

Queensland Outdoor Census 2023

Summary



From the Contact List

52% of outdoor organisations are based in South-East Queensland but service delivery is dispersed statewide.

The most typical outdoor activities delivered are paddling, bushwalking, initiatives, culture/ heritage/ environmental interpretation & nature play.

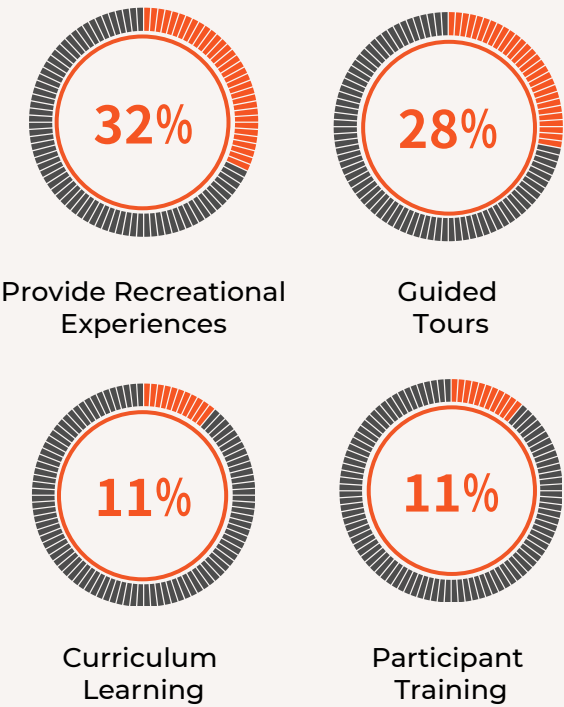
From the Survey

On average, Outdoor organisations work with 1000+ participants or clients each month.

56% are based in regional, rural or remote locations.

Volunteers represent 59% of all identified workers. Of paid workers, only 29% are employed on a full-time basis.

What these outdoor organisations do?



A Tapestry of Outdoor Organisations

Based on publicly available information, we know:

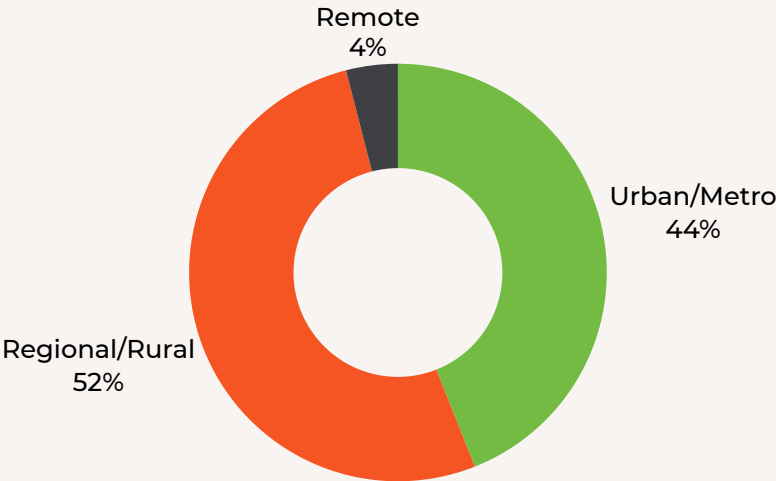
- 35% of all organisations include a tourism component as part of their business.
- 18% are Outdoor Recreation focused.
- Outdoor Space, Club, Nature Play (education & recreation) and Support Service organisations each represent at least 10% of the contact list.

What the Survey Reveals

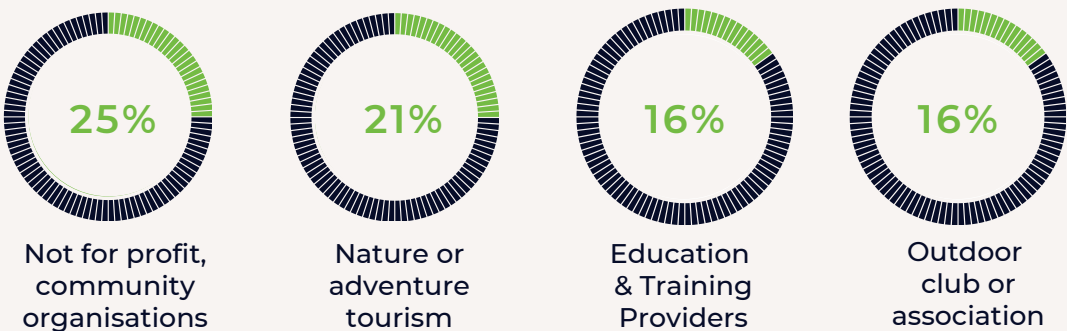
Base Of Location:

SEQ, with the largest population, dominates respondents' base of operations. A breakdown of this region shows organisations are dispersed across 10 council areas.

