



# The Value of South Australia's Jetties



Local Government Association  
of South Australia

# Executive Summary

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## Study Objectives & Outcomes:

- In July 2023, Hudson Howells was engaged by the LGA to conduct the 'value of jetties' study. The findings documented in this report clearly demonstrate the immense value that jetties have for the South Australian community.

## Project Objectives:

- Build an evidence base for the value of jetties.
- Provide reliable information to support the LGA's advocacy position.
- Benefit the local government sector as a whole.

## Project Outcome:

- Comprehensive cost-benefit analysis.
- Purpose: To understand the true value of jetties in South Australia.
- Use: To inform and guide the LGA's decision-making regarding South Australia's jetties.
- The study is pivotal in supporting the LGA's argument that the financial burden of jetties should be shared fairly and not disproportionately borne by local governments.

Front cover image: Solomon Town Beach Jetty, Port Pirie (Outback – North). Source: Port Pirie Regional Council

# Executive Summary (cont.)

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## Survey Responses:

- A total of 2,806 responses were received for the survey. However, 335 'Community' survey respondents did not complete the survey after initial screening questions and were excluded from the analysis providing 2,471 'useable' responses.

## Key Findings:

- The majority of respondents reported visiting or utilising a South Australian jetty in the past year.
- 'Community' respondents had a higher percentage of jetty visits in the past year.
- On average, respondents who visited a jetty in the past year did so approximately 44 times annually, with most spending between \$26 to \$50 per day.
- Two-thirds of total respondents considered jetties very important in enhancing the overall appeal of the town where the jetty is located.
- Almost all respondents believed that jetties play a significant role in making towns or suburbs more appealing to visitors.
- Nearly all respondents believed that jetties help promote a healthy and active lifestyle for the community.
- Half of the total respondents expressed safety concerns or suggested improvements regarding jetties.
- A third of total respondents agreed that there are wharves or jetties that are currently closed to the public but still highly valued.
- Over three-quarters of respondents supported the state government taking financial responsibility for jetty maintenance.

# Executive Summary (cont.)

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## **Economic Impacts:**

- Visitors to council-leased State Government South Australian Jetties support jobs and contribute to the Gross State Product.
- Jetties support regional property values and have led to an uplift in property values.
- Jetties' capital works were predominantly funded by councils.
- Planned capital works in the next 30 years could support additional economic benefits.
- Jetties have both tangible and intangible social and economic benefits.

## **Major Cost Drivers:**

- Key cost drivers for capital and maintenance costs include pylon replacement, deck repairs, storm damage, and lighting.
- This summary provides an overview of the key findings from the survey responses related to South Australian jetties and their significance to the community.

# Study Background

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- The Local Government Association of South Australia (LGA) represents all 68 local councils in the state, with a mission to provide leadership for the benefit of the South Australian community.
- Jetties in South Australia are of significant social, heritage, and tourism value, often serving as iconic landmarks for activities like fishing and walking.
- Many of these jetties, built in the 1870s and 1880s, require costly repair and maintenance, creating financial strain on local councils.
- The LGA has been tasked with negotiating on behalf of local councils to develop lease agreements with the State Government for the future management of jetties, aiming to safeguard their future without burdening ratepayers, particularly in rural areas.
- The LGA's goal is to develop a management framework ensuring the long-term preservation and viability of South Australian jetties.
- The study, which is the subject of this report, is integral to enable the LGA to advocate for equitable sharing of the financial burden related to jetties, preventing councils from bearing disproportionate costs.

# Study Methodology

Step One. Project Initiation:	Step Two. Data Collection:	Step Three. Cost Benefit Analysis:	Step Four. Data Analysis and Interpretation:	Step Five. Report Preparation:	Step Six. Project Closure:
<p><b><u>Clarify Objectives:</u></b></p> <ul style="list-style-type: none"> <li>Define the study objectives.</li> <li>Establish Project</li> </ul> <p><b><u>Timeline:</u></b></p> <ul style="list-style-type: none"> <li>Document project activities.</li> </ul> <p><b><u>Methodology:</u></b></p> <ul style="list-style-type: none"> <li>Agree on cost benefit analysis methodology.</li> </ul>	<p><b><u>Identify Data Sources:</u></b></p> <ul style="list-style-type: none"> <li>Collaborate with local councils.</li> </ul> <p><b><u>Data Gathering:</u></b></p> <ul style="list-style-type: none"> <li>Collect data on jetty maintenance costs.</li> </ul> <p><b><u>Surveys &amp; Interviews:</u></b></p> <ul style="list-style-type: none"> <li>Engage stakeholders and community members.</li> </ul>	<p><b><u>Community CBA:</u></b></p> <ul style="list-style-type: none"> <li>Identify and value jetty benefits and costs.</li> </ul> <p><b><u>Cost Analysis:</u></b></p> <ul style="list-style-type: none"> <li>Analyse maintenance costs.</li> </ul> <p><b><u>Benefit Analysis:</u></b></p> <ul style="list-style-type: none"> <li>Quantify benefits.</li> </ul> <p><b><u>Valuation Methods:</u></b></p> <ul style="list-style-type: none"> <li>Apply appropriate valuation methods.</li> </ul>	<p><b><u>Analyse Data:</u></b></p> <ul style="list-style-type: none"> <li>Use statistical and economic analysis.</li> </ul> <p><b><u>Interpretation:</u></b></p> <ul style="list-style-type: none"> <li>Assess cost-effectiveness, disparities in funding, and overall value proposition.</li> </ul> <p><b><u>Presenting Findings:</u></b></p> <ul style="list-style-type: none"> <li>Use tables and charts in the final report.</li> </ul>	<p><b><u>Draft Report:</u></b></p> <ul style="list-style-type: none"> <li>Prepare a comprehensive draft report.</li> </ul> <p><b><u>Final Report:</u></b></p> <ul style="list-style-type: none"> <li>Revise based on feedback.</li> </ul>	<p><b><u>Presentation and Dissemination:</u></b></p> <ul style="list-style-type: none"> <li>Present the final report to stakeholders.</li> </ul>

# Study Objectives & Outcomes

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In July 2023, Hudson Howells was engaged by the LGA to undertake the 'value of jetties' study.

## Project Objectives:

- Build an evidence base for the value of jetties.
- Provide reliable information to support the LGA's advocacy position.
- Benefit the local government sector as a whole.

## Project Outcome:

- Comprehensive cost-benefit analysis.
- Purpose: To understand the true value of jetties in South Australia.
- Use: To inform and guide the LGA's decision-making in relation to South Australia's jetties.

# Data Collection Methodology

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- Engaged with councils to collect financial data on jetties leased to councils.
- Information sought on annual budgets allocated for jetty maintenance, expenditures on repairs and renovations, and projected costs for the future.
- With strong support from participating councils, surveyed the local community members and visitors – the ‘Community ‘ survey.
- In addition, used the Action Pulse survey to provide the ‘benchmark’ data:
  - Survey conducted online with respondents drawn from online panels.
  - Sample size of 800 South Australian adult residents.

## Sample Stratification:

- Sample evenly divided between male (50%, n=400) and female (50%, n=400) respondents.
- Sample stratified by age, with the following distribution:
  - 18-34 (28.0%, n=224)
  - 35-49 (26.4%, n=211)
  - 50-64 (25.0%, n=200)
  - 65+ (20.6%, n=165)
- Sample stratified by region, with 70% (n=560) residing in Metropolitan Adelaide and 30% (n=240) residing in the rest of South Australia.

