

CUMMINGS ECONOMICS

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W S (Bill) Cummings



OVERVIEW

Bill Cummings is one of Australia's most highly experienced regional business economist. He was born and educated in Cairns, and completed an Economics Degree at the University of Queensland. This was followed by 8 years high level experience in economics in Canberra, initially as a research officer in the Tariff Policy section of the Department of Trade and five years as the Economic Research Officer in the Canberra Secretariat of the Australian Chamber of Commerce.

This included researching and writing on major national policy issues of concern to the business community, preparing and presenting Tariff Board cases, especially supporting the Chamber's Export Council, and generally liaising with business, government and overseas commercial representatives on national economic policy issues.

In 1968, he returned north and for the next 13 years managed development and tourism promotion organisations, initially for 5 years at Ingham, where he was especially concerned with agricultural development. This was followed by 8 years in Cairns as Manager of the Far North Queensland Development Bureau and its sub Board for Tourism & Travel, now Tourism Tropical North Queensland. This especially involved promotion and development of domestic and international tourism, arguing the case for upgrading of Cairns airport, boosting trade with PNG, administering the region's crown industrial estate, achieving fishing industry infrastructure upgrading, and regional development strategies in general.

In 1981, he established his own economic research business which has subsequently also filled a need in the north for professional market research services under the trading name of Compass Research.

Over the years, the firm has addressed economic development questions ranging over almost all aspects of the north's economy with a heavy emphasis on tourism, primary industries, fishing, mining, retailing, university development and transport infrastructure including Cairns airport and seaport, and road development throughout the region and across the north.

Full Name William Samuel Cummings

Born Cairns 09-08-1939.

Education B Econ Q'ld 1962, with majors in Economics, Accounting, Pure Maths I/Statistics/ Stat Maths. Further Studies, ANU Canberra, Economics & Political Science.

Work - Current: Principal, own Economic & Market Research firm, **CUMMINGS ECONOMICS & COMPASS RESEARCH**, Cairns, since 1981.

1973 – 1981: Manager, *Far North Queensland Development Bureau* and *Sub Board for Tourism & Travel*, 1978 changed to *Far North Queensland Promotion Bureau*, now *Tourism Tropical North Queensland (TTNQ)*, Cairns.

1968 – 1973: Manager, Ingham District Research & Promotion Bureau, North Queensland.

1963 – 1968: Economic Research Officer, Tariff Officer & Secretary of Export Council, Australian Chamber of Commerce Canberra Secretariat.

1961 – 1963: Research Officer, Tariff Policy Section, Department of Trade, Canberra



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General Outline of Activities

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| 1961 -
1968 | <ul style="list-style-type: none">▪ Extensive post university top level experience in economics and research on national policy issues, preparation & presentation of Tariff Board cases, contact with all levels of government, overseas commercial representatives, media and business throughout Australia. |
| 1968 -
1973 | <ul style="list-style-type: none">▪ Heavily involved in promotion of agricultural diversification, roads, mining development and reforestation.▪ Served as an outside representative Commerce & Economics Faculty, James Cook University▪ Founding Secretary, North Q'ld Travel Council & key role in 1971 ANTA Tourism Report on North Q'ld. |
| 1973 -
1981 | <ul style="list-style-type: none">▪ Responsible for the co-ordination of promotion of development in the Cairns/Far North Q'ld region.▪ Organised most tourist promotion activities out of North Q'ld during this period all over Australia and FNQ Visitor Guiding systems.▪ Administered State Crown Industrial Estates in the FNQ region and State industry support programs for manufacturing and industry. |
| 1981 to
Present | <ul style="list-style-type: none">▪ Provided key economic strategy direction to the region and author of various regional strategy reports.▪ Publication of economic profiles/tourism profiles/property market analyses including Year Book/Data Base, Chamber of Commerce annual publications, and the 600 page Cairns 2020 – 2050 Business Research Manual.▪ Numerous economic research tasks involving almost all sectors of the economy for private clients and key regional organisations including Councils, Tourism Organisations, the Regional Development Corporation, Chambers of Commerce, Port Authority, Newspapers, Casino, Convention Centre, Retailers Association of Queensland, Dept of State Development, Dept of Transport, Q'ld Dept of Primary Industries.▪ Numerous market research tasks for clients ranging from Sydney through to the Torres Straits and across to the Northern Territory, including household surveys, street surveys, visitor surveys, focus groups, auditing of shopping centre pedestrian counts with clients including a range of government, statutory bodies and leading Northern businesses.▪ Served on numerous boards and committees including as Chairman of the Edward River Crocodile Farm Pormpuraaw Aboriginal Community, Deputy Chairman, North Australia Development Council, as a Governor in Council appointee to the Council of James Cook University, Advisory Council Cairns TAFE, Management Committees of Development Bureaux, Chamber of Commerce, and Federal Government Area Coordinating Committee.▪ Current memberships include The Economic Society of Australia, Australia NZ Regional Science Association, the Australian Market & Social Research Society, and the Australia PNG Business Council. |
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