

Kingston District Council

Cape Jaffa Anchorage Economic Impact Assessment – June 2025

Kingston District Council



hudson howells

Kingston District Council



Source: <https://www.capejaffamarine.au/facilities>

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Front cover source: <https://www.capejaffamarine.au/facilities>

Executive Summary

This Cape Jaffa Anchorage Economic Impact Assessment aims to evaluate the economic contribution and benefits associated with development activities and operation of the Cape Jaffa Anchorage during 2024/25. The assessment focuses on the key economic indicators of contribution to Gross State Product (GSP), Gross Regional Product (GRP), and job creation, both direct and indirect.

Cape Jaffa Anchorage contributes to and supports the State and local economies in several ways including, for example:

- **Tourism & Recreation:** The marina attracts visitors for boating, fishing, and waterfront activities, boosting local businesses such as accommodation, cafes , etc.
- **Property Development:** The marina was designed to include waterfront housing, increasing construction and other investment in the area.
- **Commercial Fishing & Boating:** The marina provides infrastructure for commercial fishing operations, supporting local employment and seafood industries.
- **Employment Opportunities:** The development of housing and ongoing maintenance of the marina create jobs in construction and marine services.

This economic impact assessment highlights the significant economic contribution that the Cape Jaffa Anchorage makes to the South Australian and regional economies. During 2024/25, it is estimated that the marina will contribute \$34.5 million to South Australia's Gross State Product (GSP) and support 226 full time equivalent (FTE) jobs. Regionally, the marina is expected to contribute \$20.8 million to Gross Regional Product (GRP) and support 160 FTE jobs.

Section 1: Introduction and Project Objectives

This Cape Jaffa Anchorage Economic Impact Assessment aims to evaluate the economic contribution and benefits associated with development activities and operation of the Cape Jaffa Anchorage during 2024/25. The assessment focuses on the key economic indicators of contribution to Gross State Product (GSP), Gross Regional Product (GRP), and job creation, both direct and indirect.

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The primary objectives of this assessment are to:

- Analyse the contributions to GSP and GRP and identify the number of jobs associated with construction and operational activities of the Cape Jaffa Anchorage project during 2024/25.
- Determine additional benefits such as increased tourism spending associated with the Cape Jaffa Anchorage operations during 2024/25.

This assessment provides valuable insights into the economic significance of the Cape Jaffa Anchorage project and is provided to support informed decision-making by the Kingston District Council and other stakeholders.

Section 2: Study Methodology

This Economic Impact Assessment details the Gross State Product (GSP), Gross Regional Product (GRP) and direct/indirect (multiplier) jobs associated with construction and associated marina activities during 2024/25. Hudson Howells' Input Output Models for South Australia and the Kingston District Council Region have been used as the basis for estimating these economic impacts.

A Microsoft Excel model was developed to assess the economic impacts of the Anchorage. The model and multipliers are based on:

- The 2020/21 ABS national table based on the national 2021 Census.
- The tables have been created using the location method and data from the South Australian Accounts and Labour Force Survey.

The assessed economic impacts include the direct value added (Gross State Product) and employment impacts, plus the flow through effects as estimated using the model multipliers, with employment impacts adjusted for inflation since 2020/21.

Value added is defined as the extent to which the local economy adds value to the product or services supplied, and essentially is the returns to labour and capital in the region for that activity – it represents the incomes to labour and capital. It is consistent with the predominant national measure of economic activity of Gross Domestic Product (GDP), Gross State Product (GSP) or Gross Regional Product (GRP). The value added and employment impacts have been measured at two levels. Firstly, the **direct impact** – the value added, and employment contribution or share associated directly with the expenditure (e.g. the labour and profits involved in the activity). Secondly, the indirect or multiplier impact – i.e. that associated with the suppliers to the project, the **industrial impact**, and the spend of employee wages, the **consumption impact**.

