

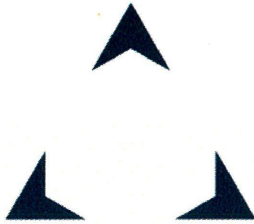


**AEC***group*

**MONITORING AND REPORTING  
RECREATIONAL USE OF  
THE GREAT BARRIER REEF MARINE PARK**

market research • economics  
organisational consulting • infotec  
design • marketing & advertising  
education & training





**AECgroup**

**MONITORING AND REPORTING  
RECREATIONAL USE OF  
THE GREAT BARRIER REEF MARINE PARK**

December 2004



*AECeconomics* Brisbane is certified to ISO 9001:2000

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# 1 Introduction

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The AECgroup takes pleasure in submitting a proposal for Monitoring and Reporting Recreational Use of the Great Barrier Reef Marine Park on behalf of the Great Barrier Reef Marine Park Authority (GBRMPA).

The AECgroup can confirm that we have the necessary qualifications and experience to complete the consultancy to a high quality in a cost-effective manner with an optimal balance between technical excellence, efficiency, and price. In support of this we can highlight the AECgroup's:

- **Status as one of Queensland's largest market research firm**, with the undertaking of more than 100 telephone, mail and face-to-face surveys annually for a range of private and public sector clients across Australia, including Best Western Australia, Hamilton Island, Skyrail – Cairns and Big 4 Caravan Parks;
- **Established working relationship with the GBRMPA and understanding of its role and management initiatives** having successfully completed a range of significant market research projects over the past four years, including telephone surveys pre and post advertising for the Great Barrier Reef Threat Awareness Campaign, including longitudinal analysis and reporting, and face-to-face interviews and focus groups for the RAP Program;
- **Significant experience with the design and application of longitudinal survey instruments and benchmarking** for clients including GBRMPA, Best Western Australia, Hamilton Island, Big 4 Caravan Parks, Townsville City Council, Thuringowa City Council, Pine Rivers Shire Council and Caboolture Shire Council;
- **Establishment of an experienced project team** to be led by the AECgroup's principal economist, Mr. Carey Ramm, a former Federal Ministerial Advisor and a leading consultant to major state and national businesses and all pillars of government for more than 15 years, along with being a significant business owner and operator in his own right;
- **Significant local knowledge of the GBRMPA Region**, evidenced through the completion of a large number of consultancy projects for a range of clients in the region, quarterly production of the Cairns, Townsville and Mackay Regional Reports, along with an established office presence in Townsville and Mackay; and
- **Professional capacity and experience** with the development, application, and delivery of high quality reports and presentations.

This proposal outlines our understanding of your requirements and demonstrates our ability to meet those requirements. A methodology, costs and a timetable are provided together with information on the main project staff. Further information on the AECgroup along with details of relevant work completed also is included.

For any clarification of details or further information, please contact:

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Principal Economist  
AEC Group Ltd  
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Townsville QLD 4810

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## 2 Our Understanding of Your Needs

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### 2.1 Purpose of the Study

The purpose of the proposed recreational use monitoring program is to develop, with reference to previous recreational and visitor use monitoring undertaken by the CRC Reef, a Great Barrier Reef (GBR) visitor-monitoring program that will report on the recreational use of the Great Barrier Reef Marine Park that is undertaken by the population resident in the communities adjacent to or immediately in the vicinity of the Great Barrier Reef Marine Park.

### 2.2 Key Outcomes

Specifically, the monitoring program will produce, by way of a telephone survey of a representative sample of the Great Barrier Reef adjacent resident coastal population, over a three-year cycle an annual report on:

1. Community perceptions of the state of the Great Barrier Reef, understanding of the key threats to the GBR and level of awareness of management initiatives;
2. The range of activities undertaken by recreational users of the Great Barrier Reef Marine Park from Queensland coastal communities;
3. The frequency of recreational visitation into the Marine Park and the proportion of the Queensland GBR coastal population that undertakes recreational activities in the Marine Park;
4. The spatial extent of recreational use in the Great Barrier Reef Marine Park with reference to locations visited and point of entry into the Marine Park;
5. Recreational users levels of satisfaction with their experience of the Great Barrier Reef Marine Park and perceptions of threats to the Great Barrier Reef Marine Park;
6. Factors influencing recreational users choice of destination and activity;
7. Group size, composition and trip expenditure; and
8. Develop profiles of the type of recreational users accessing the Great Barrier Reef Marine Park and provide reef use profiles for recreational user types.

