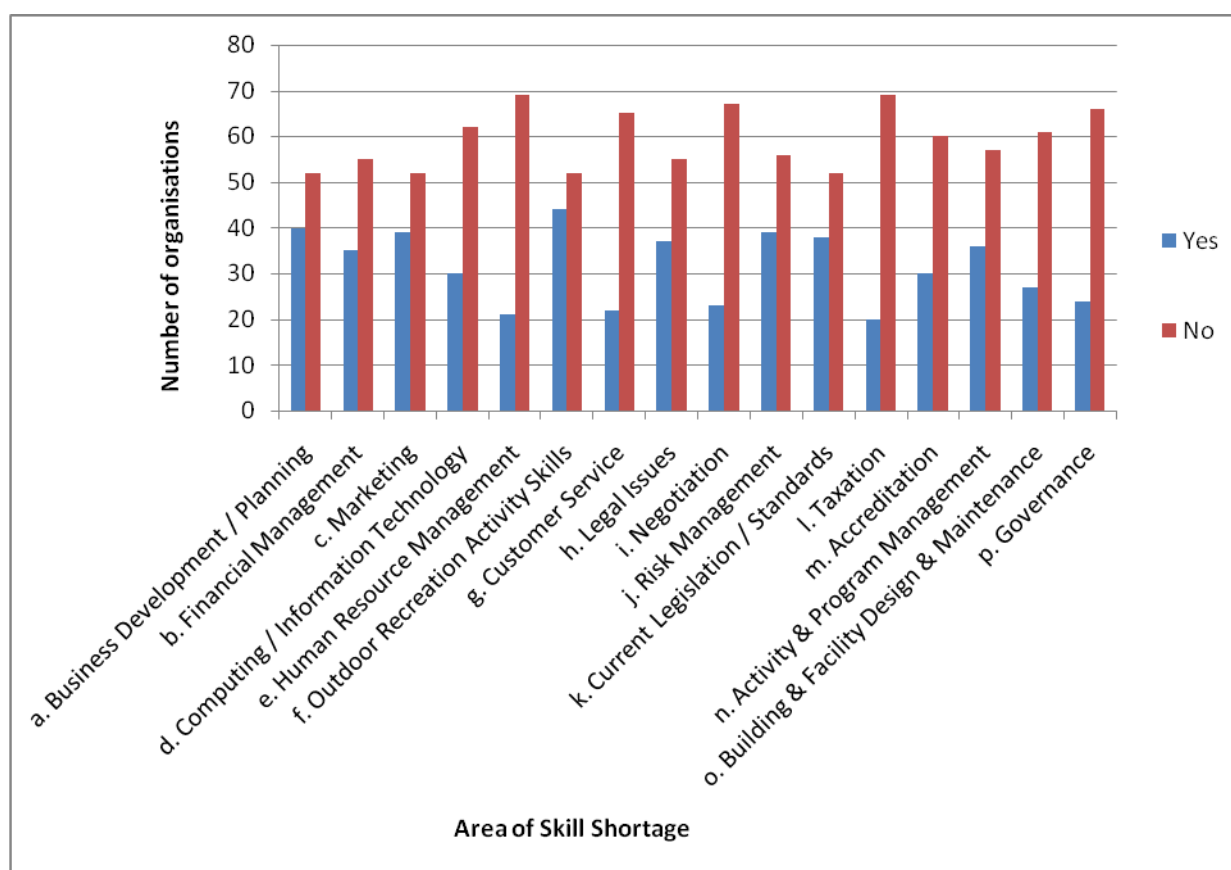
**Q37. Are you aware of Recreation Training Queensland and the role it plays in education and training matters?**

Yes 65.2%  
No 34.8%

**Q38. Are you aware of the National Outdoor Leader Registration Scheme (NOLRS) and the role it plays in certifying outdoor leaders?**

Yes. 59.8%  
No. 40.2%

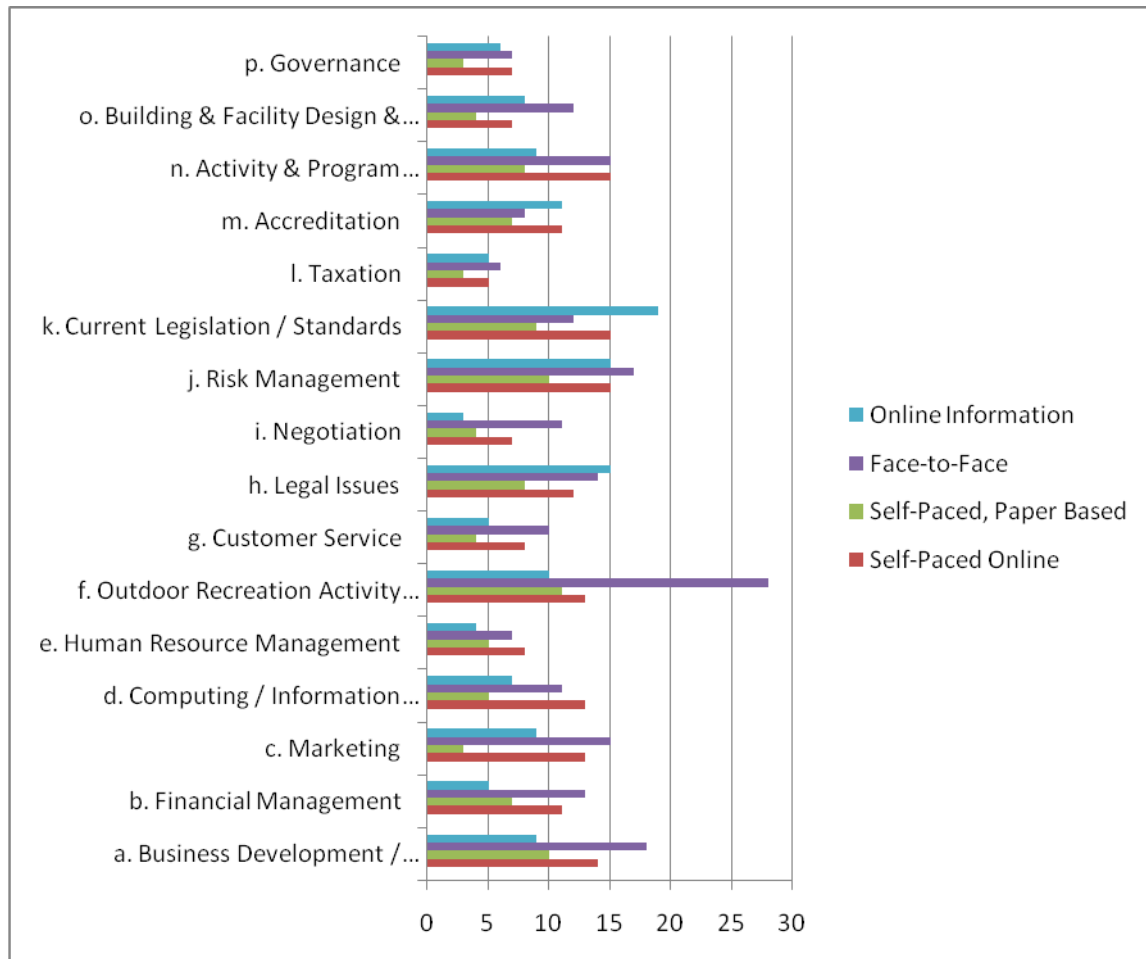
**Q40. Do your staff/committee members/volunteers have skill shortages in any of the following areas?**



# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

**Q40. Continued. If YES, what format of delivery would best suit your organisation?**



## Standards

**Q41. Are you aware of the current development of Adventure Activity Standards in Queensland?**

YES	73.7%
NO	26.3%

**Q42. Have you contributed to the development of the Adventure Activity Standards in Queensland?**

YES	38.9%
NO	61.1%

The majority of respondents have contributed through various consultation workshops