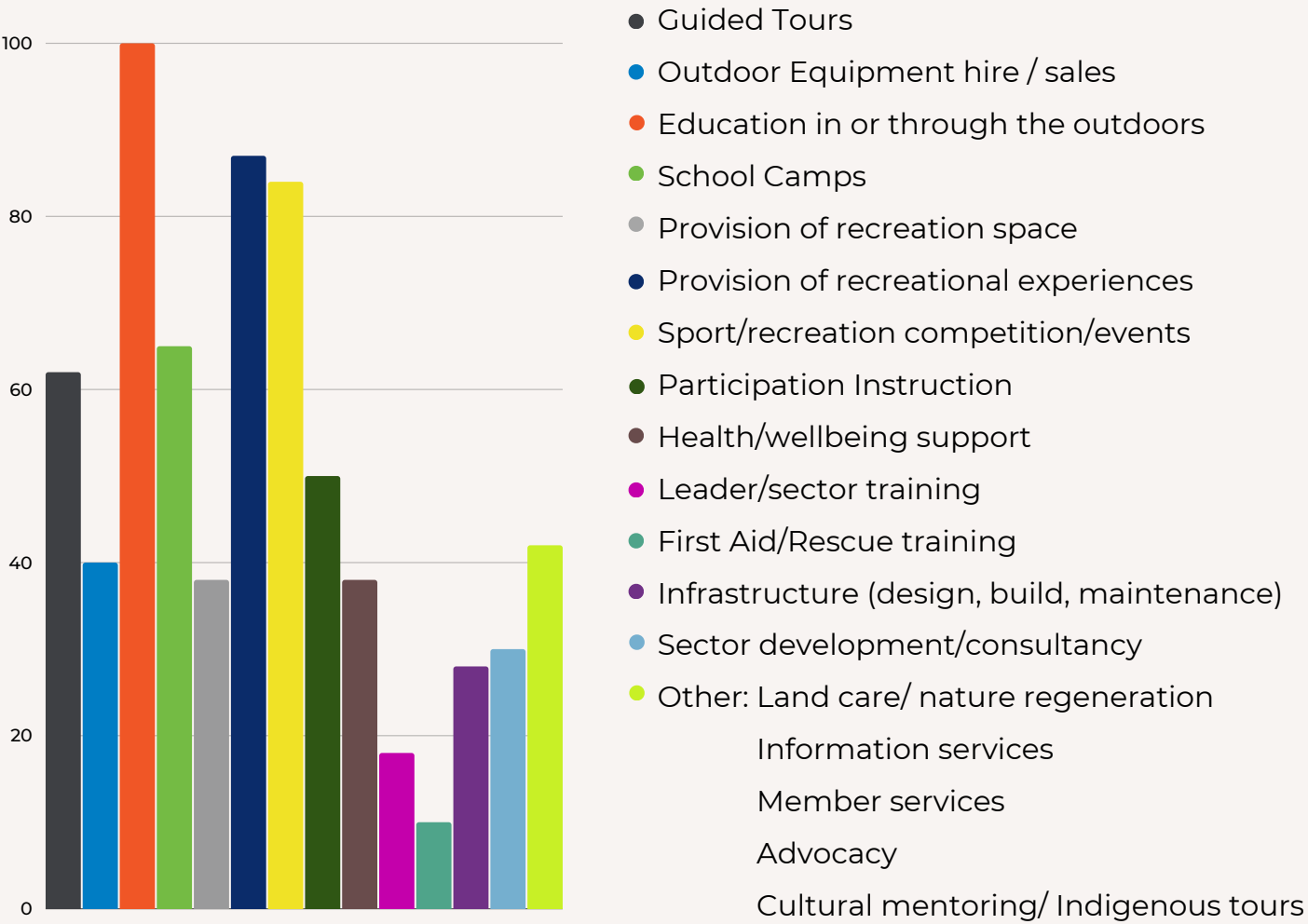
56% of respondents self-identify as being Regional, Rural or Remote.