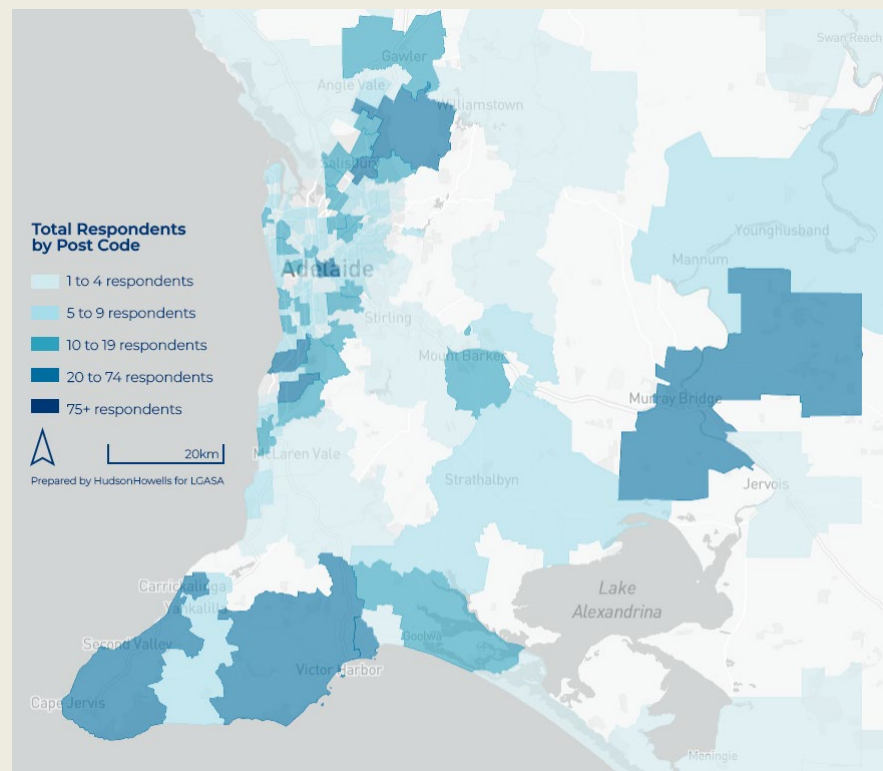
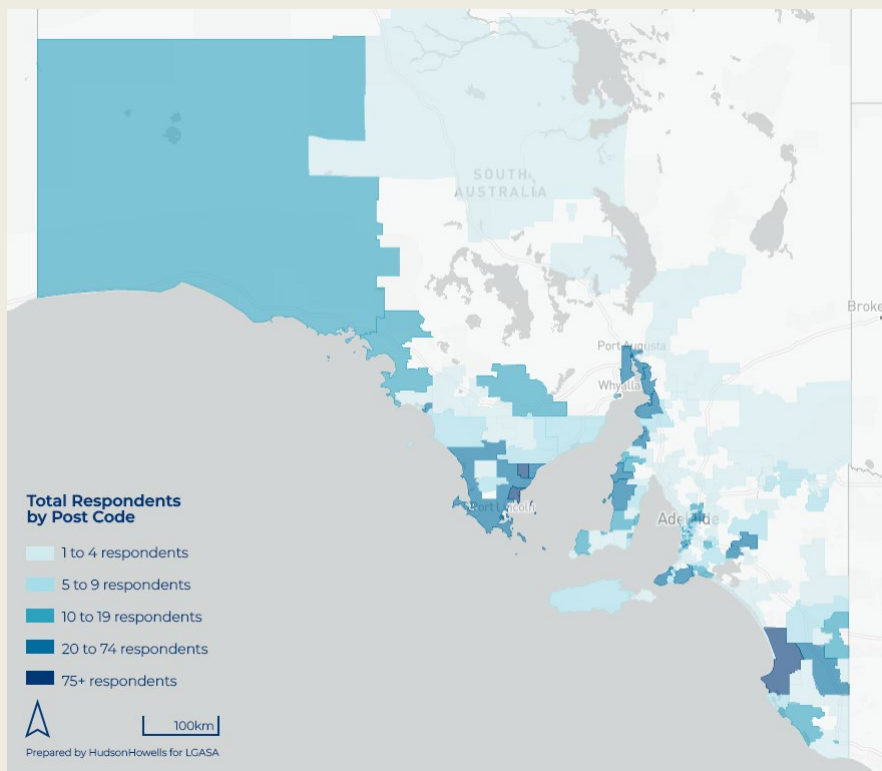




# Social Impact

Moonta Bay Jetty, Moonta Bay (Yorke Peninsula). Source: Copper Coast Council

# Participant profile - location



# Participant profile

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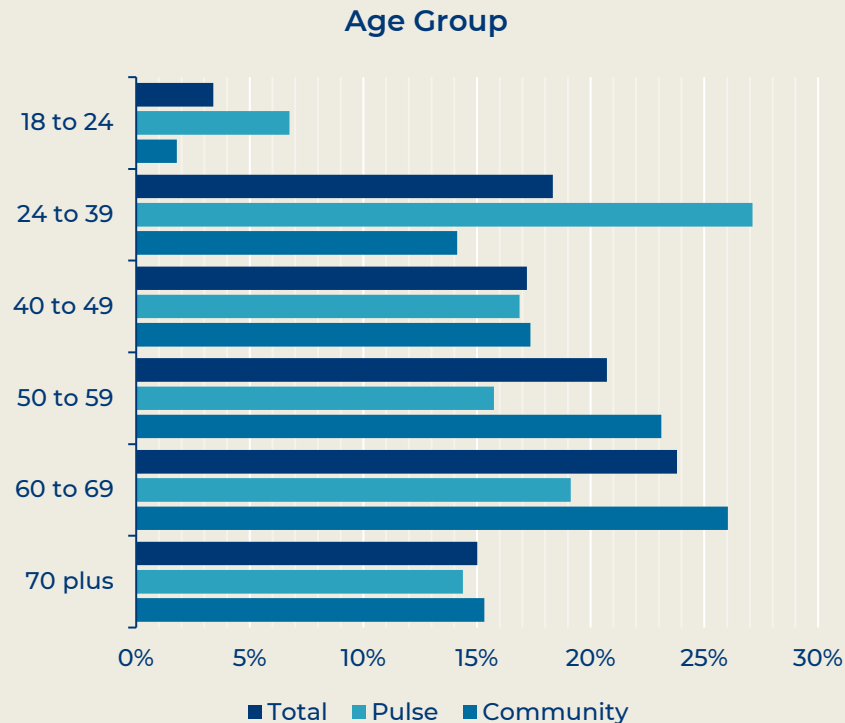
The following pages provide an overview of the participants who took part in the Social survey.

- A total of 2,806 responses to the survey were received. Respondents have been allocated to groups based on the source of the survey – ‘Pulse’ and ‘Community’. Of the ‘Community’ respondents, 335 respondents did not complete the survey after the screening questions and have been removed from the following results.
- Respondents are extended across 238 postcodes in South Australia (refer to maps on the following slide), with an additional 40 respondents from interstate.
- ‘Pulse’ respondents are a more youthful demographic, with a higher proportion of individuals in the younger age groups (18-24 to 34-39), while the ‘Community’ respondents have a more mature age profile, with a higher proportion of respondents in the older age groups (60-64 to 75+).
- Over three-quarters of ‘Pulse’ respondents live within regions in Metro Adelaide (78%), with certain regional areas, such as ‘Eyre Peninsula & South West’ and ‘Limestone Coast’, having a notably higher representation in the ‘Community’ respondents (32% and 26% respectively).
- In general, the ‘Pulse’ and ‘Community’ respondents exhibit similar percentages across several employment categories. However, there is a significantly lower proportion of self-employed ‘Pulse’ respondents compared to the ‘Community’ respondents (6% and 16% respectively), reflecting the younger age profile of the ‘Pulse’ group.
- The differences in marital status of respondents may reflect varying life stages and relationship statuses between the ‘Pulse’ and ‘Community’ groups, with ‘Community’ respondents generally having a higher proportion of married individuals, while the ‘Pulse’ respondents have a higher proportion of single and divorced individuals.

# Participant profile – age

## Which of the following age categories are you in?

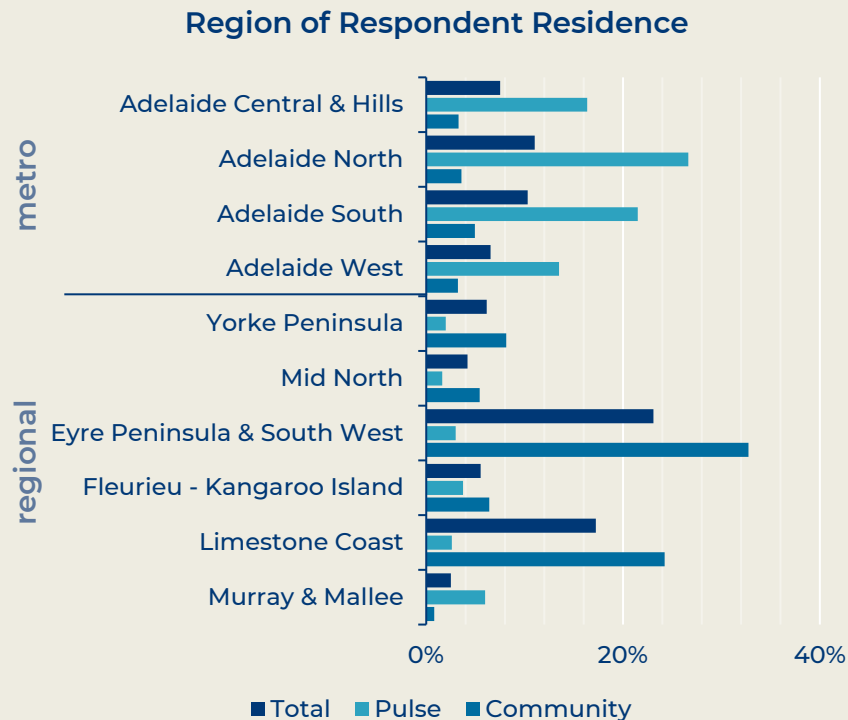
	Total	Pulse	Community
Base	2,471	800	1,671
Under 18	1%	0%	2%
18-24	3%	7%	2%
25-29	4%	9%	3%
30-34	7%	12%	5%
35-39	7%	7%	7%
40-44	9%	10%	9%
45-49	8%	7%	8%
50-54	11%	9%	12%
55-59	10%	7%	11%
60-64	13%	8%	15%
65-69	11%	11%	11%
70-74	8%	8%	8%
75+	7%	7%	7%
Prefer not to say	0%	0%	1%



# Participant profile – region of residence

Which of the following best describes the area in which you live?