## Queensland Outdoor Industry Survey 2008

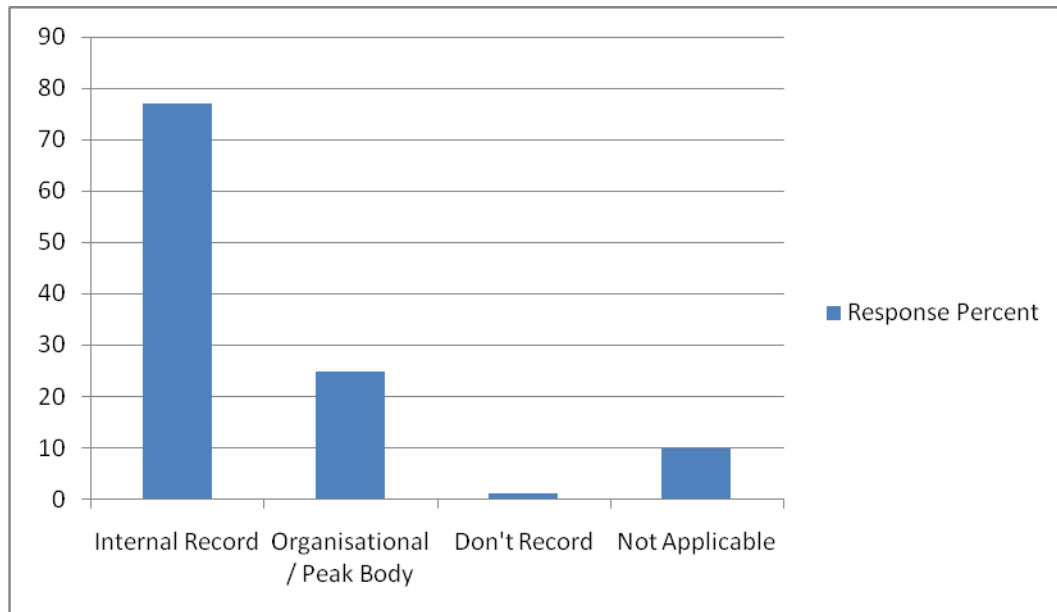
### Questions and Graphed Results

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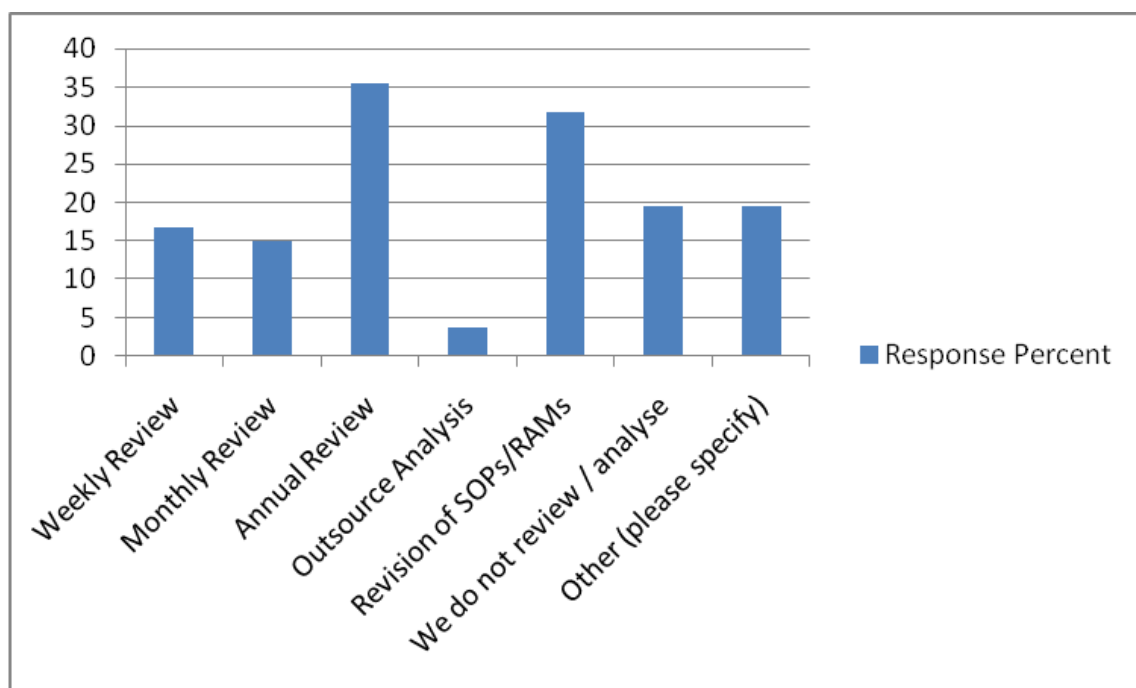
#### Q43. Do you already have minimum standards for your organisation / activities?

YES	84.8%
NO	15.2%

#### Q44. How do you record accident / incident data?



#### Q45. What methods do you use to analyse and/or evaluate accident / incident data?



# Queensland Outdoor Industry Survey 2008

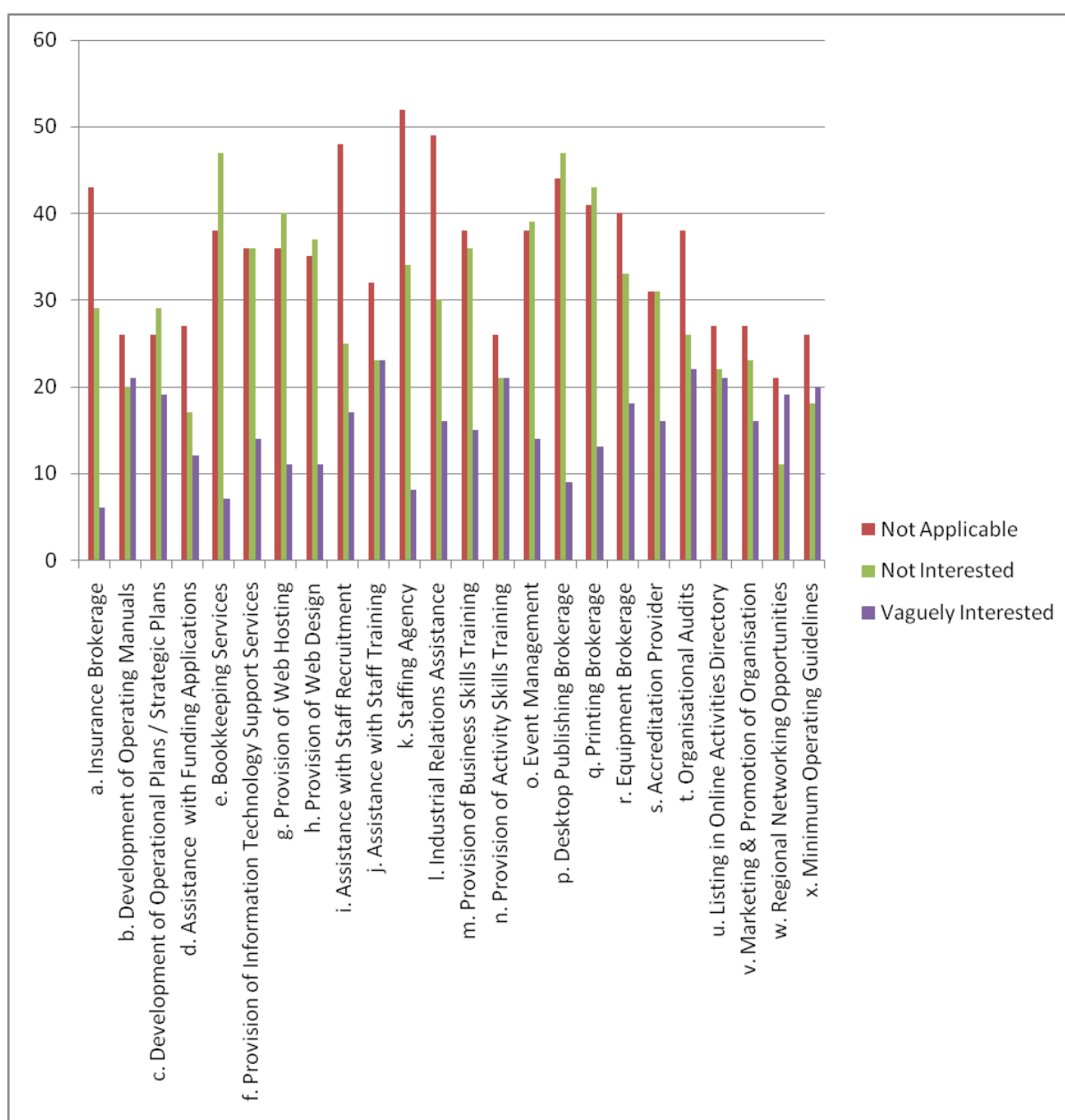
## Questions and Graphed Results

**Other methods used to analyse and/or evaluate accident / incident data include:**

- Daily reviews
- Reviewing on a case to case basis
- Reviewing on the day an incident occurs