## 2.3 Overarching Role of GBRMPA

The GBRMPA is the principle adviser to the Australian Government on the care and development of the Great Barrier Reef Marine Park. The Park stretches from Gladstone / Rockhampton in the south to Cape York in the north and is divided into four main management areas.



GBRMPA's goal is to provide for the protection, wise use, understanding and enjoyment of the GBR in perpetuity through the care and development of the Great Barrier Reef Marine Park. This goal is achieved through zoning provisions, the development of plans of management, education and information programs and the application of a permit assessment process of some proposed uses of the Marine Park.

The AECgroup has particular knowledge of community awareness of GBRMPA's role and management activities through the completion of a range of market research projects over the past few years. In particular, the AECgroup completed a number of focus groups for the RAP program this year and has a good understanding of the associated issues.

## 2.4 Reef Water Quality Protection Plan

The Reef Water Quality Protection Plan stemmed from the undertaking of a comprehensive Reef Water Quality Action Plan by the Productivity Commission dealing with the threats to water quality in the Great Barrier Reef World Heritage Area. The need for the plan was driven by the increased use of coastal and catchment areas to the Reef, and the growing awareness of the impact of land-based pollution on the Reef.



The primary objectives of the Reef Water Quality protection Plan are:

1. Reduce the load of pollutants from diffuse sources in the water entering the Reef; and
2. Rehabilitate and conserve areas of the Reef catchment that have a role in removing water borne pollutants.

## **2.5 GBRMPA's Role in Implementing the Water Quality Plan**

The GBRMPA plays a key role in implementing the Water Quality Protection Plan and measuring the effectiveness and progress of the implementation of the Plan, along with a range of other reef management policies, including the RAP program.

The GBRMPA's exact role in monitoring and evaluating the Plan is outlined in Strategy I (Action 4) of the Plan.

The recreational use of the GBR remains an important issue in the effective protection of the GBR and the GBRMPA seeks to monitor the extent and nature of this use over time through this particular market research project.

The results will form the basis of both measuring the effectiveness of the Plan and informing updated policy initiatives and directions.

## **2.6 Types of Recreation Use**

The GBR is used for a wide range of recreational pursuits, including:

- Fishing;
- Diving and snorkelling;
- Yachting and boating;
- Motorised watersports;
- Sea kayaking and windsurfing;
- Photography; and
- Shell collecting.

### 3 Proposed Methodology

Research Stage	Objective	Key Tasks	Deliverables
<b>Stage 1: Project Inception</b>	<i>Initialise the project, confirm project direction, methodology, scope and milestones, as well as key outputs and deliverables.</i>	<ul style="list-style-type: none"> <li>• Project inception meeting</li> <li>• Finalise methodology, deliverables and timing</li> <li>• Document and information exchange</li> </ul>	<ul style="list-style-type: none"> <li>• Inception meeting report</li> <li>• Final work plan</li> </ul>
↓			
<b>Stage 2: Survey Instrument</b>	<i>Develop survey instrument having consideration for the project's terms of reference, previous survey instruments and the future conduct of the survey.</i>	<ul style="list-style-type: none"> <li>• Review previous survey instruments</li> <li>• Develop draft survey instrument meeting all terms of reference</li> <li>• GBRMPA to provide feedback on draft survey instrument</li> <li>• Finalise survey instrument</li> </ul>	<ul style="list-style-type: none"> <li>• Survey instrument</li> </ul>
↓			
<b>Stage 3: Survey Parameters</b>	<i>Develop survey parameters, including number of respondents, sampling confidence and survey stratification.</i>	<ul style="list-style-type: none"> <li>• Develop survey numbers and quotas across locations</li> <li>• Compile telephone database</li> </ul>	<ul style="list-style-type: none"> <li>• Survey quotas</li> </ul>
↓			
<b>Stage 4: Conduct of Survey</b>	<i>Undertake telephone survey using CATI system and develop survey database.</i>	<ul style="list-style-type: none"> <li>• Pilot telephone survey</li> <li>• Survey from AEC Call Centres in Townsville and Brisbane</li> <li>• Quality checking of survey database and results</li> </ul>	<ul style="list-style-type: none"> <li>• Survey database</li> </ul>
↓			
<b>Stage 5: Statistical Analysis</b>	<i>Analyse the results of the survey using statistical software and report the results in tabular and graphical formats.</i>	<ul style="list-style-type: none"> <li>• Statistical analysis of survey results using SPSS and Access</li> <li>• Tabular and graphic analysis of survey results</li> </ul>	
↓			
<b>Stage 6: Final Reporting</b>	<i>Develop a word report and PowerPoint presentation to communicate the key findings of the research.</i>	<ul style="list-style-type: none"> <li>• Submit draft reports</li> <li>• GBRMPA to provide feedback on draft report</li> <li>• Submit final reports</li> </ul>	<ul style="list-style-type: none"> <li>• PowerPoint presentation</li> <li>• Word document report</li> </ul>
↓			
<b>Stage 7: Ongoing Surveying and Benchmarking</b>	<i>Establish a timetable for the ongoing review of the survey results to measure the effectiveness of policy initiatives over time.</i>	<ul style="list-style-type: none"> <li>• Establish a timetable for ongoing annual surveying</li> <li>• Monitor KPIs over time</li> </ul>	<ul style="list-style-type: none"> <li>• Benchmark reports</li> </ul>