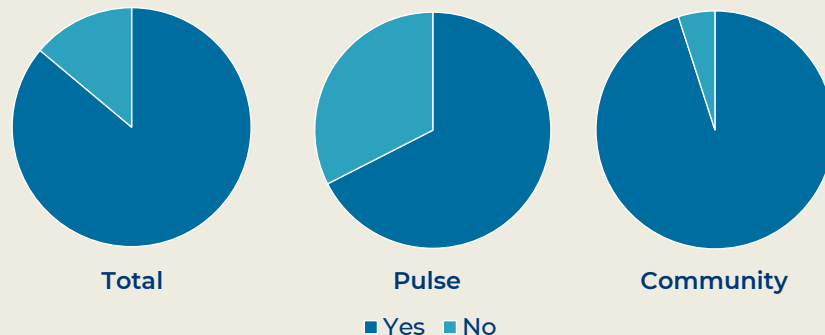
	Total	Pulse	Community
<b>Base</b>	<b>2,471</b>	<b>800</b>	<b>1,671</b>
Adelaide Central & Hills	8%	16%	3%
Adelaide North	11%	27%	4%
Adelaide South	10%	22%	5%
Adelaide West	7%	14%	3%
Yorke Peninsula	6%	2%	8%
Mid North	4%	2%	5%
Lower North	1%	1%	2%
Barossa	0%	1%	0%
Eyre Pen. & South West	23%	3%	33%
Outback - North & East	2%	1%	3%
Fleurieu - Kangaroo Is.	6%	4%	6%
Limestone Coast	17%	3%	24%
Murray & Mallee	3%	6%	1%
Interstate	1%	0%	2%



# Visitation to South Australian jetties in the past year

- 86% of respondents (2,125 individuals) have visited or utilised a South Australian jetty in the past year.
- In the 'Pulse' group, 68% (540 individuals) have visited or utilised a jetty in the past year.
- In the 'Community' group, 95% (1,585 individuals) have visited or utilised a jetty in the past year.

Visitation to South Australian jetties  
- in the past year



Have you visited or utilised a South Australian jetty in the past year?			
	Total	Pulse	Community
Base	2,471	800	1,671
Yes	86%	68%	95%
No	14%	33%	5%

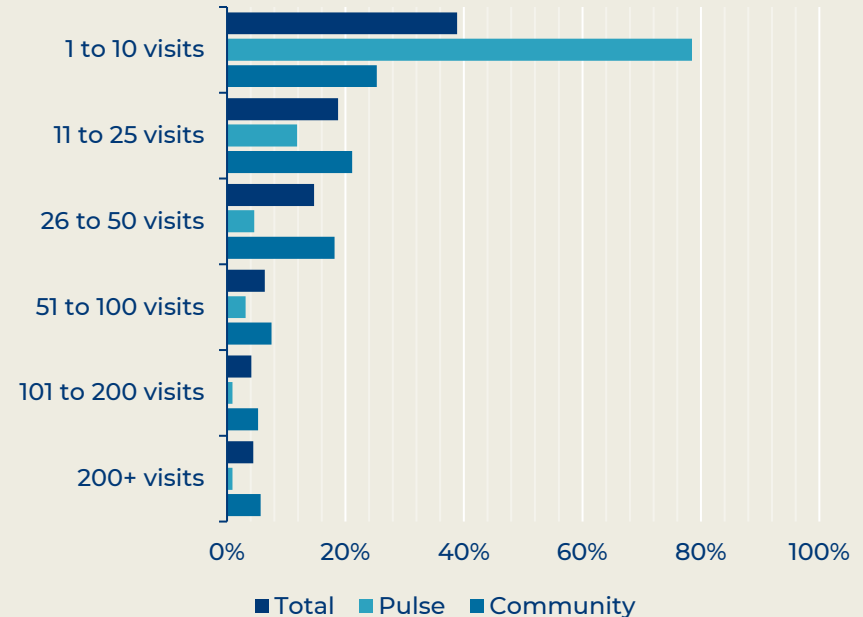
# Visitation to South Australian jetties in the past year

## Approximately how many days have you visited or utilised a South Australian jetty in the past year?

	Total	Pulse	Community
Base	2,125	540	1,585
1 to 10 visits	39%	79%	25%
11 to 25 visits	19%	12%	21%
26 to 50 visits	15%	5%	18%
51 to 100 visits	6%	3%	8%
101 to 200 visits	4%	1%	5%
200+ visits	4%	1%	6%
Not sure	12%	0%	17%

- This question was answered by those respondents who had visited a South Australian jetty in the past year.
- On average, those respondents had visited a jetty on average 44 times in the past year (median = 15 times).
- The majority of visitors (39% in "Total," 79% in "Pulse," and 25% in 'Community') made 1 to 10 visits in the past year.

## Visitation to South Australian jetties - number of visits in the past year



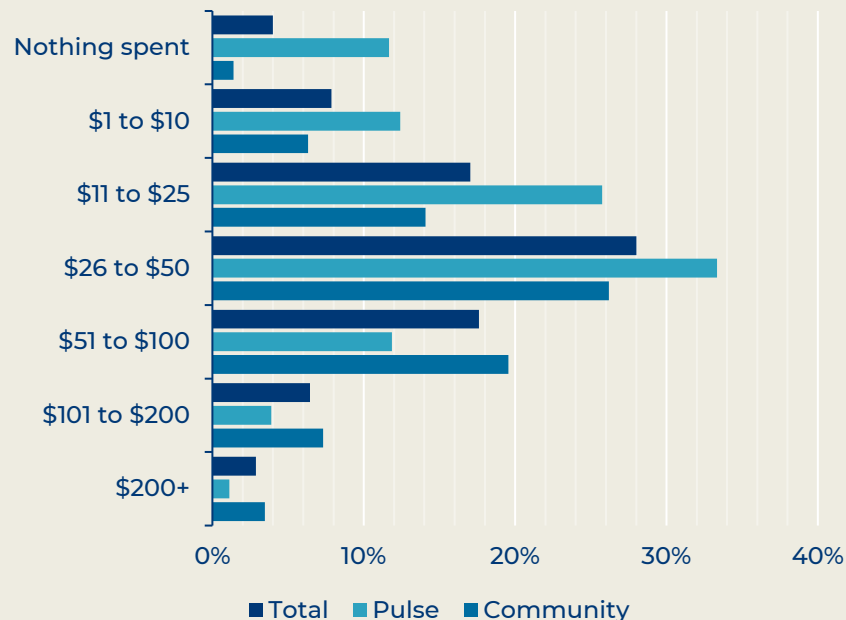
# Visitation to South Australian jetties – visitor spend

When you visit jetties, how much do you estimate you spend per day with local business (e.g. cafes, restaurants, retail, etc.)

	Total	Pulse	Community
Base	2,125	540	1,585
Nothing spent	4%	12%	1%
\$1 to \$10	8%	12%	6%
\$11 to \$25	17%	26%	14%
\$26 to \$50	28%	33%	26%
\$51 to \$100	18%	12%	20%
\$101 to \$200	6%	4%	7%
\$200+	3%	1%	3%
Not sure	16%	0%	22%

- This question was answered by those respondents who had visited a South Australian jetty in the past year.
- Respondents spent \$65.80 on average per day when visiting jetties (median = \$50).
- The majority of visitors spent between \$26 to \$50 per day, with 24% in "Total," 23% in "Pulse," and 25% in "Community."

Visitation to South Australian jetties - spend per day



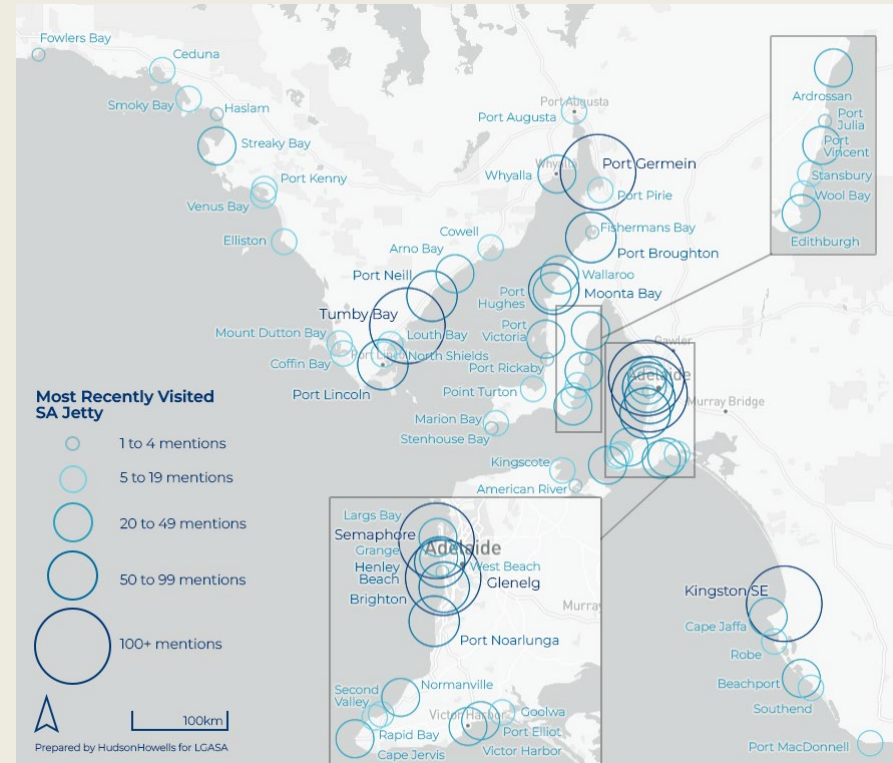


# Most frequented South Australian jetties

In which town or suburb was the jetty you most recently visited located?