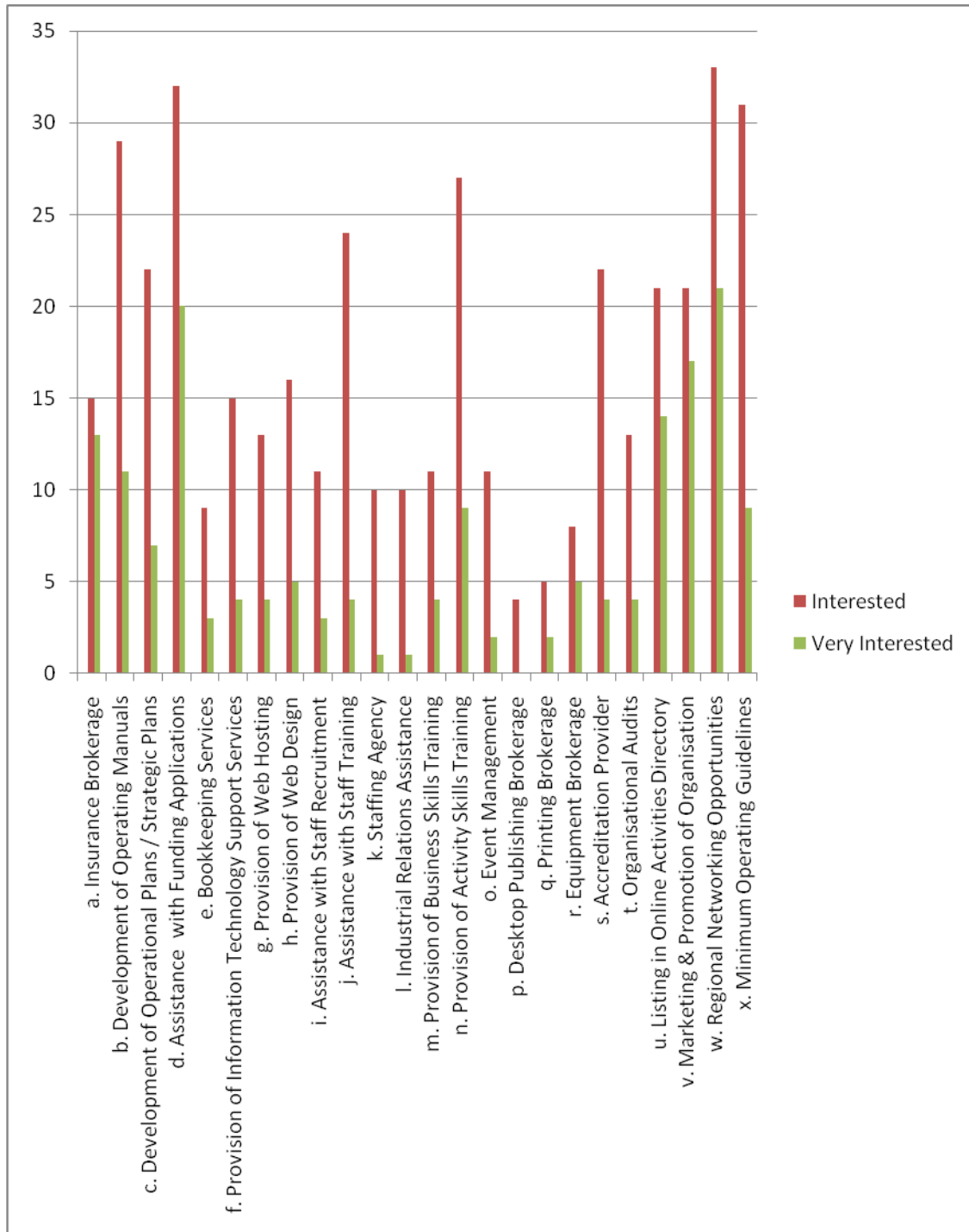
## Section G – Products and Services Requirements:

**Q46. QORF is always reviewing the types of services it could offer to assist the outdoor industry. Which of the following might your organisation be interested in?**



## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results



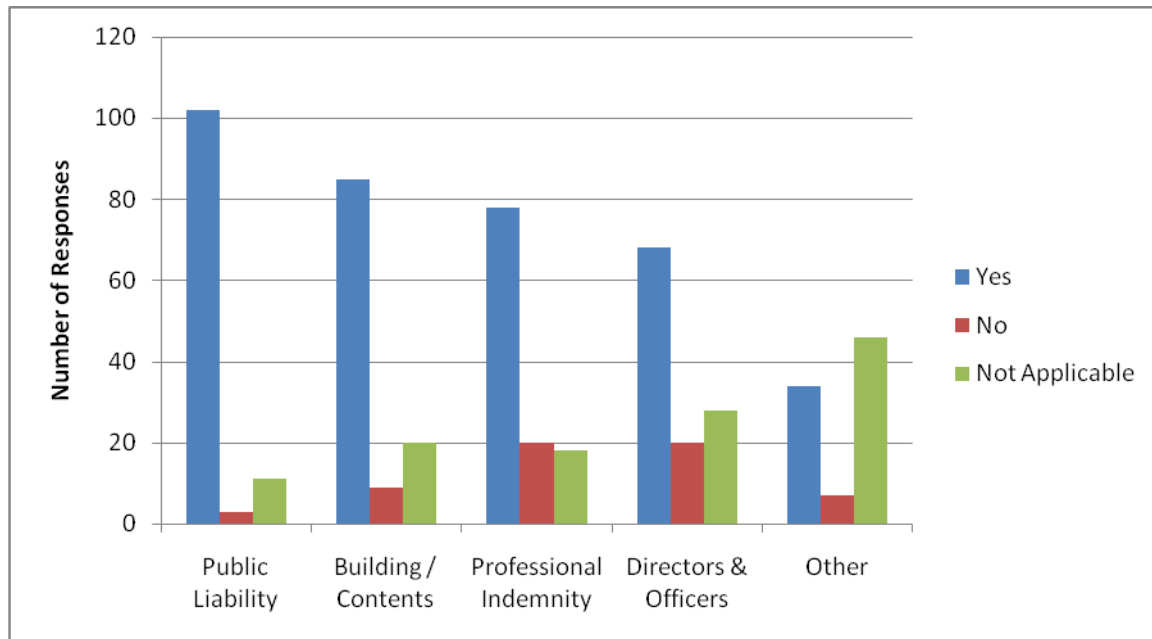
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section H – Insurance:

**Q48. Does your organisation possess current insurance coverage in the following areas?**



**Q49. Did you have difficulties in obtaining affordable coverage for Public Liability (eg. hard to find insurer, difficulty in paying premium, etc)?**

Yes	12.1%
No	66.4%

**Q50. If you answered yes to Question 49, for what reason?**

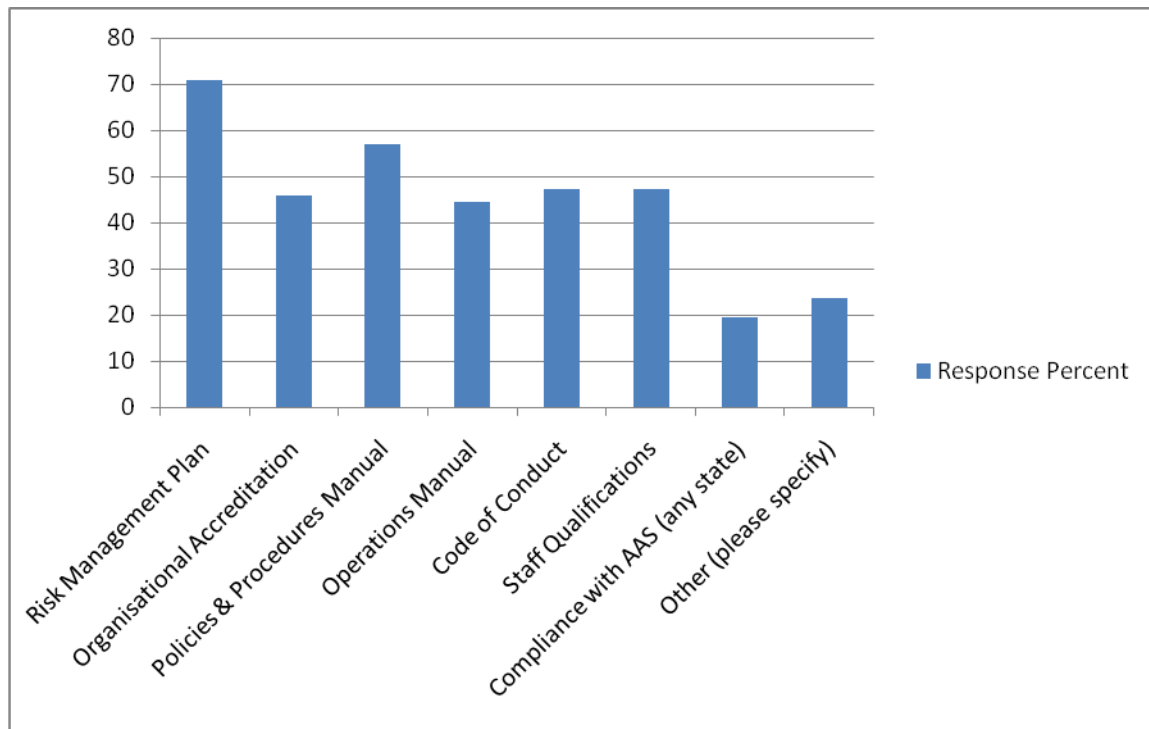
Hard to find insurer	35.7%
Cost of insurance	85.7%
Requirements of insurer	21.4%

## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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**Q51. Please indicate if any of the following were useful in decreasing your insurance premium with your insurer.**



**Q52. Did you ever have to omit activities or locations from your outdoor program in order to achieve affordable public liability insurance?**

YES	21.9%
NO	79.2%

Examples of activities which have been omitted:

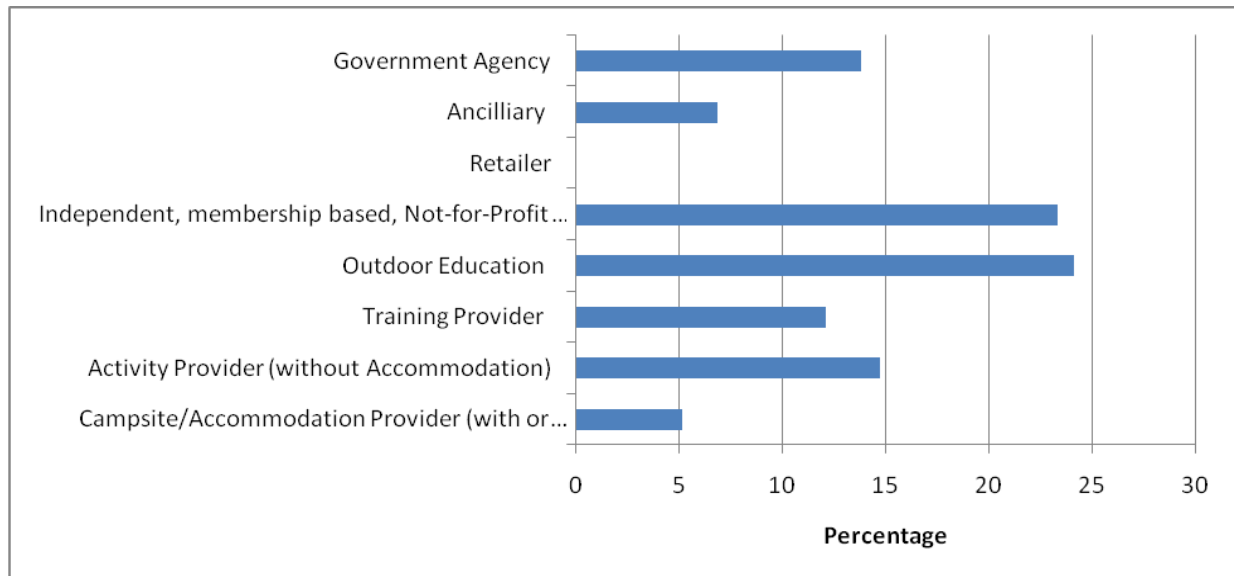
- White water or water based activities
- Horse Riding
- Rock climbing
- Abseiling

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Q53 Types of Organisations completing the survey:



## Section I – Category Selection

**Q54. My organisation provides the following accommodation options: (please provide numbers based on maximum licensed capacity per night)**

6 organisations responded to this question

*Outdoor* – Campsite: 83.3% - 5 out of 6 organisations

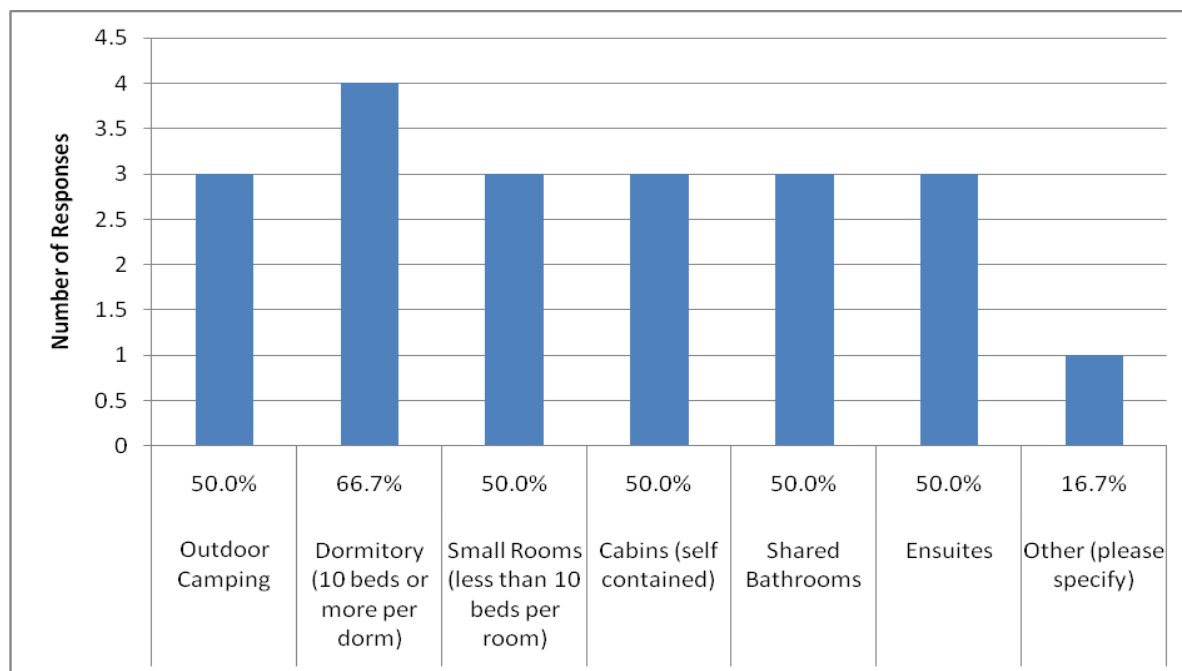
*Indoor* – Dorm/Cabin/Room: 100%

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

### Section J – Campsite/Accommodation Provider (with or without activities)

**Q55. The style of accommodation provided is: (Select which ever categories apply)**



**Q58. Is your facility currently accredited with a campsite accreditation scheme?**

4 organisations responded to this question.

- 1 organisation = NARTA
- 1 organisation = ECO Certification Program (formerly NEAP)
- 1 organisation = YMCA of Australia
- 1 organisation = unsure

**Q59. Do you think there is a need to promote the value of organisational accreditation?**

5 organisations responded

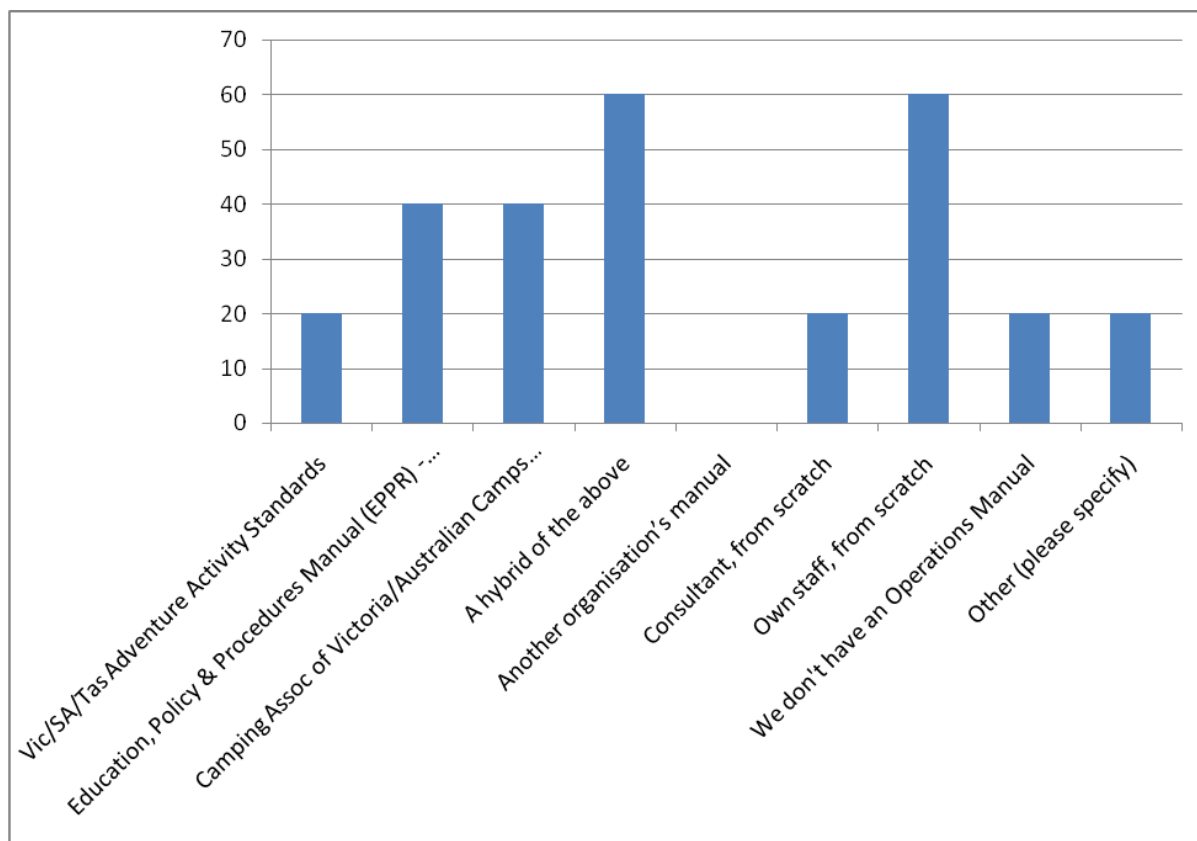
- 2 organisations believe there is a need
- 3 organisations are not sure

## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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**Q60. What formed the basis of your OPERATIONS MANUAL (ie. where did you formulate your ideas for the format and content of the document)?**



**Q62. If you do provide outdoor activities as well as accommodation, indicate what percentage is delivered Onsite and what percentage is delivered Offsite? (total must equal 100)**

5 organisations responded

Organisation Number	Delivered Onsite:	Delivered Offsite:
1	100%	
2	100%	
3	90%	10%
4	95%	5%
5	30%	70%

**Q63. Does your organisation /do you support your staff to maintain currency in outdoor skills (ie. through an array of professional development opportunities)?**

Out of 5 organisations

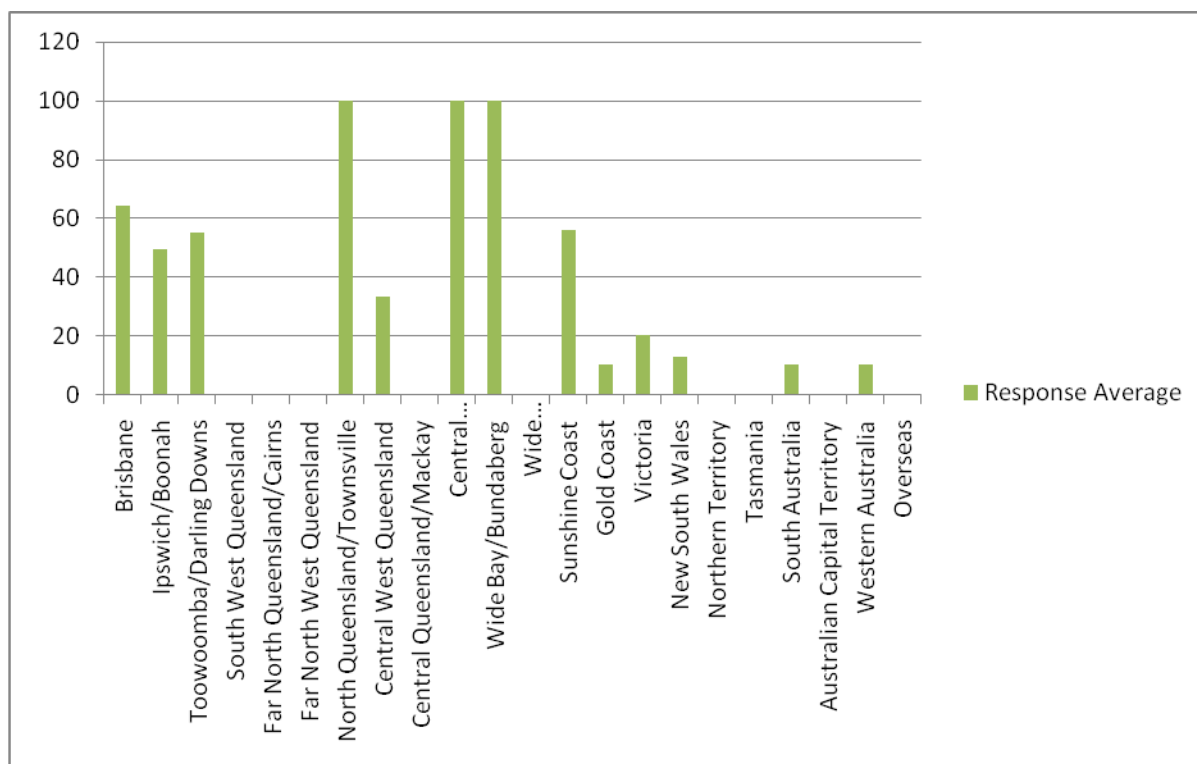
- 3 provide support to maintain current skills
- 2 do not provide support to maintain current skills

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

### Section K – Provider of Outdoor Recreation Activities (without accommodation):

**Q67. Can you provide an estimate of the percentage of where your organisation delivers programs? (Total must equal 100)**



**Q69. Does your organisation support you/do you support your staff to maintain currency in outdoor skills (ie. through an array of professional development opportunities)?**

YES	64.3%
NO	35.7%

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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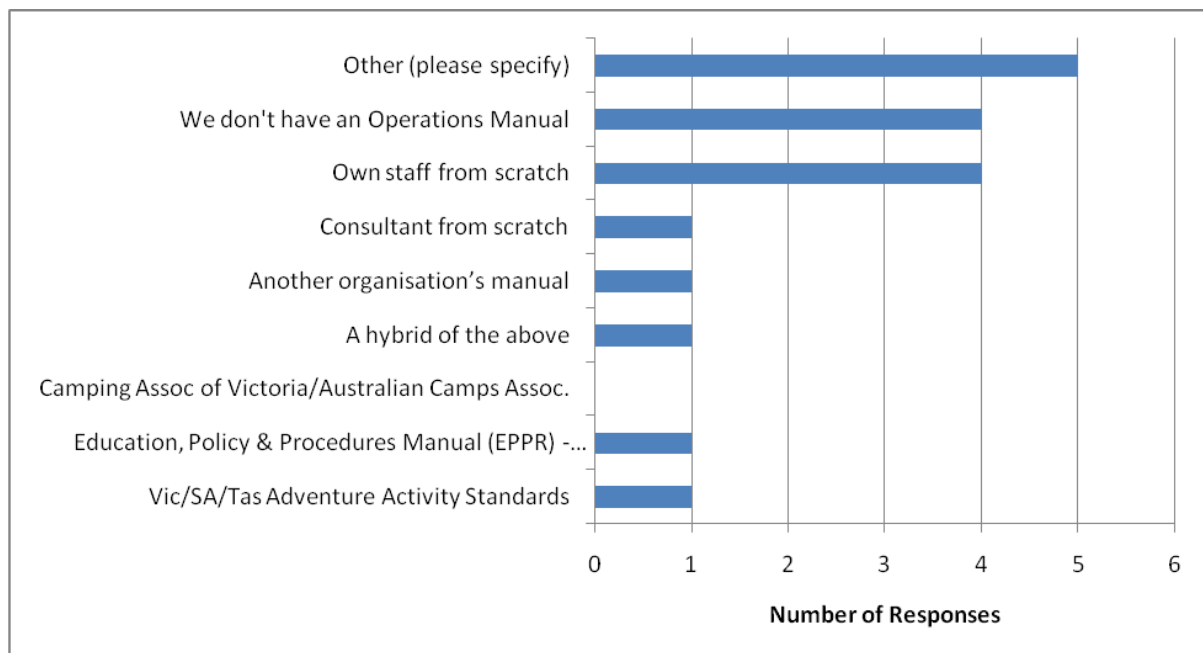
### Q70. Do you think there is a need to promote the value of organisational accreditation?

Out of 14 respondents, 7 are unsure. However, 5 believe that there is a need.

Reasons:

- Maintain high standards
- Encourage people to get qualifications
- Promote the value of experience within the industry

### Q71. What formed the basis of your OPERATIONS MANUAL (ie. where did you formulate your ideas for the format and content of the document)?