### 3.1 Project Inception

The project will commence with a project inception meeting between the AECgroup project team the GBRMPA's project team to initialise the project, confirm the project's direction, methodology, scope and milestones as well as key outputs and deliverables. Items to be discussed and finalised include:

- Clarify Terms of Reference and methodology to complete the project;
- Verify project deliverables and milestones;
- Confirm reporting and billing arrangements;
- Discuss role of the GBRMPA (information and assistance);
- Confirm project communication procedures;
- Brief on the AECgroup's quality assurance procedures;
- Conduct document and information exchange; and
- Identify any additional literature/resources to be examined.

The AECgroup project team will bring to the inception meeting a detailed work plan including milestones and deliverables, which the project team will amend or add to following discussions at the inception meeting. The AECgroup project team will be looking for the GBRMPA's project team to provide input and suggestions to the development of the report.

Key outputs from the inception meeting includes the inception report and the confirmed work plan and schedule with key milestones and deliverables, and the confirmation of data sources and literature to be reviewed, ensuring the smooth running and timely delivery of the study.

The inception meeting will be scheduled with the GBRMPA project team to commence in week one of the project and will take approximately 1 hour. The Inception Report will be circulated to the GBRMPA project team within 2 working days of the inception meeting.

### 3.2 Survey Instrument

The survey instrument will be designed in-house by the AECgroup and will be subject to feedback and approval from the GBRMPA. Previous survey instruments and reporting will be used as a guide, and consideration will be given for the future conduct of the survey and benchmark reporting over time.

The survey will include the following lines of questioning so as to address all the key terms of reference for the project:

- Perceptions of the state of the Great Barrier Reef;
- Understanding of the key threats to the Great Barrier Reef;
- Level of awareness of management initiatives;
- Range of activities undertaken by recreational users of the GBR;

- Frequency of recreational visitation and use;
- Locations of recreational use;
- Entry points for recreational use;
- Level of satisfaction with recreational use;
- Perceptions of the threats to the GBR from recreational users;
- Factors influencing recreational users choice of destination and activity;
- Group size, composition and average expenditure; and
- Demographic characteristics of recreational users.

The survey questions will include a mixture of prompted and non-prompted questions with pre-coded answers, along with relevant verbatim questions. It is envisaged that the survey will be approximately 5-7 minutes in length.

### 3.3 Survey Parameters

The survey parameters include the number of surveys and associated sampling confidence, and survey stratification.

Two options are provided for the project and will ultimately depend on the sampling confidence required for the project. As an example, if the survey result for a particular answer (“Yes”) is 56% then under option 1 with 404 surveys we would be 95% confident that if everyone living in the GBRMPA Region was asked the same question then between 51% (-5%) and 61% (+5%) would have answered “Yes”. On the other hand, with 625 surveys, the range would be 52% to 60%, thereby reducing the standard error and providing a more accurate result.

The surveys will be stratified by coastal location (or catchment areas of interest) across the coastal areas of the GBRMPA region based on the most recent ABS estimated resident population statistics. The basis of the catchment areas may be the four management areas currently defined.