Top 10 Locations by Most Recent Visit		Mentions
1	Kingston SE	353
2	Tumby Bay	185
3	Glenelg	173
4	Semaphore	106
5	Port Germein	102
6	Port Neill	90
7	Port Lincoln	84
8	Brighton	83
9	Port Noarlunga	65
10	Moonta Bay	56

- Of those respondents who had visited a jetty in the past year, Kingston SE had the highest number of visits by respondents, with 353 mentions by respondents (16% of all mentions).
- 3 of the top 10 mentions were in metro Adelaide, with Glenelg Jetty the most frequently mentioned.



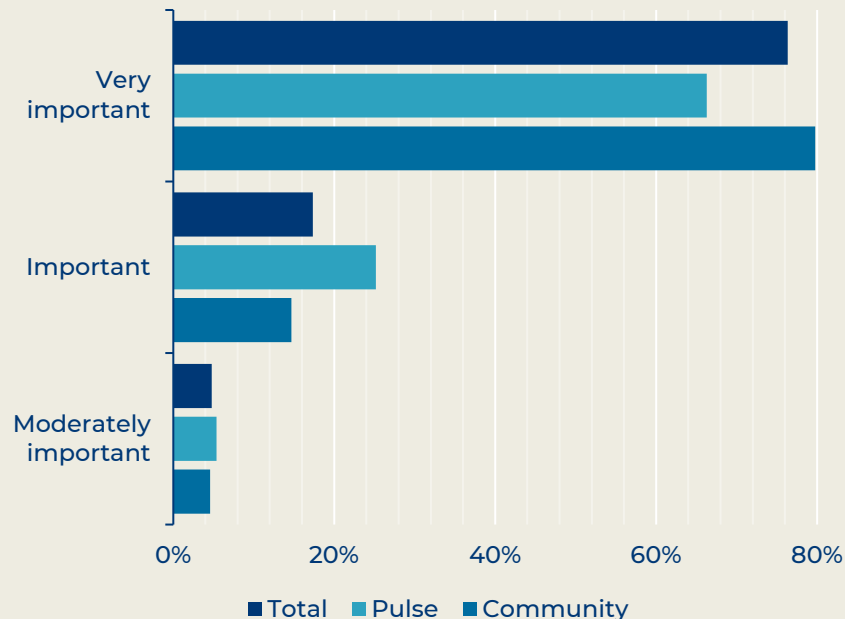
# Importance of South Australian jetties

Thinking about the jetty you most recently visited, how important do you consider that jetty was in enhancing your overall experience and enjoyment of the town or suburb in which the jetty was located?

	Total	Pulse	Community
Base	2,125	540	1,585
Very important	76%	66%	80%
Important	17%	25%	15%
Moderately important	5%	5%	5%
Slightly important	1%	2%	0%
Not important	1%	1%	1%

- This question was answered by those respondents who had visited a South Australian jetty in the past year.
- Two-thirds of total respondents consider jetties are very important in enhancing their overall experience and enjoyment of the town in which the jetty was located.
- Nearly all 'Community' respondents consider that the jetty was important (80% very important, 15% important).

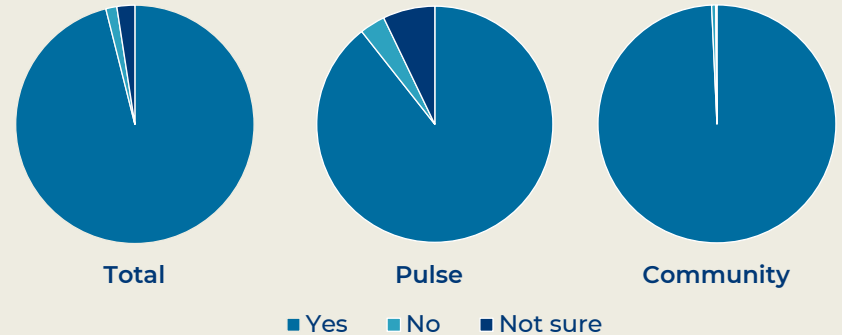
Importance of the jetty to the town or suburb it is located



# South Australian jetties contribute to attractiveness

- Nearly all respondents see jetties as a significant factor in making towns or suburbs more appealing to visitors (96% of total respondents).
- At 89%, the 'Pulse' group is less convinced that jetties are contributors to the attractiveness of towns or suburbs when compared to the total respondents, with 7% not sure.
- The 'Community' group overwhelmingly supports the idea, with 99% believing that jetties enhance the attractiveness of towns or suburbs. This group appears to place extremely high importance on the role of jetties in town and suburb appeal.

## Do jetties contribute to the attractiveness of towns or suburbs for visitors?

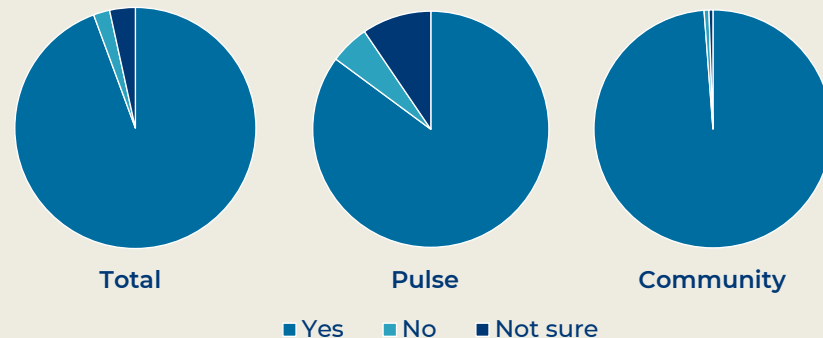


Do you believe jetties contribute to the attractiveness of towns or suburbs for visitors?			
	Total	Pulse	Community
Base	2,471	800	1,671
Yes	96%	89%	99%
No	1%	4%	1%
Not Sure	2%	7%	0%

# Promoting a healthy and active community

- Nearly all respondents believe that jetties help promote a healthy and active lifestyle for the community (94% of total respondents).
- With a lower 85%, the 'Pulse' group is less convinced that jetties are contributors to promoting a healthy and active lifestyle for the community when compared to the total respondents, with 10% not sure.
- Nearly all of the 'Community' group supports the idea that jetties help promote a healthy and active lifestyle, with 99% placing extremely high importance on the role of jetties in role.

## Do jetties help promote a healthy and active lifestyle for the community?



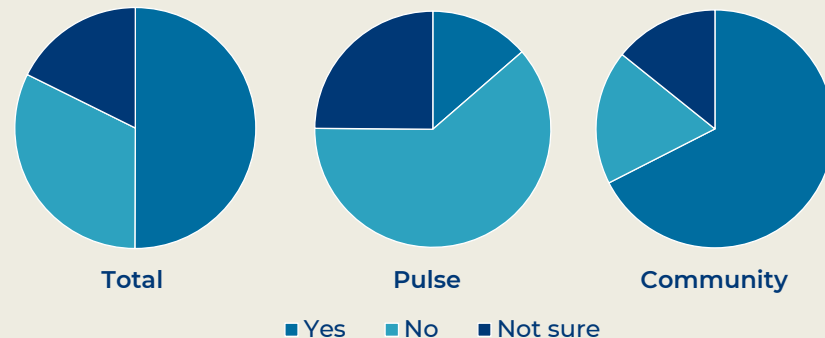
### Do you believe jetties help promote a healthy and active lifestyle for the community?

	Total	Pulse	Community
Base	2,471	800	1,671
Yes	94%	85%	99%
No	2%	5%	1%
Not Sure	3%	10%	1%

# Safety concerns for South Australian jetties

- Half of total respondents have safety concerns or improvements they would like see addressed (50%), increasing to 68% of 'Community' respondents.
- A notable percentage of respondents are unsure about safety concerns or improvements, with a quarter of the 'Pulse' group not sure (25%), and nearly two-thirds responding 'No' (62%). This may require further exploration or clarification.

Are there any safety concerns or improvements for jetties?



Are there any safety concerns or improvements you would like to see addressed regarding a particular jetty?