Section 3: Key Economic Modelling Assumptions

This economic impact assessment is based on the major economic activities supported by the marina during 2024/25 including:

- The Southern Zone Rock Lobster Fishery
- Cappe Jaffa Caravan Park
- Boat Ramp Permits
- Housing and Associated Infrastructure Construction
- Council Expenditure

Table 1 opposite contains key economic modelling assumptions for the **Southern Zone Rock Lobster Fishery** (SZRLF), and that apportioned to Cape Jaffa/Kingston region, based on data supplied by Council and sourced from the fishery itself. Allocation to Cape Jaffa/Kingston is based on its share of active vessels. The estimates of GSP and GRP were made by the fishery based on a simple doubling of annual gross value of production. These estimates are adjusted in the economic modelling based on industry ratios and multipliers contained in Hudson Howells’ Input Output Tables.

Table 1

Southern Zone Rock Lobster Fishery					
Total Allowable Commercial Catch (TACC) - Tonnes					1,320
Annual Gross Value of Production					\$119,000,000
Annual Gross State Contribution (GSP)					\$240,000,000
Employment Supported - FTEs					1,400
Licences					180
Active Vessel					130
The Value of Quota in the SZRLF per Tonne					\$1,000,000
Total Value of Quota					\$1,320,000,000
Quota Plus Capital (Boats, Gear, Sheds etc.)					\$2,000,000,000
Cape Jaffa/Kingston					
Active Vessels					17
Annual Catch - Tonnes					150 - 200
Annual Gross Value of Production					\$15,750,000
Annual Gross State Contribution					\$31,500,000
Employment Supported - FTEs					185
Value of Quota					\$175,000,000

Section 3: Key Economic Modelling Assumptions (Cont.)

Tables 2 and 3 opposite contains key economic modelling assumptions for the **Cape Jaffa Caravan Park** and **Boat Ramp Permits**.

The **Caravan Park** assumptions are based on data supplied by Council sourced from the Caravan Park operators. The data included occupancy numbers (persons) from 16th October 2024 to 20th May 2025 which have been factored up for a full year based on the monthly average for 2024/25. It is noted that the marina closed during September-November 2024 and re-opened on 12 December 2024 with a substantial increase in occupancy. The spend by visitors per day is based on Tourism Research Australia’s Local Government Profile for Kingston.

The **Boat Ramp Permits** assumptions are also based on data supplied by Council sourced from the operators. It is assumed that boat visitors to the region spend the same amount per day as jetty visitors (\$28 per day).

Table 2

Cape Jaffa Caravan Park			
Occupancy 16 Oct 24 to 20 May 25 - Persons			7,107
Average per Month			1,015
Estimated Full Year			12,183
Average Spend Per Night			\$79
Total Spend Per Annum			\$962,491

Table 3

Boat Ramp Permits		Annual	Daily	Total
2020 - 21		219	870	1,089
2021 - 22		236	843	1,079
2022 - 23		233	760	993
2023 - 24		214	792	1,006
2024 - 25 to 18/3/25		161	586	747
Average Per Month 2024/25				100
Estimated 2024/25				1,195
Spend Per Day				\$28
Total Spend Per Annum				\$33,466

Section 3: Key Economic Modelling Assumptions (Cont.)

Tables 4 opposite contains key economic modelling assumptions for **Housing and Associated Infrastructure Construction**. The number of houses constructed per annum (for 2024/25) is assumed to be 6 based on Council’s development approvals data for 2024. The value of housing and infrastructure per house is estimated to \$450,000 based on Hudson Howells' experience and estimates used in other regional housing projects. This includes the housing and infrastructure such as roads, footpaths, etc.

Tables 5 opposite contains key economic modelling assumptions for **Council Expenditure** on the marina based on data supplied by Council for 2023/24 and 2024/25 to 31st March 2025. The majority of this expenditure is for marina dredging and has been factored up to a full year for 2024/25.