**Table 3.2: Survey Parameter Options**

Option	Number of Telephone Surveys	Sampling Confidence	Stratification
1	404	+/- 5.0%	Location / catchment areas
2	625	+/- 4.0%	Location / catchment areas

### 3.4 Conduct of Survey

Once the survey instrument is designed it will be piloted.

Experienced AECgroup staff using a browser based Computer Aided Telephone Interviewing (CATI) system will undertake all telephone surveys. Depending on the required length of survey, it is proposed that the questioning will take approximately 5-7 minutes to complete.

The surveys will be conducted between 5 and 8pm on week day evenings.



Responses to survey questions will be entered directly into the survey database. The survey database will be edit checked by the survey supervisor who will also audit 5% (1 in 20) of the surveys with follow-up phone calls to ensure both data quality and respondent satisfaction meet the AECgroup's quality assurance policy.

All survey staff will be fully briefed on survey goals and a survey contact will be provided should respondents wish to check on the authenticity of each survey.

Once the surveys are completed the "clean" survey databases will be analysed and the reporting function commenced.

### **3.5 Statistical Analysis and Reporting**

Once the survey is completed, all data will be tabulated, graphed and the results analysed.

The analysis of the data will be undertaken using SPSS and Microsoft Access software. The AECgroup will also make use of its organisational development consulting division to ensure that the results are presented in a format that can be easily integrated into strategic planning processes.

The analysis of the survey results will be conducted by:

- Location so as to identify specific trends for coastal areas and communities of interest;
- Recreational user type so as to assist with the development of recreational user profiles;
- Recreational users versus non-users to identify specific trends and characteristics between the two groups; and
- Age and other key demographics so to understand specific age-group user characteristics and experiences.

### **3.6 Final Reporting**

The AECgroup will provide both a PowerPoint presentation and report. Both mediums will be user friendly and clearly display the findings of the survey process and answer all terms of reference for the project.

The word document report will present detailed survey findings in tabular and graphical formats. The PowerPoint presentation will feature a summary of the key findings.

### 3.7 Ongoing Surveying and Benchmarking

Each stage of the market research process will give consideration for the future application of the survey and the benchmarking of the results over time on an annual basis.

It may be necessary for the GBRMPA to consider any seasonal influences in the survey results due to the timing of the survey. While the survey is likely to target recreational use “in the past year”, timing around certain seasons could still influence results and a willingness to participate in the survey.

Importantly, the survey will provide a number of KPIs to assist the GBRMPA in measuring the effectiveness of its role in monitoring recreational use and implementing the water quality plan.

The *AECgroup* is particularly experienced with the development and conduct of longitudinal surveys to measure the effectiveness of various policy initiatives for a number of organisations, as outlined in the following section.



## 4 Relevant Experience

As Queensland's largest market research firm according to Queensland Business Review, the AECgroup undertakes a wide range of surveys each year. In fact, we undertake more than 100 telephone surveys annually for a range of clients from our two call centres in Brisbane and Townsville, in addition to a large number of face-to-face surveys, mail out surveys and focus groups.

### 4.1 Longitudinal Surveys

The table below outlines some of the main longitudinal market research projects we are currently completing, demonstrating our ability and capacity to successfully complete this project for GBRMPA. Each of the surveys typically include the lines of questioning proposed for the GBRPMA recreational use survey, with each report providing time series analysis of the changing trends and survey results over time.

**Table 4.1: Select Longitudinal Market Research Projects**

Client / Referees	Projects	Frequency	Survey Technique	Referee
<b>GBRMPA</b>	Threat and Awareness:			
	Pre-advertising	3 Years	Telephone	Eliza Glasson
	Post-advertising	3 Years	Telephone	(07) 4750 0882
	RAP Focus Groups	Once-off	Focus Groups	Shelley Nelson (07) 4750 0711
<b>Best Western Australia</b>	Guest Research	Annual	Telephone	Roger Powell
	Business Travellers	Annual	Telephone	(02) 8913 3303
	Leisure Travellers	Annual	Telephone	
	Competitors	Annual	Telephone	
	Members	Annual	Mail Out	
<b>Hamilton Island</b>	Guest Research	Quarterly	Face to Face	Denny-Lyn Dixon
	Restaurant Research	Quarterly	Face to Face	(02) 9332 3233
<b>Big 4 Caravan Parks</b>	Guest Research	Quarterly	Telephone	
<b>Caboolture Shire Council</b>	Tourism Survey	Quarterly	Mail Out	Lyn Cooley
	Community Attitude	Annual	Telephone	(07) 5420 0100
	Council Staff Survey	Annual	Telephone	
<b>Townsville City Council</b>	Community Attitude	Annual	Telephone	
<b>Thuringowa City Council</b>	Community Attitude	Annual	Telephone	George Robson (07) 4773 8411
<b>Pine Rivers Shire Council</b>	Community Attitude	Annual	Telephone	Mike McGrath (07) 3205 4658