	Total	Pulse	Community
Base	2,471	800	1,671
Yes	50%	14%	68%
No	32%	62%	18%
Not Sure	18%	25%	14%

# Safety concerns & improvements

Comments provided when prompted to outline safety concerns or improvements underline the importance of maintaining and improving jetties to meet the diverse needs and expectations of the communities and visitors they serve. The ongoing need for repairs and upgrades is evident, emphasising the significance of these structures for tourism and local economies.

Safety Concerns:	Maintenance Needs:	Improvement Ideas:
<ul style="list-style-type: none"> <li>• Calls for full-length railings on jetties, including Point Turton and others.</li> <li>• Uneven wooden slats that pose a fall hazard, especially for older or disabled people.</li> <li>• Concern about intoxicated individuals falling off jetties, particularly near pubs.</li> <li>• Concerns about rusting and rotting on jetties.</li> <li>• Suggestions for life jackets or lifebuoys at all jetties.</li> <li>• Calls to manage diving or jumping from jetties, especially when the tide is out.</li> <li>• Concerns about car park issues, accidents, and trash.</li> <li>• Suggestions for improved safety for swimmers, young and old, around jetties.</li> </ul>	<ul style="list-style-type: none"> <li>• The importance of constant maintenance due to weather impacts on jetties.</li> <li>• Repairs and maintenance for Kingston, Normanville, and Port Germein jetties.</li> <li>• Repairs and culling of pigeons at Wallaroo Jetty.</li> <li>• Concerns about damaged boardwalks at Wallaroo and Glenelg jetties.</li> <li>• Repair and removal of the old Rapid Bay jetty to ensure safety.</li> <li>• Maintenance and repairs for Tumby Bay jetty.</li> <li>• Maintenance and improvements needed for Semaphore Jetty, Grange Jetty, and more police presence and security cameras.</li> <li>• Concerns about the removal of barnacles and other maintenance work required.</li> </ul>	<ul style="list-style-type: none"> <li>• Suggestions for making jetties wheelchair accessible.</li> <li>• Educational billboards on how to safely use jetties.</li> <li>• Installation of swimming enclosures for safety.</li> <li>• Concerns about overcrowding at Glenelg Jetty, suggesting better police presence.</li> <li>• Bans on alcohol on jetties to reduce conflicts and enhance safety.</li> <li>• Addressing the issue of fishing hooks and pedestrians sharing space on jetties.</li> <li>• Requests for better walkways and seating at jetties.</li> <li>• Creating swimming areas, and adding more lights for nighttime walking.</li> <li>• Suggestions for extensions and deeper water access for jetties.</li> </ul>

# Safety concerns & improvements – Tumby Bay

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The key points from the comments regarding the Tumby Bay Jetty centre around its role as a vital focal point for the town, offering daily enjoyment for residents and tourists alike.

- The Tumby Bay Jetty has been closed for more than a year due to significant damage, with no imminent plans for repair. This closure has had far-reaching consequences for the community and the local economy. As a vital attraction for both residents and tourists, the jetty's absence is keenly felt by all.
- Local businesses are suffering, and the community, including the elderly, has lost their fishing and leisure opportunities. The jetty's significance in attracting visitors is undeniable. Its closure has had a negative impact on the local economy, deterring tourists and leaving debris from the damaged structure as a safety hazard.
- To remedy these issues, urgent action is needed to restore or replace the jetty, with an emphasis on major renovations to ensure safety and usability. Immediate repairs and reopening are essential not only for economic prosperity but also for the well-being of the community.
- The town's economy relies heavily on the jetty's attraction to visitors, and addressing storm damage and deterioration is imperative to reopen it. The community is calling on the government for support in repairing or building a new jetty, recognising the need for financial assistance. The jetty's sentimental value to residents and tourists cannot be overstated, and its closure has led to unauthorised access, posing safety risks.
- In addition to being a hub for fishing and leisure, the jetty is crucial for walking and tourism. Urgent repairs are necessary to rekindle the town's economy and lifestyle. It is clear that the Tumby Bay Jetty, in need of significant structural improvements, is a critical attraction for the community. Considering alternative solutions, such as a new, smaller jetty, may be necessary for the town's long-term well-being, but immediate action is required to ensure it can be reopened in time for the summer season.

# Safety concerns & improvement – Tumby Bay Area School

In addition to the survey undertaken as part of the Social Impact section of this report, students from the Tumby Bay Area School provided their views on safety concerns and improvements of the Tumby Bay jetty.

I want the jetty because its a lot of fun and lots of kids jump of the jetty. I think the jetty should have more shelter and more railings.  
Thank you



I want the Jetty back because me and my twin brother like to go fishing and can you please make it safe and add a water slide thank you

People do...  
Fishing  
Swimming  
Jumping  
We all have  
**FUN**

I want a water slide on the side of the jetty please can you open the jetty.

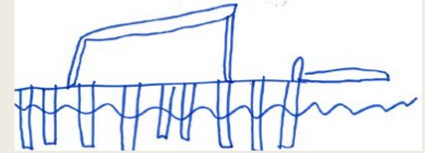
I want the jetty because we can have shelter when we fish and we can walk safely on it.

I think it would be amazing to rebuild the jetty and add more accessible and safety features. I would also like a ramp to access for different disabilities like wheelchairs etc

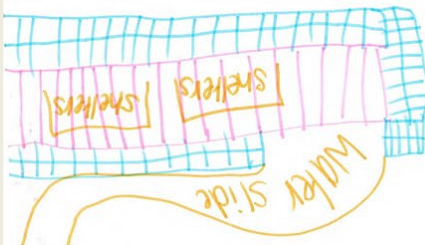


I want the Jetty because then we can go jumping and fishing off it. We want better shelter for when you go fishing. More railing! can we please add a fun water slide on the side. Please can it be safe for everyone.

I want the jetty because then we can jump off it and I want a diving board.



J = jetty  
R = railing  
W = stuff WE want





# Safety concerns & improvements - Kingston SE

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The key points from the comments regarding the Kingston SE Jetty reflect the repeated concerns, recommendations, and desires expressed safety and improvements of the Kingston SE jetty. It's evident that the community is passionate about preserving, upgrading, and maintaining this essential local asset for safety, economic, and recreational purposes.

## Safety and Repair Needs:

- Urgent repairs are required to address dangerous and deteriorating conditions and make the jetty safe for use.
- The risk of accidents due to uneven surfaces, rust and rot, and the need for safety railings.

## General Maintenance and Upkeep:

- Calls for regular maintenance and upkeep to ensure the jetty's safety and usability.
- General upgrades and addressing structural issues.

## Extensions and Enhancements:

- Desires for extending and improving the jetty to provide better access to deeper water for recreational activities such as fishing and swimming.
- Suggestions for making the jetty family-friendly and more usable for the community.
- Creating a safer and more attractive environment.

## Tourism and Economic Importance:

- Emphasis on the economic significance of the jetty for the town and tourism, including attracting tourists, and promoting the local economy.

## Historical and Community Value:

- The historical significance of the jetty and its role as a community asset.
- The need to preserve the jetty for educational and recreational purposes.

## Environment and Sand Build-Up:

- Concerns about sand accumulation around the jetty and its impact on usability.
- Suggestions for addressing sand build-up and protecting the jetty from further decay.

## Long-Term Viability:

- The importance of long-term viability, repair, and suggestions for long-term solutions that eliminate the need for continuous maintenance.

# Safety concerns & improvements - Port Germein

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The key points from the comments regarding the Port Germein Jetty emphasise the urgent need for repairs and restoration of this iconic structure in Port Germein. The Port Germein Jetty is not just a piece of infrastructure but a significant aspect of the community's life, culture, and economy. The residents and visitors are eager to see it fully restored, extended, and maintained to continue serving as a centerpiece of this coastal town.

**Restore to Full Glory:** Port Germein residents and visitors view the jetty as a crucial attraction, and they are eager to see it restored to its former glory. It's considered the main attraction in town and holds great significance.

**End of the Jetty:** There is a common plea to open up the end of the jetty, which is currently closed due to damage. This signifies the desire for full access to the jetty.

**Repair and Extension:** The end of the Port Germein Jetty needs urgent repair. Many are advocating for extending it to deeper water and even suggesting a T junction at the end to enhance the jetty's utility.

**Safety and Access:** There are concerns about safety and access for both residents and tourists. People want it to be safe for everyone, including swimmers, fishermen, and those with mobility issues.

**Historical and Heritage Significance:** The jetty is not just a functional structure but a symbol of the town's heritage. Its restoration is also seen as an opportunity to preserve history.

**Community and Economic Impact:** The jetty plays a crucial role in the life of Port Germein, with fishing, crabbing, and leisure activities being central to it. The repairs are viewed as essential for the well-being of the town and its economy.

**Tourism Attraction:** The jetty is a major draw for tourists, and the restoration is expected to increase the town's appeal to visitors, which would, in turn, benefit the local economy.