### Q72. What best describes your training organisation?

Total of 14 responses

- 7 = TAFE college/state funded RTO's
- 2 = Universities
- 2 = Private RTO
- 1 = Girl Guides
- 1 = Scuba Instruction Agency
- 1 = State Government Department

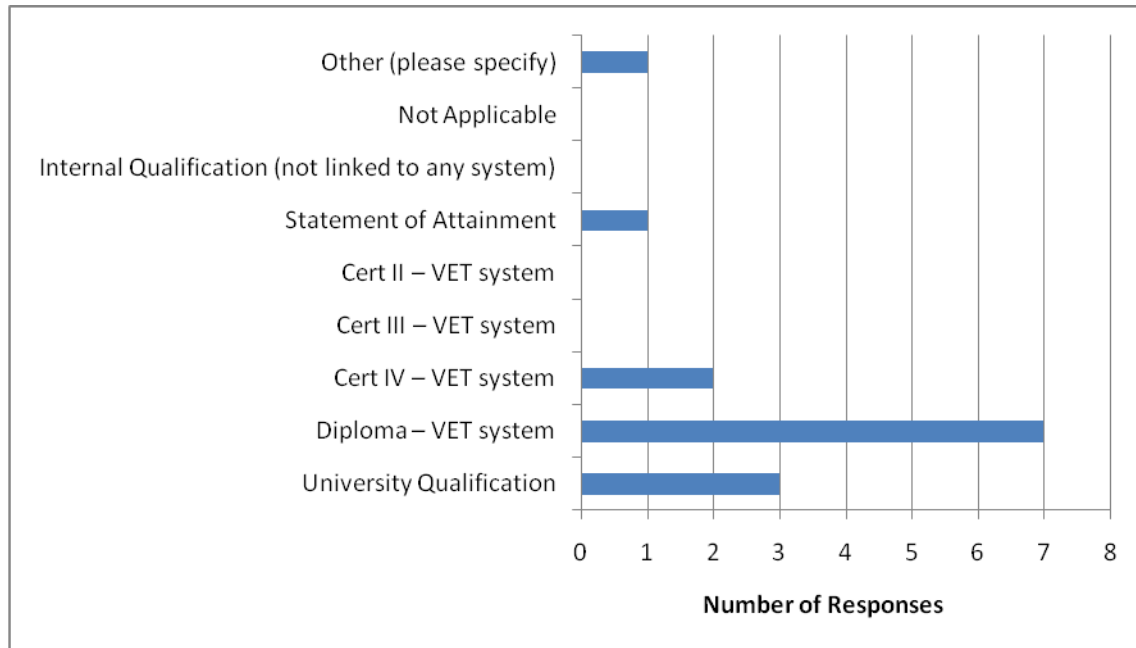
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

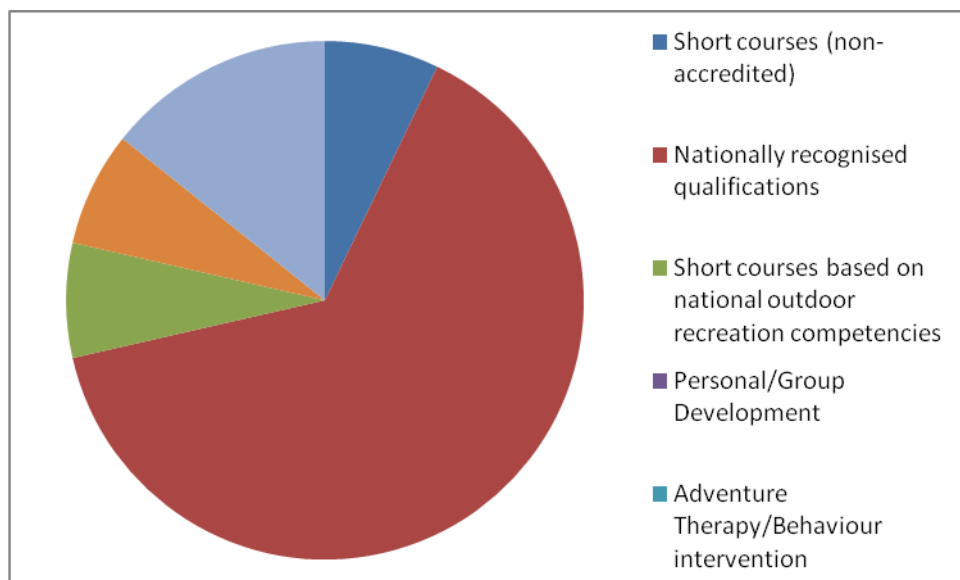
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### Section L – Training Provider:

**Q73. What is the highest level of qualification your organisation delivers with respect to outdoor recreation?**



**Q74. What is the main focus of the outdoor programs you offer? (eg. if you train and issue qualifications then please indicate the qualification level.)**

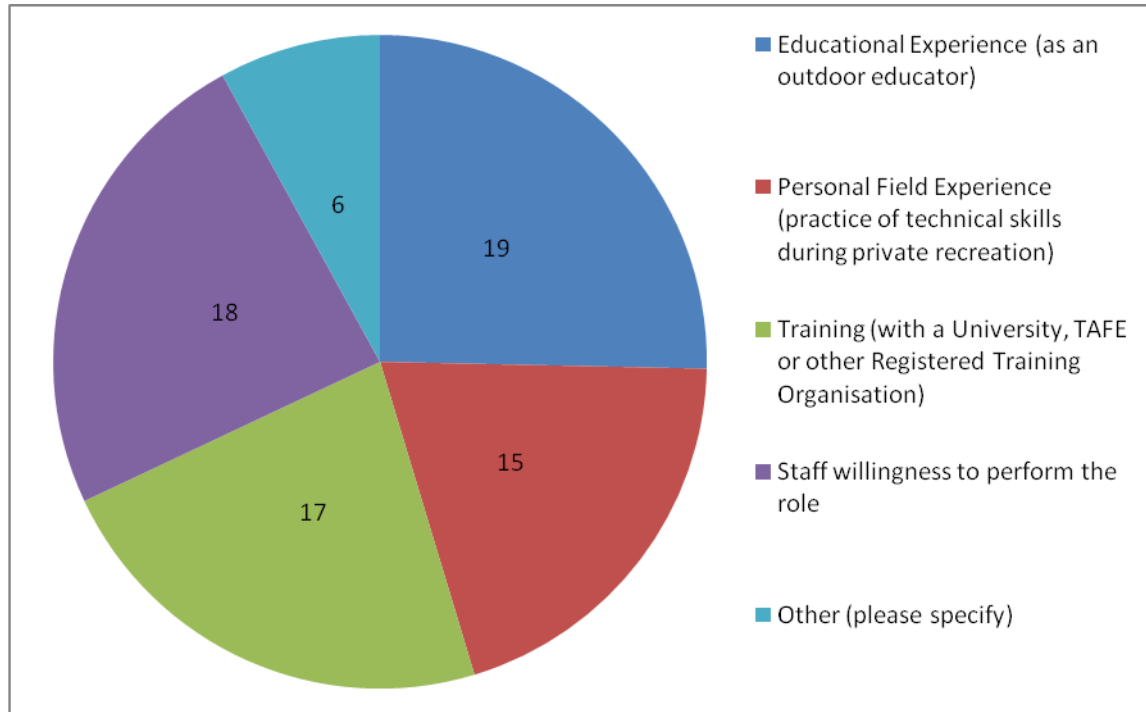


## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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#### Q75. What influences outdoor education staff recruitment in your organisation?



Other reasons include:

- Staff willingness to learn
- Relevant experience

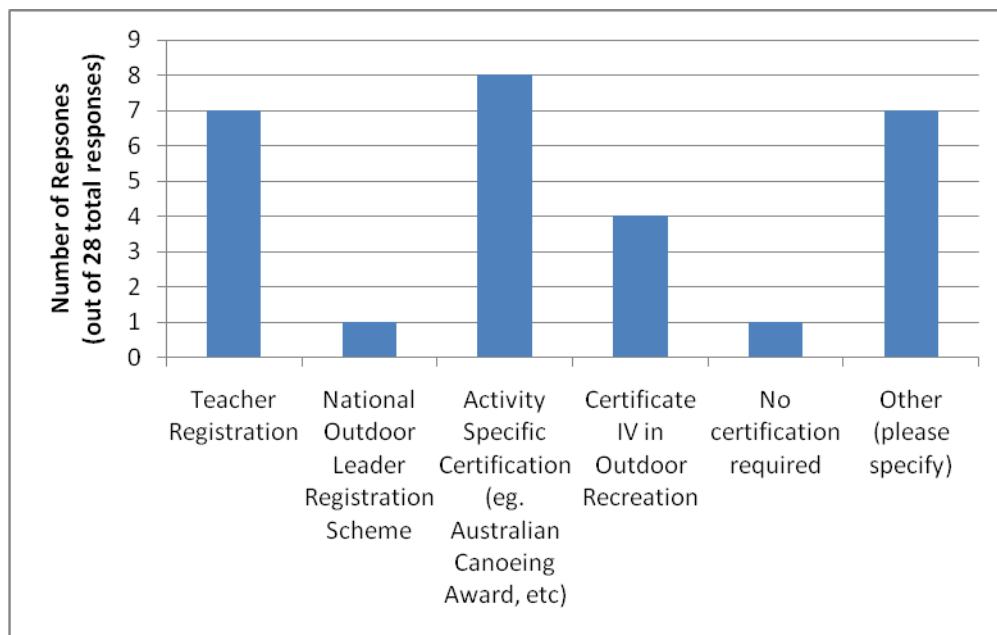
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section M – Outdoor Education:

**Q76. What level of certification is required to be an outdoor educator in your organisation?**



Other:

- Teacher Registration
- First aid qualifications
- Proven experience

**Q78. How is the Outdoor Education Program regarded within your organisation/school?**

27 total respondents

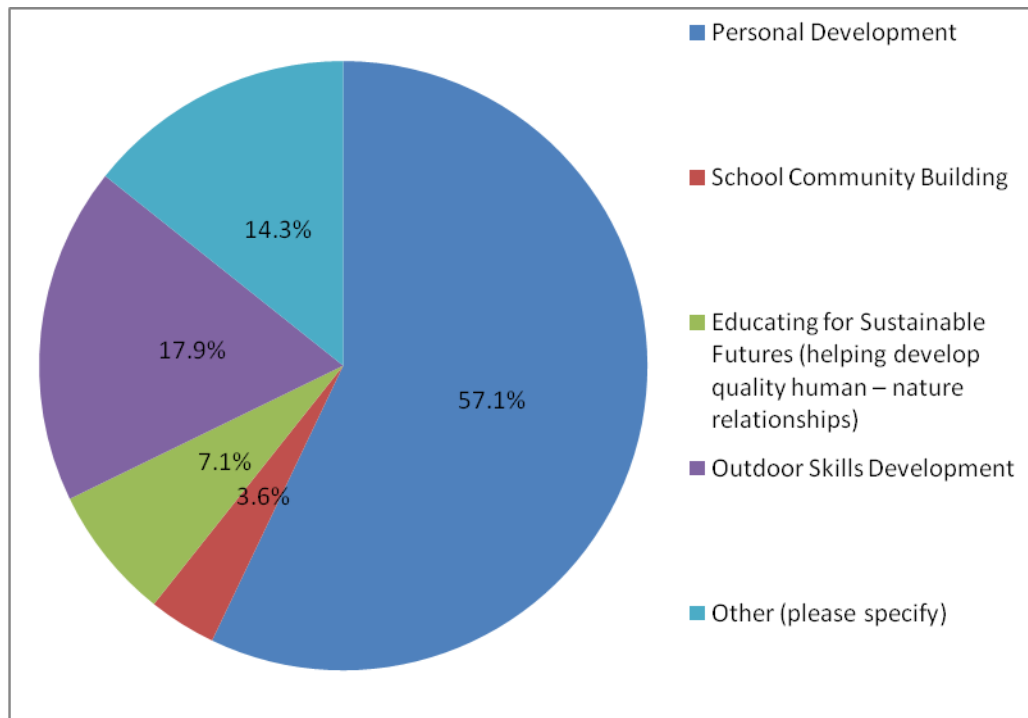
- 10 respondents see it as “indispensable”
- 10 respondents see it as “very important”
- 1 respondent sees it as not very important

## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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**Q81. What would be the MAIN priority of the Outdoor Education Program in your organisation?**



Other responses:

- Social, environmental, spiritual and emotional development
- Varies from group to group.
- Preparing outdoor leaders for professional roles.

## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

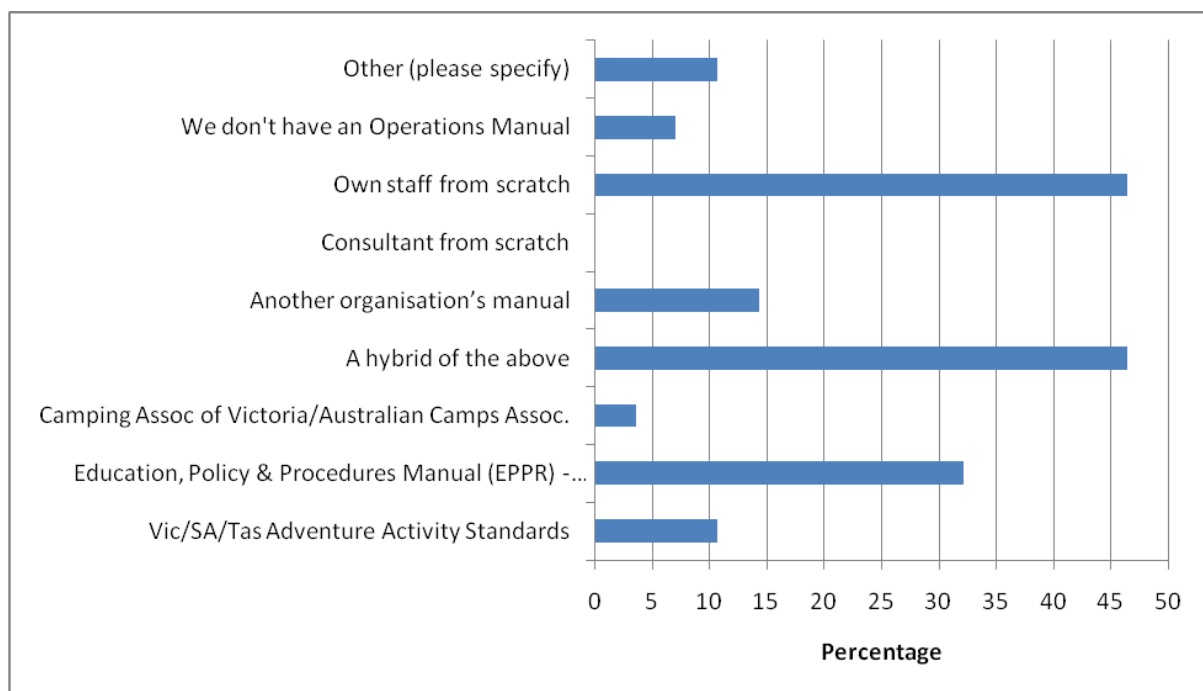
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**Q83. Does your organisation/do you support your staff to maintain currency in outdoor skills (ie. through an array of professional development opportunities)?**

YES	82.1%
NO	17.9%

Staff are supported through funding and specified time off work, other organisations provide their staff members with in house training.

**Q84. What formed the basis of your OPERATIONS MANUAL (ie. where did you formulate your ideas for the format and content of the document)?**



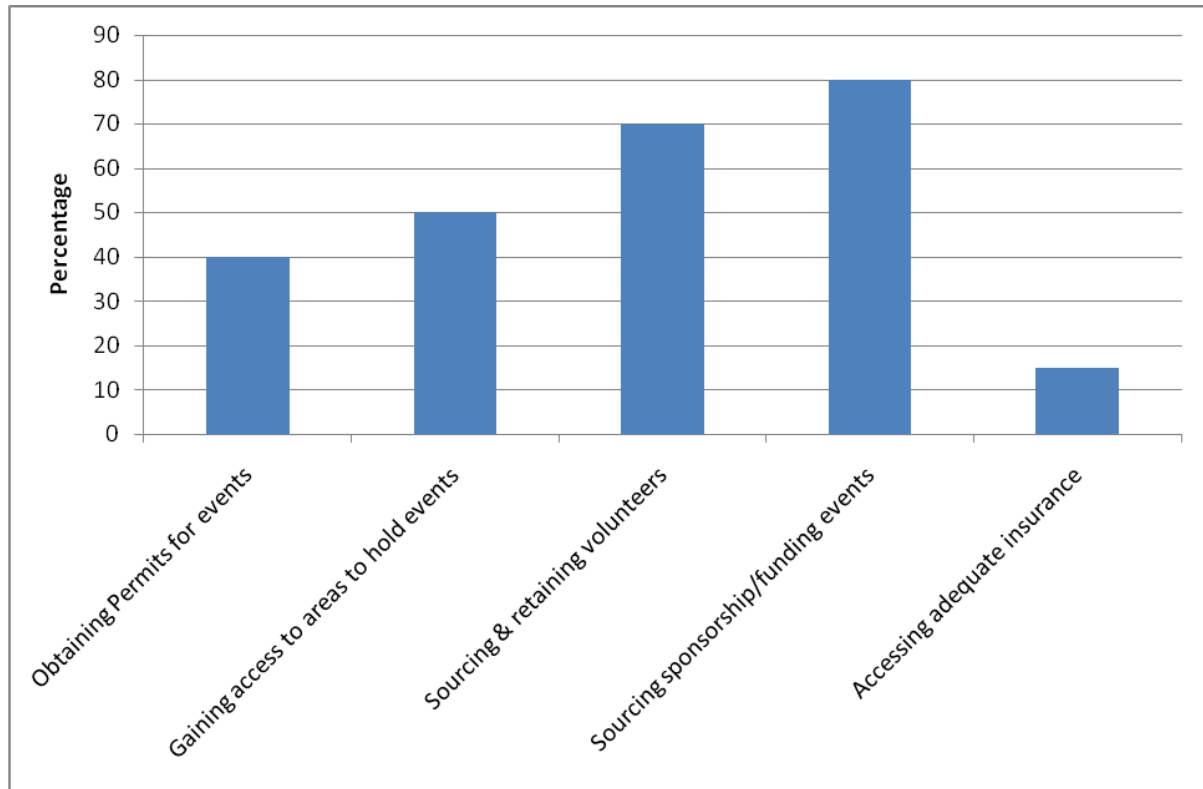
# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section N – Not for Profit Organisation:

**Q90. Please indicate if you experience any difficulties in any of the following:**



**Q92. Would your organisation seek government funding assistance if it was available and/or not too onerous to apply for and acquit?**

80% of respondents (25 respondents in total) answered yes  
4% answered no

The respondents believe funding is required for:

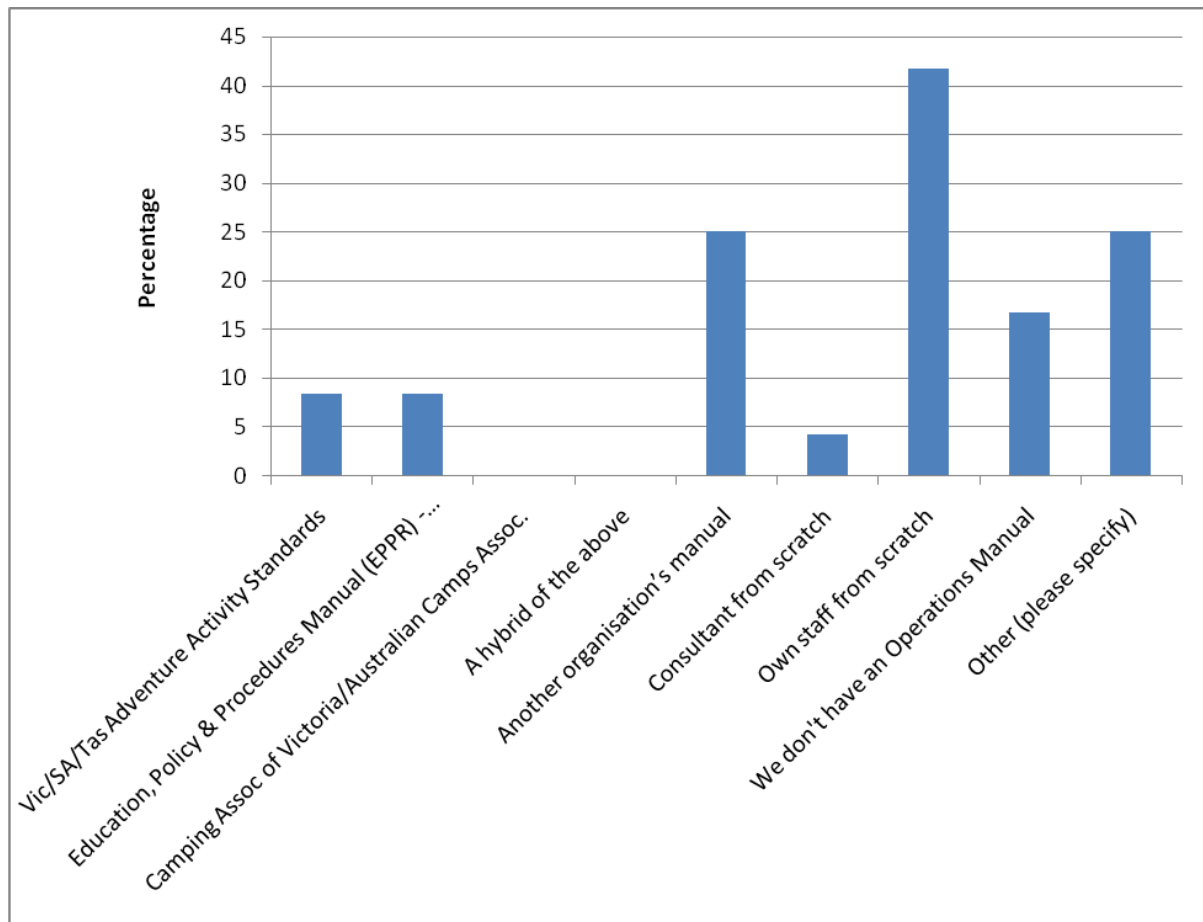
- Infrastructure
- Staff Training
- Equipment
- Community Subsidised programs
- Event Support
- Office Equipment

## Queensland Outdoor Industry Survey 2008

### Questions and Graphed Results

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**Q93. What formed the basis of your OPERATIONS MANUAL (ie. where did you formulate your ideas for the format and content of the document)?**



Other areas:

- Peak organisation manuals
- Provided by another organisation eg Girl guides or Tourism Queensland
- Outdoor training package.

# Queensland Outdoor Industry Survey 2008

## Questions and Graphed Results

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### Section O - Retailers

**Q95. How has your organisation grown over the last two years?**

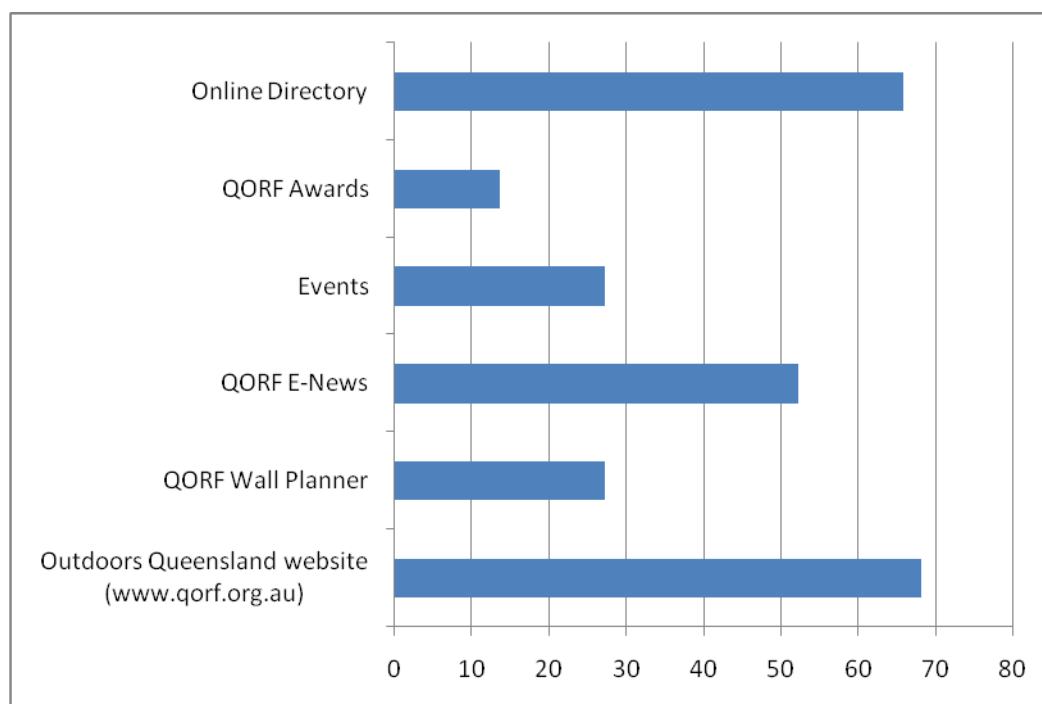
All respondents skipped this question

### Section P – Ancillary:

**Q98. Are you aware that QORF has the facility to promote your services to the outdoor industry?**

YES	75.0%
NO	25.0%

**Q99. QORF provides a number of avenues for advertising. If you would like to find out more then tick the list of services that you may be interested in:**



### Government Agency

**Q100. In what ways has focus on the outdoors changed for your organisation in the last two years?**

- Increase in sport and recreation industry qualifications
- New minister who has concern for sport and recreation needs
- Increased recognition of environmental and land issues
- Increased demand within the industry