## 4.2 GBRMPA Surveys

The AECgroup has a strong working relationship with GBRMPA having successfully completed a number of market research projects, including:

- Great Barrier Reef and Threat Awareness Campaign (2001):
  - Pre-advertising campaign
  - 625 telephone surveys
  - 5-7 minute survey
  - Select Queensland coastal towns from Cooktown to Yeppoon
- Great Barrier Reef and Threat Awareness Campaign (2001):
  - Testing potential advertising campaign prior to release of advertising materials – tested visuals and logos
  - 50 face-to-face interviews
  - 2-5 minute survey
- Great Barrier Reef and Threat Awareness Campaign (2002):
  - Post-advertising campaign
  - 625 telephone surveys
  - 5-7 minute survey
  - Select Queensland coastal towns from Cooktown to Yeppoon
- Community Awareness and Threat Evaluation (2003):
  - Testing awareness after campaign
  - 1,025 telephone surveys
  - 5-7 minute survey
  - Select Queensland coastal towns from Cooktown to Yeppoon and Brisbane, Sydney and Melbourne
- RAP Materials Focus Groups (2004):
  - Testing out mapping and associated navigational products relative to the Representative Areas Program
  - 3 focus groups in Townsville, Cairns and Rockhampton
- Great Barrier Reef and Threat Awareness Campaign (2004):
  - Pre-advertising campaign
  - 1,025 telephone surveys
  - 5-7 minute survey
  - Select Queensland coastal towns from Cooktown to Yeppoon and Brisbane, Sydney and Melbourne
- Great Barrier Reef and Threat Awareness Campaign (2004):
  - Post-advertising campaign
  - 1,025 telephone surveys
  - 5-7 minute survey
  - Select Queensland coastal towns from Cooktown to Yeppoon and Brisbane, Sydney and Melbourne



## 5 Project Team, Management and Quality Control

The AECgroup has brought together an experienced project team which has the necessary qualifications and experience to complete the consultancy to the highest quality in a cost-effective manner with an optimal balance between technical excellence, efficiency and price. Brief details of each team member are provided below. Full CVs are available upon request.

### 5.1 Project Team

#### 5.1.1 Carey Ramm, B Econ (Hons)

Carey Ramm is the Executive Chairman and Principal Economist of the AECgroup. Carey founded the AECgroup and was formerly a Federal Ministerial Adviser on Transport, Communications and Economic Development issues to two Prime Ministers.

Carey regularly provides economic consultancy advise to all tiers of government and a vast number of Australia's major state and national businesses. Carey is held in high esteem throughout the North Queensland business community and regularly coordinates stakeholder and community consultation forums for a range of issues. Carey was also recently the key lobbyist for the Sugar Industry Revival Campaign and Australian Charter Boat Federal Taxation Issue.

Carey will act as the Project Leader and be responsible for the finalisation of all project deliverables.

Current Position:	<i>Executive Chairman and Principal Economist, AECgroup</i>
Previous Positions:	<i>Director, Centre for Applied Economic Research and Analysis Federal Ministerial Adviser on Transport, Communications and Economic Development, Commonwealth Department of Transport, Communications and Economic Development</i>
Consulting Years:	15
Hourly Rate:	\$250/hr + GST
Areas of Expertise:	<ul style="list-style-type: none"> <li>• Economic Development</li> <li>• Industry Development</li> <li>• Project Feasibility</li> <li>• Government Relations</li> <li>• Market Research</li> </ul>
Personal Referee:	Dr Ken Chapman Managing Director Skyrail Rainforest Cableway Ph: (07) 4051 1822
Project Role:	Team leader
Project Tasks:	<ul style="list-style-type: none"> <li>• Project inception meeting</li> <li>• Finalisation and approval of all documentation</li> </ul>