Finally, the following industry sectors have ben used to apply the Input Output Tables and multipliers for the Cape Jaffa Anchorage activities:

- The Southern Zone Rock Lobster Fishery - Fishing
- Cappe Jaffa Caravan Park – Tourism (Accommodation and Hospitality)
- Boat Ramp Permits - Retail
- Housing and Capital Expenditure - Construction

Table 4

Housing and Associated Infrastructure Construction				
2024				6
2023				5
2022				7
2021				3
Value of Housing and Infrastructure Per House				\$450,000
Total Value of Housing - 2024				\$2,700,000

Table 5

Council Expenditure			
Maintenance 2023 - 24			\$943,912
Capital 2023 - 24			\$89,400
Maintenace 2024 - 25 to 31 March			\$515,044
Estimated 2024/25			\$686,725

Section 4: Summary of Results

Table 6 below summarises the outcomes of the economic impact assessments for South Australia and the Kingston District Council region:

Table 6

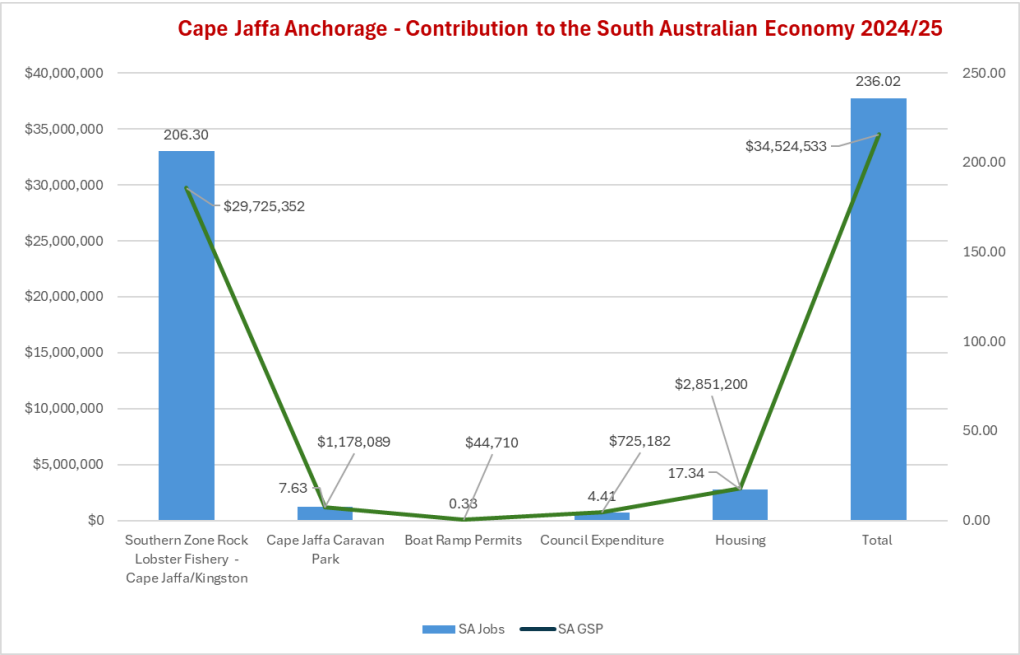
Economic Impacts 2024/25				SA	SA	Kingston DC	Kingston DC
				GSP	Jobs	GSP	Jobs
Southern Zone Rock Lobster Fishery - Cape Jaffa/Kingston				\$29,725,352	206.30	\$18,099,767	144.41
Cape Jaffa Caravan Park				\$1,178,089	7.63	\$796,942	4.76
Boat Ramp Permits				\$44,710	0.33	\$31,357	0.20
Council Expenditure				\$725,182	4.41	\$382,506	2.14
Housing				\$2,851,200	17.34	\$1,503,900	8.39
Total				\$34,524,533	236.02	\$20,814,473	159.90

In summary, the Cape Jaffa Anchorage economic impact assessment highlights the significant economic contribution that the marina makes to the South Australian and regional economies. During 2024/25, it is estimated that the marina will contribute \$34.5 million to South Australia's Gross State Product (GSP) and support 226 full time equivalent (FTE) jobs. Regionally, the marina is expected to contribute \$20.8 million to Gross Regional Product (GRP) and support 160 FTE jobs.

Section 4: Summary of Results (Cont.)

The following graphs summarise the above economic impacts for South Australia and the Kingston District Council region.

Graph 1



Graph 2

