



Image: Rattler Railway Company

Mary Valley Rattler

Estimate of the Economic Impact on the Local Economy of the Gympie Region



EARTHCHECK



The Mary Valley Rattler

The Mary Valley Rattler (MVR) is a not-for profit organisation operating an iconic Gympie Region tourism and heritage train business. Other facilities on site include a café and a retail outlet.

The train business was operated for 14 years unassisted, led by engaged volunteers, before they were forced to close down the business in 2012 due to lacking funds for track restorations. Several efforts were undertaken since then to reopen the MVR, including government funding, preparation of a business strategy and business plans. In early October 2018 the first trains were finally running again.

Since its reopening, the MVR attracted over 20,000 visitors. In addition to their usual train operations, the MVR is also organising various events, such as the 'Easter Trains' and 'DeguSTATION Train'. Additionally, they cater to schools and coach groups, including international operators.

Currently, over 90 volunteers are actively engaged in the MRV. It provides a great opportunity for residents to be involved in the local history, support the region and socialize with each other.

The Rattler receives positive reviews and is ranked as the number 1 attraction in the Gympie region. Furthermore, it is included in the '2019 Best of Queensland Experiences Program' from Tourism and Events Queensland. A recent survey of customers was undertaken to inform the measurement of the impact of the Mary Valley Rattler on Gympie's regional economy.



TOURISM
& EVENTS
Queensland
2019 Best of Queensland
Experiences Program



Image: Rattler Railway Company

Operational Benefits

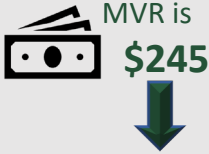
Benefits during the Operational Phase

This activity results in **\$2.87m of value-add within the Gympie region**, accounting for approximately 80% of the total value-add of \$3.66m. **Within the Gympie Region, this activity creates 35 additional jobs (FTE)**, which accounts for 85% of the total increase of 41 Australia-wide. These impacts are on-going for the region.

Additional Expenditure by Visitors to the MVR

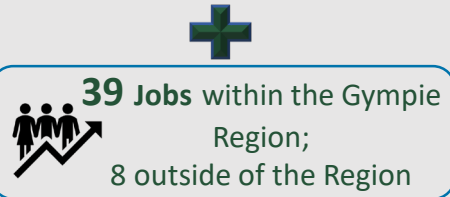
From the survey data, the **average expenditure in the region outside of the MVR was \$245 per party**. This results in an estimated additional expenditure of \$2.9m, which results in additional value-add of \$2.21m within the region, accounting for 39 jobs (FTE), with flow-on effects of \$880K value-add outside the region, supporting a further 8 jobs (FTE).

The average expenditure per party OUTSIDE of the MVR is



Creating an Additional Visitor Expenditure of **\$2.9 million** for the Gympie Region

Due to the multiplier effect this will create another



75%

of the customers surveyed said that their main purpose for visiting the Gympie Region was to visit the MVR



82%

of the MVR Customers are from outside the Gympie Region

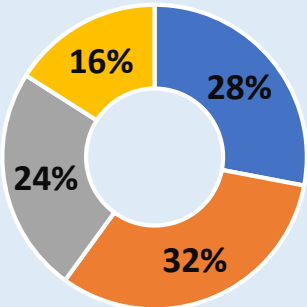


94%

of the MVR Customers say that the experience was Value for Money

90%

of those surveyed would consider revisiting the MRV



Types of Expenditure outside the MVR

(All within the Gympie Region)

- Accommodation
- Food & Beverage (excluding Platform No. 1 Café)
- Transport Expenses
- Other Expenses (such as entertainment, shopping)

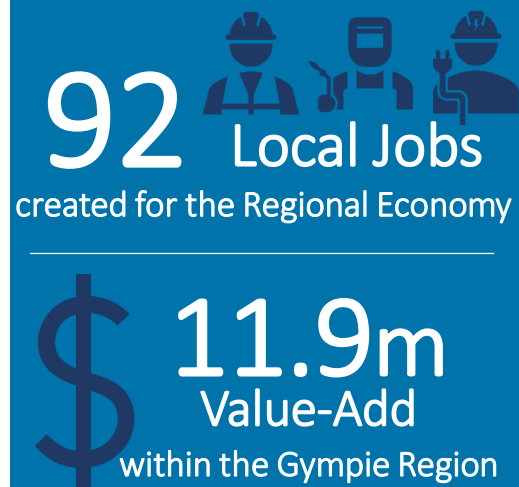


Image: Gympie Times

Construction Benefits

Benefits during the Construction Phase

The total value non-residential building construction in the Gympie region is \$110.1m (2.3% of total regional output), with a value-added component of this equal to \$38.3m (1.8% of total value-add). **The \$17.5m of construction costs resulted in \$11.9m of value-add within the Gympie region**, accounting for approximately 68% of the total value-add of \$17.4m. **This activity created 92 local jobs for the regional economy**, accounting for two thirds of the total 139 jobs (FTE) created, of which 71 (50%) were filled by Gympie Regional Council residents. Note that these jobs are short-term in nature, as construction expenditure occurs for a short period.



Summary

Overall Impact

Including all activity since the initial investment, **the \$17.59m investment has led to a one-off value-add of \$17.36m and 139 jobs (FTE) and on-going value-add of \$6.75m and 88 jobs (FTE). Three quarters of the on-going impacts are regional.**

This initial and on-going increases to value-add and jobs suggests that **the initial investments by Council (\$10.59m) and the State Government (\$7m) have had, and will continue to have, a desirable and worthwhile economic impact on the regional economy.**