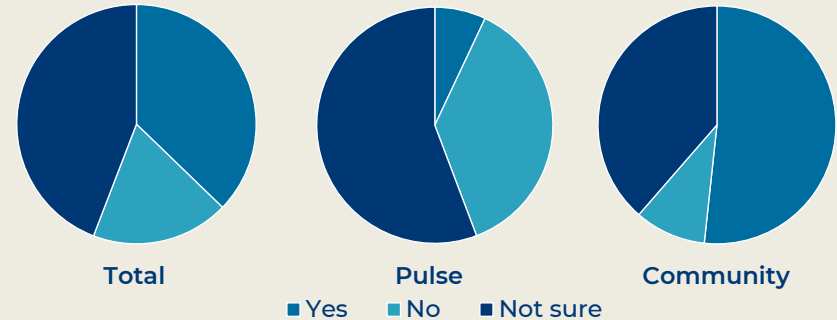
**General Maintenance:** The jetty also needs general maintenance and repairs to ensure that it remains a functional and safe structure for the community.

**Lighting and Seating:** People are suggesting improvements such as better lighting and seating arrangements along the jetty, making it a more enjoyable and safer place for everyone.

# Closed and highly valued wharves and jetties

- A third of total respondents agree that there are wharves/jetties that are currently closed to the public but yet still highly valued (37%), increasing to over half of the 'Community' respondents (52%).
- The total responses to this question is skewed by 'Pulse' respondents, with only 7% valuing closed wharves or jetties and over half not sure (56%).

Are there wharves or jetties in South Australia closed to the public that are still highly valued?



Are there any wharves or jetties in South Australia that are currently closed to the public but are still highly valued by you?

	Total	Pulse	Community
Base	2,471	800	1,671
Yes	37%	7%	52%
No	19%	37%	10%
Not Sure	44%	56%	39%

# Reason for importance of closed jetties

	Beachport	Cape Jervis	Ceduna	Kingston SE	Port Augusta	Port Elliot	Port Germein	Port Lincoln	Port Neill	Port Stanvac	Port Vincent	Rapid Bay	Second Valley	Southend	Streaky Bay	Tumby Bay	total
camping								x									1
community																x	1
crabbing					x		x										4
diving												x					1
fishing		x		x	x	x	x	x	x	x	x	x	x			x	94
heritage					x	x	x				x					x	16
jetty jumping						x										x	4
leafy sea dragons					x							x				x	7
lobster														x			1
snorkelling												x				x	2
squid							x									x	2
swimming			x		x	x	x	x	x							x	27
tourism		x		x	x	x	x		x		x					x	117
walking				x	x		x	x								x	40
wellbeing				x					x							X	15
<b>total</b>	<b>3</b>	<b>30</b>	<b>4</b>	<b>44</b>	<b>59</b>	<b>32</b>	<b>78</b>	<b>34</b>	<b>125</b>	<b>4</b>	<b>22</b>	<b>35</b>	<b>8</b>	<b>1</b>	<b>2</b>	<b>514</b>	

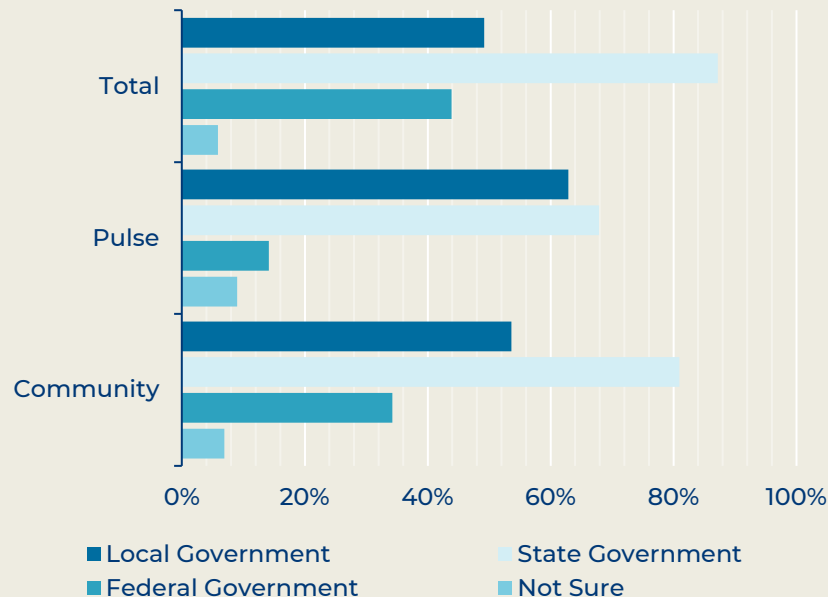
# Financial responsibility for jetty maintenance

Given that jetties are used by locals and visitors, which level/s of government should have financial responsibility for the maintenance of jetties?

	Total	Pulse	Community
Base	2,471	800	1,671
Local Government	54%	63%	49%
State Government	81%	68%	87%
Federal Government	34%	14%	44%
Not Sure	7%	9%	6%
None of these	0%	1%	0%

- Over three-quarters of respondents support the state government taking financial responsibility for jetty maintenance (81%), increasing to 87% of 'Community' respondents.
- Nearly two-thirds of 'Pulse' respondents are more inclined towards local government taking on the responsibility for jetty maintenance (63%), higher than compared to 'Community' respondents (49%).

Which level/s of government should have financial responsibility for jetty maintenance?





# Economic Impact

Coffin Bay Jetty and Foreshore, Coffin Bay (Eyre Peninsula). Source: eyrepeninsula.com

# The Economic Impact of SA Jetties – economic growth

## Economic Growth and Tourism

Jetties attracts tourists and visitors to coastal regions, supporting regional economic growth.

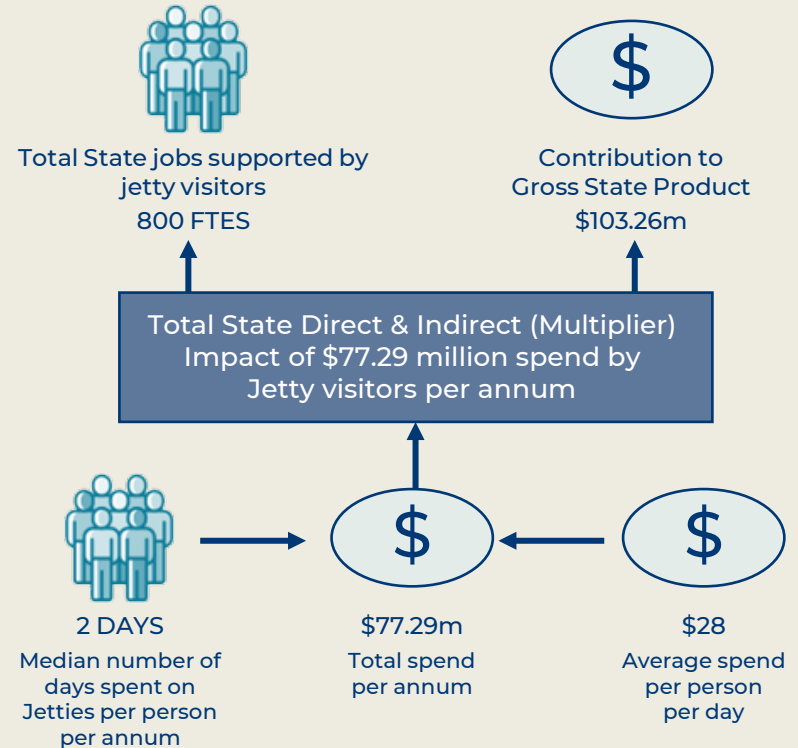
They offer opportunities for swimming, fishing, boating, walking, sightseeing and water sports.

Visitors spend money when they visit, support job opportunities and local businesses.

Visitors to South Australian Jetties support:

- 800 Full Time Equivalent Jobs Per Annum
- \$103.26 million in Gross State Product Per Annum

(Note: Median visitor and average spend data sourced from the population representative 800 Pulse Survey respondents)



# The Economic Impact of SA Jetties

## Council Responses to Requested Data

The data presented in this report are only for jetties that are leased by councils from the State Government and only includes data for those councils that responded to the data request (23 of 29).

Some councils could not supply data for all questions.