### 5.1.2 Simon Smith, BSc (Comp Sci), BEcon (Hons), MAICD, AIMM, AMSRSA

Simon is the Chief Executive Officer and Senior Consultant with the AECgroup. He was formerly employed with the AECgroup before spending five years at the Queensland Treasury where he was a Senior Finance Officer responsible for the *Queensland State Model* and the development and publishing of the *Queensland State Accounts* and *Queensland Economic Review*. Simon returned to the AECgroup to establish the Brisbane office in 1995. Simon is currently studying for an MBA at UQ Business School.

Simon has wide-ranging experience in project management, quality assurance, regional economics, local government, economic and financial modelling and market research. He has worked on significant projects for a range of clients and specialises in business strategy development and complex economic financial modelling processes.

Simon will be the Project Manager and will responsible for all correspondence with the GBRMPA and the management of staff for the project. Simon will also act as quality control manager for the project.

Current Position:	<i>Chief Executive Officer, AECgroup</i>
Previous Positions:	<i>General Manager, AEC Group Limited, Brisbane 1999 – 2001</i> <i>Queensland Manager, Australian Economic Consultants, Pty Ltd, Brisbane</i> <i>Product Development Manager, DMM Software Pty Ltd, Brisbane</i> <i>Senior Finance Officer, Macroeconomics Branch, Economics Division, Queensland Treasury, Brisbane</i>
Consulting Years:	14
Hourly Rate	\$250/hr + GST
Areas of Expertise:	<ul style="list-style-type: none"> <li>• Project Management</li> <li>• Quality Assurance</li> <li>• Regional Economics</li> <li>• Local Government</li> <li>• Economic and Financial Modelling</li> <li>• Market Research</li> </ul>
Personal Referee:	Dr Peter Crossman Executive Director Office of Economic and Statistical Research Queensland Treasury Ph: (07) 3224 5323
Project Role:	Project Manager and Quality Control Manager
Project Tasks:	<ul style="list-style-type: none"> <li>• Correspondence with GBRMPA</li> <li>• Day-to-day project management</li> <li>• Review of draft reports</li> </ul>

### 5.1.3 Anthony Cavanough, B App Sc (Maths) / B Bus (Eco)

Anthony Cavanough is an Economist with the AECgroup and boasts more than 5 years of experience consulting to public and private sectors throughout Australia. He specialises in economic research and reporting, along with industry analysis and business development. Anthony oversees the production of the AECgroup's regional report series and boasts



significant knowledge on the availability of economic data on a regional basis and its usefulness for economic planning and strategising.

Anthony has completed a range of market research projects over the past five years and will be responsible for all statistical analysis and report writing, along with designing the survey instrument and parameters.

Current Position:	<i>Economist, AECgroup</i>
Consulting Years:	5
Hourly Rate:	\$180/hr + GST
Areas of Expertise:	<ul style="list-style-type: none"> <li>• Regional Statistics</li> <li>• Industry Analysis</li> <li>• Market Research</li> <li>• Retail and Feasibility Analysis</li> </ul>
Personal Referee:	Karin Weidemann Property Development Manager Wesley Mission Brisbane (07) 3621 4554
Project Role:	Day-to-day Operations Manager
Key Tasks:	<ul style="list-style-type: none"> <li>• Develop survey instrument and parameters</li> <li>• Statistical analysis and reporting</li> </ul>

#### 5.1.4 Rebecca Archbold, BA (Psych, Statistical Analysis)

Rebecca is the Market Research Co-ordinator of the AECgroup and has been with the company for over 5 years. She holds a Bachelor of Arts degree, majoring in psychology and statistical analysis. Rebecca has considerable market research experience including the design of surveys, organisation and supervision of surveyors, coding and analysis of data, focus groups and written reports.

Rebecca will coordinate the market research and develop the survey instrument with Anthony.