Most Identified Types Of Organisation:



Services Delivered:



Typical Clients

90% of organisations work with adults at least some of the time.



More than **66%** also work with families, groups, teenagers and youth.

20% said toddlers were their typical client.



Toddlers

Who Is Serviced?

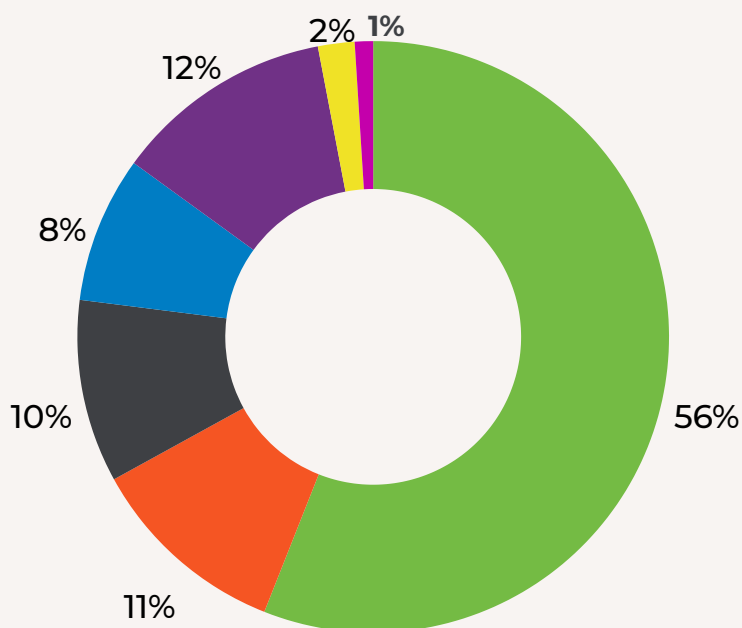
Average number of participants/ clients in a month

For organisations with a maximum of 40,000 participants/ clients in an average month:

- 56% of organisations provide services to up to 100 participants or clients; BUT the mean participants/ clients is more than 1000.
- Nearly one-quarter (23%) work with more than 501 participants/ clients each month.
- These organisations include NFP Community Organisations, Outdoor Recreation/Education Centres, Nature/ Adventure Tourism, State/National Sport or Recreation Associations & Outdoor Retail.



**Average Monthly Clients/
Participants (Outliers removed)**



● 0-100 ● 101-250 ● 251-500 ● 501-1000 ● 1001-5000 ● 5001-10000 ● 10001-50000

Extrapolation

Clients * 1011 (Mean)
Organisations: 981 (Contact List)

1011 Clients per month
x 981 Organisations
= 991,791 participants or
clients in an average month

* Data pool of 272 survey responses provided information about number of clients

Workforce:



Volunteers = 59% of workforce

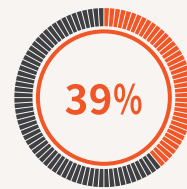
- Volunteers are the main workforce across Queensland's outdoors.
- Many youth-based community organisations rely on multiple hundreds of volunteers each month.
- There are at least 4000 paid jobs provided across the surveyed organisations.



Paid Workers = 41%



25% of ALL
workers are
employed
Casual or Part time

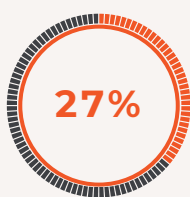


39% of PAID
workers
are employed
Full Time

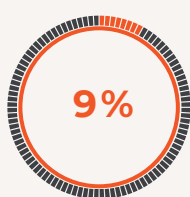
Income Earned:



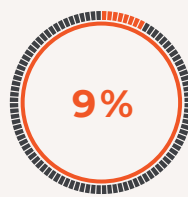
Client fees
or sales



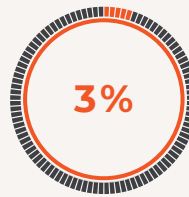
Member
Fees



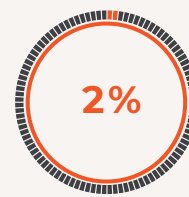
Grant
Funding



Non-Grant
Government
Funding



Philanthropy/
Fundraising/
Sponsorship



'Other'



Queensland
Government

The Queensland Government provided funding to Outdoors Queensland to develop and conduct the Queensland Outdoor Census under the Industry Peak Body Fund.