Number of councils identified by the LGASA as potentially having DTI leased jetties	29
Number of councils that did not submit a request for data form	6
Number of councils that stated they have no jetties leased from DTI	12
Number of councils that submitted a request for data form	11
Number of jetties covered by the responses	25
Number of heritage jetties	4
Total Capital Value (13 of 25 or 52%)	\$70,520,579
Number of jetties where councils are responsible for all maintenance and costs	18



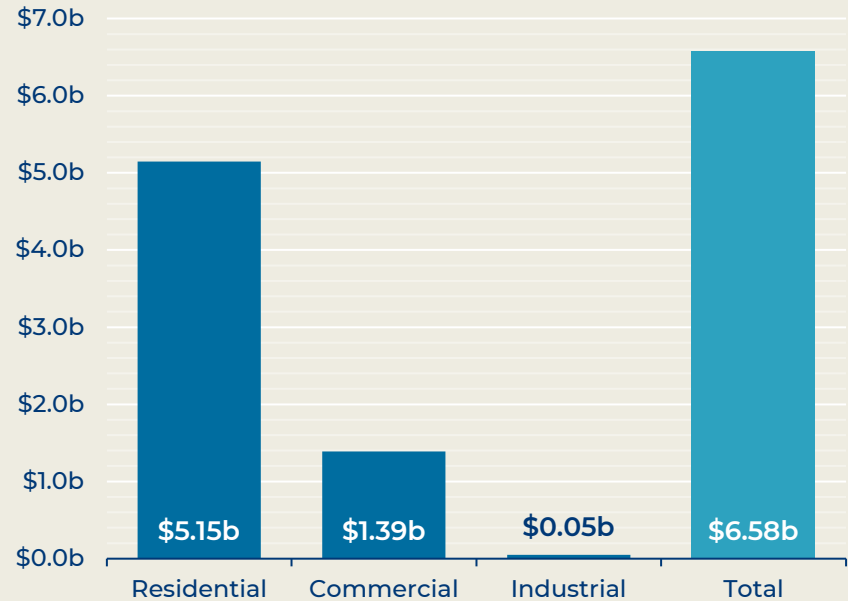
# The Economic Impact of SA Jetties – property values

## Impact on Property Values

Jetties and their visitors support regional property values providing an **estimated uplift in property values of 1% totaling \$65.85 million.**

(Note: Only 1 council provided an uplift estimate being 1%)

2022/23 Council Property Valuations for Properties Benefiting from Jetties (13 Councils)



# The Economic Impact of SA Jetties – capital works

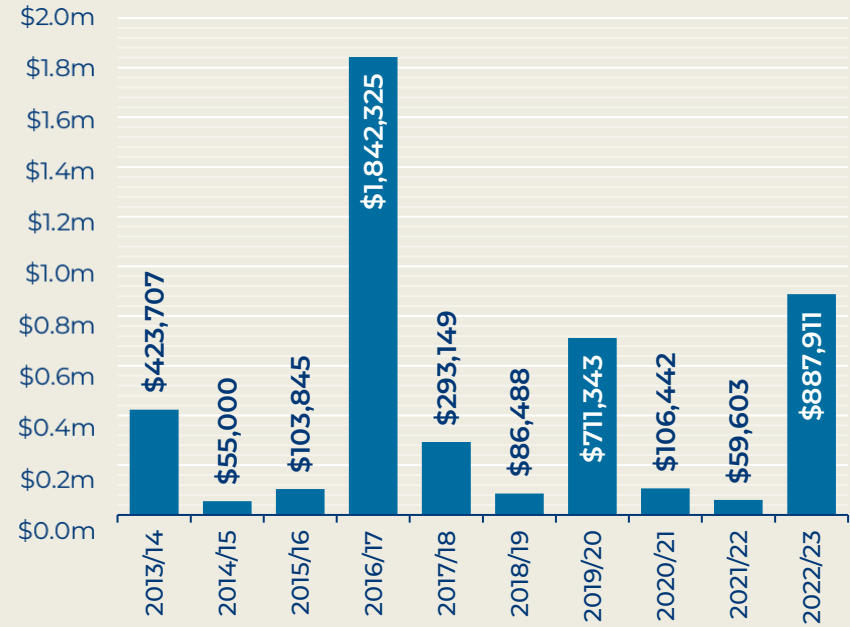
## Impact of Capital Works 2013-14 – 2022-23

Jetty capital works support job opportunities and local businesses.

\$4.57 million of capital works during the last 10 years has supported:

- A total of \$4.8 million in Gross State Product.
- 31 Full Time Equivalent Jobs (average of 3.1 per annum). Note: this is in addition to council employees.

Value of Major Capital Works (19 Jetties)  
2013/14 - 2022/23

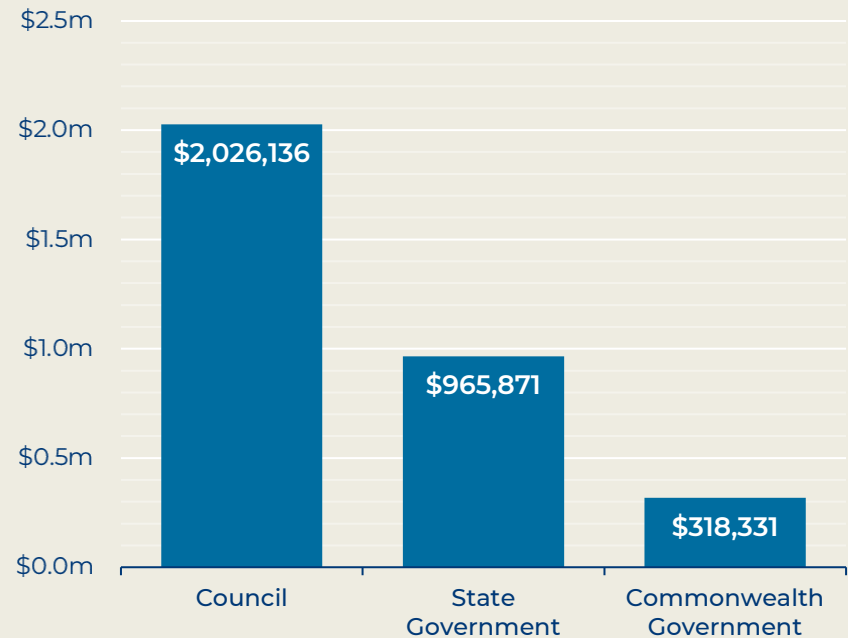


# The Economic Impact of SA Jetties – funding sources

## Funding Sources for Major Capital Works 2013-14 – 2022-23

Jetty capital works between 2013-14 and 2022-23 were predominantly funded by councils (66% of funding)

## Funding Sources for Major Capital Works 2013/14 - 2022/23



# The Economic Impact of SA Jetties – planned works

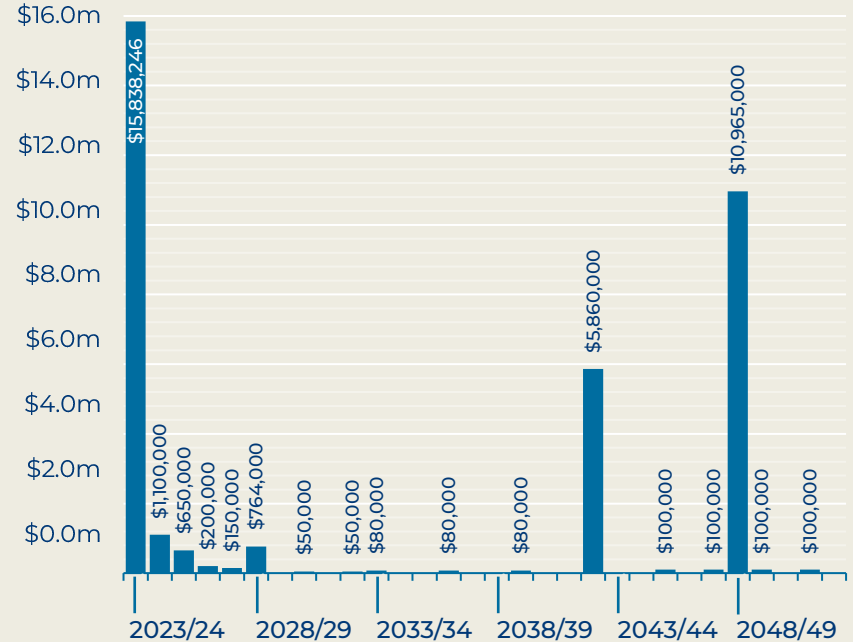
## Impact of Planned Capital Works for the Next 30 Years 2023-24 – 2052-53

Future jetty capital works will support job opportunities and local businesses.

\$36.27 million of planned capital works during the next 30 years could support:

- A total of \$38.3 million in Gross State Product.
- 246 Full Time Equivalent Jobs (average of 8.2 per annum).

## Future Major Capital Works (15 Jetties) 2023/24 - 2052/53



# The Economic Impact of SA Jetties – operating costs

## Impact of Operating and Maintenance Costs 2013-14 – 2022-23

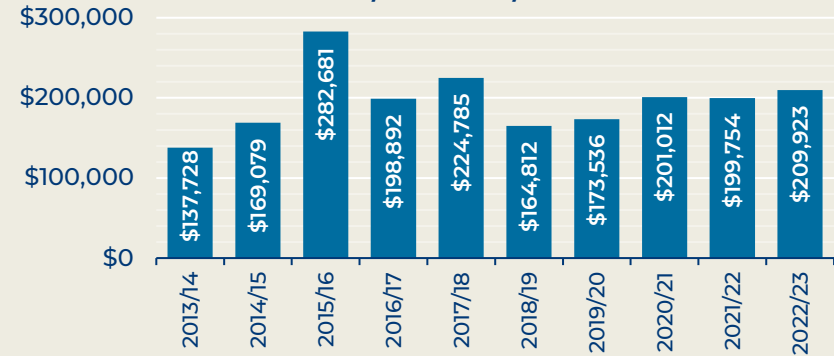
Jetty operating and maintenance works support job opportunities and local businesses.