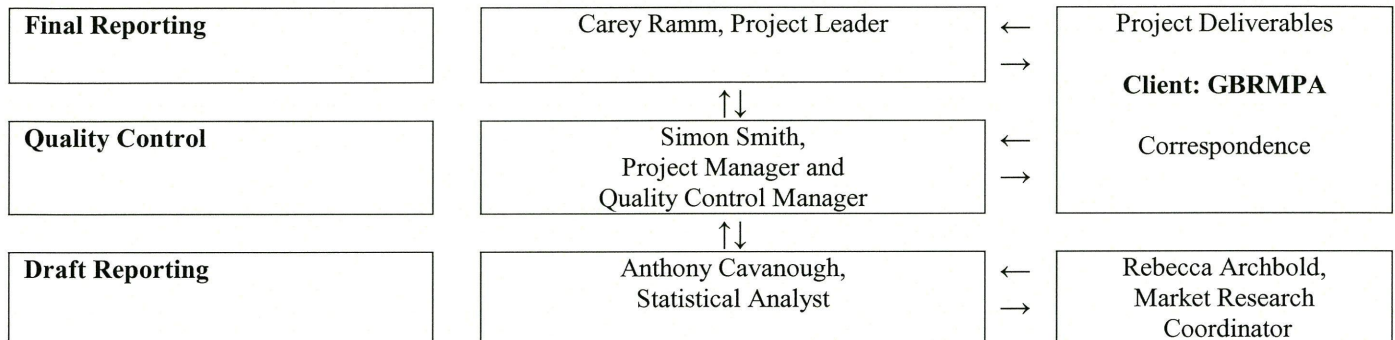
Current Position:	<i>Market Research Coordinator, AECgroup</i>
Hourly Rate:	\$150/hr + GST
Consulting Years:	7
Areas of Expertise:	<ul style="list-style-type: none"> <li>• Market Research Techniques</li> <li>• Quality Control</li> </ul>
Personal Referee:	Eliza Glasson / Shelley Nelson Great Barrier Reef Marine Park Authority (07) 4750 0882 / (07) 4750 0711
Project Role:	Market Research Coordinator
Project Tasks:	<ul style="list-style-type: none"> <li>• Develop survey instrument</li> <li>• Coordinate market research</li> </ul>

#### 5.1.5 Survey Staff

The AECgroup has a large team of trained survey staff to draw upon to complete this project. Each staff member is fully trained in the use of the CATO technology and browser based survey system, and are always fully briefed as to the aims and objectives of the survey at hand.

## 5.2 Project Management Structure and Quality Control

The AECgroup proposes to employ the following management structure for the project. The project team has worked together in similar roles on a number of highly successful projects. The proposed internal quality control plan for the project follows the AECgroup's accredited quality assurance procedures for project management, and the following information flow for all report research, analysis and modelling, and reporting.



## 5.3 Quality Assurance Accreditation

In terms of existing quality assurance accreditation, AECeconomics (a division of the AECgroup which will be responsible for the preparation of the Retail Study) has in place procedure and quality assurance documentation which meets 3<sup>rd</sup> party certificate requirements under the Australian Standard ISO 9001:2000. AECeconomics currently holds quality assurance certification to ISO 9001:2000 standard.

## 5.4 Technical Capacity

The AECgroup has brought together a balanced team of knowledge and experience that will ensure the consultancy is carried out expertly and accurately. The AECgroup staff is equipped with outstanding technical and analytical skills which have allowed us to grow and prosper over the last fifteen years. These skills are based on formal on going training supplemented by rigorous applied experience gained in the market place.

## 5.5 Management Capacity

All staff on the project team have considerable management skills to ensure quality project outcomes are achieved on time and on budget. While the AECgroup is involved with a number of projects at any given time, project and time management is practiced extensively to ensure deadlines are fulfilled. Project progress is discussed internally on a daily basis. Potential problems are identified early and solutions implemented as soon as possible. Part of our management approach is to ensure that full communication is maintained with the client regarding timetables and stages of the project.



## 6 Project Costs and Timing

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### 6.1 Project Costs

The AECgroup can complete the project for the fixed fee of \$12,700 + GST for 404 telephone surveys or \$16,700 + GST for 625 telephone surveys. Assuming the use of the same survey instrument, the fee for the annual review of the surveying would be \$10,700 + GST under option 1 and \$14,700 + GST under option 2.

**Table 6.1: Project Costs**

	<b>Cost (\$) excl. GST</b>
<b><u>First Survey – 2004-05</u></b>	
1. Project Inception	\$400
2. Survey Instrument and Parameters	\$1,600
3. Telephone Survey	
<i>Option 1 – 404 surveys, 5-7 minutes</i>	<i>\$7,500</i>
<i>Option 2 – 625 surveys, 5-7 minutes</i>	<i>\$11,500</i>
4. Statistical Analysis and Reporting	\$3,200
<b>Total – Option 1</b>	<b>\$12,700</b>
<b>Total – Option 2</b>	<b>\$16,700</b>
<b><u>Annual Review – 2005-06 and 2006-07</u></b>	
Total – Option 1	\$10,700
Total – Option 2	\$14,700

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### 6.2 Proposed Billing Arrangements

The AECgroup proposes the following billing arrangements:

- Project inception (20%);
- Completion of telephone survey (40%);
- Submission of draft report (20%); and
- Submission of final report and completion of contract (20%).

### 6.3 Proposed Study Timetable

The AECgroup can complete the project over a 6-week timeframe as outlined below. The AECgroup can confirm the availability of its staff for the immediate commencement of the project though it would be preferred if the project was to begin in early-to-mid January after the Christmas break.

**Table 6.2: Proposed Study Timetable**

	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6
1. Project Inception	█					
2. Survey Design	█	█				
3. Survey Parameters	█	█				
4. Telephone Survey			█	█		
5. Statistical Analysis					█	█
6. Final Reporting						█



## 7 Other Information

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### 7.1 Relevant Company Details

#### *Company Identification*

**Company Name:** AEC Group Limited (AECgroup)  
**Contact Person:** Simon Smith  
Phone: (07) 3831 0577  
Fax: (07) 3831 3899  
Email: [simon@aecgroup.com](mailto:simon@aecgroup.com)

#### **Office Address (Brisbane)**

Location: Level 5, Leichhardt St  
**SPRING HILL QLD 4000**  
Mail: PO Box 255  
**ALBERT STREET BC QLD 4002**

**ACN:** 087 828 902  
**ABN:** 84-087 828 902

#### *Company Background*

*Vision: "A leading Australian consultancy group recognised through the success of our clients."*

*Mission: "To partner with organisations to build capacity for growth, learning and continuing success."*

The AECgroup is an unlisted public company that has been in operation since 1990. The company originally operated as 'Australian Economic Consultants Pty Ltd' before being incorporated as the AECgroupLtd in 1999. The AECgroup boasts an in depth knowledge of regional Australia and has offices in Townsville, Brisbane and Toowoomba, as well as permanent presences in Sydney, Mackay, Cairns, and an interstate office in Canberra.

The AECgroup offers an extensive range of services to both public and private sector clients, and we believe that this provides our clients with an integrated approach that blends information access, analysis, technology and evaluation. Our six core teams are AECeconomics, AECmarket research, AECorganisational consulting, AECinfotech, AECdesign and AECmarketing&advertising. Access to this broad range of skills provides the opportunity to present holistic and integrated solutions to meet the needs of our clients.

## 7.2 Insurances

The AECgroup presently holds insurance coverage policy as per the details below. Should additional insurance coverage be required for this Study, the AECgroup will undertake to meet the relevant requirements by purchasing additional coverage for this project.

**Table 7.1: Insurances**

	Professional Indemnity	Public Liability	Workers Compensation
<b>Insurer:</b>	Vero Insurance Ltd	Vero Ins CPF Com	Workcover Queensland
<b>Policy Number:</b>	AON ZPA A6517 A249940	CPF7C015630QLD	HW966418309
<b>Currency Dates (from/to):</b>	24/04/04-24/04/05	03/03/04-03/03/05	03/04
<b>Amount of Cover per individual claim and in total:</b>	\$2,000,000/\$4,000,000	\$10,000,000/\$10,000,000	Full Cover
<b>Excess deductible on each claim:</b>	\$10,000	\$250	Full Cover

As per the table above the AECgroup holds coverage for Workers Compensation, Public liability and Professional indemnity.

## 7.3 Privacy, Confidentiality and Security

The AECgroup deals on a day-to-day basis with confidential information both for private companies and government departments. The AECgroup assures that confidentiality of client details will be observed and that all materials and data collected will be returned at the conclusion of the project.

## 7.4 Conflicts of Interest

The AECgroup has no actual nor any potential conflicts of interest in undertaking this project.





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**AEC Group Limited**