\$1.96 million of operating and maintenance works during the last 10 years (average of \$1.96 per annum) has supported:

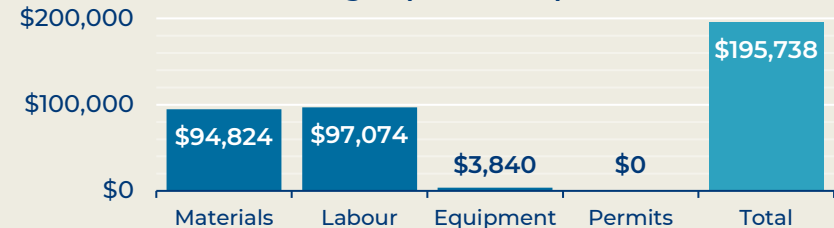
- A total of \$2.1 million in Gross State Product.
- 14 Full Time Equivalent Jobs (average of 1.4 per annum). Note: this is in addition to council employees.
- Average cost per jetty - \$9,500 per annum.

Similar annual costs are forecast for 2023/24.

Annual Operating and Maintenance Costs  
(22 Jetties)  
2013/14 - 2022/23



Annual Budget (22 Jetties) 2023/24



# The Economic Impact of SA Jetties – cost drivers

## Major cost drivers of Capital and Maintenance costs

- Pylon Replacement
- Deck Repairs
- Storm Damage
- Lighting

Jetties with the highest visitation have the highest annual maintenance costs:

- Glenelg
- Normanville & Second Valley
- Port Noarlunga
- Port Hughes
- Other Yorke Peninsula

Image: Normanville Jetty, Normanville (Fleurieu Peninsula)  
Source: [visitfleurieucoast.com.au](http://visitfleurieucoast.com.au)



# The Economic Impact of SA Jetties – social benefit

## Intangible social benefits:

- Recreation Opportunities: e.g. Fishing, Swimming, Walking, etc.
- Social Inclusion: They are generally open for all people of all ages and abilities.
- Community Wellbeing: They facilitate physical activity and relaxation opportunities contributing to the well-being of residents and visitors.
- Heritage: In some cases jetties are historically significant.



Image: Solomon Town Beach Jetty, Port Pirie (Outback – North)  
Source: Port Pirie Regional Council

# The Economic Impact of SA Jetties - environmental

## Intangible environmental benefits:

- Coastal Protection: They can act as barriers against erosion from currents, tides, and waves.
- Improved Habitat: Some jetties act as artificial reefs attracting marine life and other organisms.
- Climate Change: They can be used them study local ecosystems, collect data on water quality, and assess the impacts of climate change, urban development and pollution.

Port MacDonnell Jetty, Port MacDonnell (Limestone Coast)  
Source: District Council of Grant  
Photo credit: Ockert le Roux





# The Economic Impact of SA Jetties – ongoing benefit

## Substantial 10 Year and Ongoing Net Community Benefit:

### 10 Year Costs:

- Capital - \$4.57 million
- Maintenance - \$1.96 million
- Total - \$6.53 million

### Current Annual Benefits:

- Visitor GSP Contribution - \$103.26 million per annum (salaries, wages, profits, taxes)
- Support for 800 FTE jobs per annum

Port MacDonnell Jetty, Port MacDonnell (Limestone Coast)  
Source: District Council of Grant  
Photo credit: Ockert le Roux





# Summary and conclusions

North Shields Jetty, North Shields (Eyre Peninsula) Source: Lower Eyre Peninsula Council

# Summary and Conclusions

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## Survey Responses

- A total of 2,806 responses were received for the survey. However, 335 'Community' survey respondents did not complete the survey after initial screening questions and were excluded from the analysis providing 2,471 'useable' responses. The findings documented in this report clearly demonstrate the immense value that jetties have for the South Australian community.

## Demographics and Geography

- Respondents were distributed across 238 postcodes in South Australia, with an additional 40 respondents from interstate.
- 'Pulse' respondents were skewed towards a younger demographic, with a higher proportion in age groups from 18 to 39. In contrast, 'Community' respondents had a more mature age profile, with a higher proportion in the 60-64 to 75+ age range.
- The majority of 'Pulse' respondents live in regions within Metro Adelaide (78%), while specific regional areas, such as 'Eyre Peninsula & South West' and 'Limestone Coast,' had notably higher representation among 'Community' respondents (32% and 26%, respectively).

# Summary and Conclusions (cont.)

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## Jetty Visits and Spending

- The majority of respondents (86%) reported visiting or utilising a South Australian jetty in the past year.
- In the 'Pulse' group, 68% had visited a jetty in the past year, while this figure was higher for 'Community' respondents at 95%.
- On average, respondents who visited a jetty in the past year did so approximately 44 times annually, with most making 1 to 10 visits (median = 15 times).
- Respondents spent an average of \$65.80 per day when visiting jetties, with the majority spending between \$26 to \$50 per day (median = \$50).

## Most Visited Jetties

- Kingston SE had the highest number of visits by respondents, with 353 mentions, representing 16% of all mentions.
- Three of the top 10 mentioned jetties were in the metro Adelaide region, with Glenelg Jetty being the most frequently mentioned.

## Importance of Jetties

- Two-thirds of total respondents considered jetties very important in enhancing the overall appeal of the town where the jetty is located.
- Nearly all 'Community' respondents deemed jetties important, with 80% considering them very important and 15% important.
- Almost all respondents (96%) believed that jetties play a significant role in making towns or suburbs more appealing to visitors.

# Summary and Conclusions (cont.)

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## Promoting a Healthy Lifestyle

- Nearly all respondents (94%) believed that jetties help promote a healthy and active lifestyle for the community.
- However, in the 'Pulse' group, this figure was slightly lower at 85%, with 10% being unsure.
- 99% of the 'Community' group believes that jetties help promote a healthy and active lifestyle for the community.

## Safety Concerns and Improvements

- Half of the total respondents (50%) expressed safety concerns or suggested improvements regarding jetties. This percentage increased to 68% among 'Community' respondents.
- Comments highlighted the importance of maintaining and improving jetties to meet the diverse needs and expectations of the communities and visitors they serve.

## Valued Closed Wharves/Jetties

- A third of total respondents (37%) agreed that there are wharves or jetties that are currently closed to the public but still highly valued.
- This percentage increased to over half (52%) among 'Community' respondents.

## Financial Responsibility for Jetty Maintenance

- Over three-quarters of respondents (81%) supported the state government taking financial responsibility for jetty maintenance.
- Among 'Community' respondents, 87% supported this idea.

# Summary and Conclusions (cont.)

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## Economic Impacts

- Visitors to council-leased State Government South Australian Jetties support:
  - 800 Full Time Equivalent Jobs Per Annum
  - \$103.26 million in Gross State Product Per Annum
- Jetties and their visitors support regional property values providing an estimated uplift in property values of 1% totaling \$65.85 million.
- Jetty capital works between 2013/14 and 2022/23 were predominantly funded by councils (66% of funding).
- \$36.27 million of planned capital works during the next 30 years could support:
  - A total of \$38.3 million in Gross State Product.
  - 246 Full Time Equivalent Jobs (average of 8.2 per annum).
- \$1.96 million of operating and maintenance works during the last 10 years (average of \$1.96 per annum) has supported:
  - A total of \$2.1 million in Gross State Product.
  - 14 Full Time Equivalent Jobs (average of 1.4 per annum). Note: this is in addition to council employees.
  - Average cost per jetty - \$9,500 per annum.
  - Similar annual costs are forecast for 2023/24.

# Summary and Conclusions (cont.)

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## Economic Impacts

- Jetties with the highest visitation have the highest annual maintenance costs:
  - Glenelg
  - Normanville & Second Valley
  - Port Noarlunga
  - Port Hughes
  - Other Yorke Peninsula
- Substantial 10 Year and Ongoing Net Community Benefit:

### 10 Year Costs

- Capital - \$4.57 million
- Maintenance - \$1.96 million
- Total - \$6.53 million

### Current Annual Benefits:

- Visitor GSP Contribution - \$103.26 million per annum (salaries, wages, profits, taxes)
- Support for 800 FTE jobs per annum

# Summary and Conclusions (cont.)

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## Economic Impacts

- Major cost drivers of Capital and Maintenance costs
  - Pylon Replacement
  - Deck Repairs
  - Storm Damage
  - Lighting
- Substantial Other Intangible Social and Economic Benefits
  - Recreation Opportunities: e.g. Fishing, Swimming, Walking, etc.
  - Social Inclusion: Jetties are generally open for all people of all ages and abilities.
  - Community Wellbeing: Jetties facilitate physical activity and relaxation opportunities contributing to the well-being of residents and visitors.
  - Heritage: In some cases jetties are historically significant.
  - Coastal Protection: Jetties can act as barriers against erosion from currents, tides, and waves.
  - Improved Habitat: Some jetties act as artificial reefs attracting marine life and other organisms.
  - Climate Change: Jetties can be used to study local ecosystems, collect data on water quality, and assess the impacts of climate change, urban development and pollution.