

**Market Research Report:
Victorian Coastal and Marine Environment
Community Attitudes & Behaviour
(Wave 2)**

Executive Summary Report

December 2000

Contact:

Simon Coverdale

Project Officer

Department of Natural Resources and Environment

Coastal Branch

4/240 Victoria Parade

East Melbourne VIC 3002

Ph: 03 9412 4889

Contents

Page No

<i>Background</i>	<i>i</i>
<i>Major Highlights</i>	<i>ii</i>
<i>Executive Summary</i>	<i>iv</i>
<i>Critical Outcomes</i>	<i>vi</i>
<i>Recommendations</i>	<i>xi</i>

Appendix: 2000 Questionnaire



Background

The Department of Natural Resources and Environment (DNRE) sought strategic market research to assist with the formulation of strategies for the long-term management of the Victorian coast. Research outcomes are expected to assist in future State Government policy setting.

In the year 2000, DNRE embarked on a comprehensive research program (as a follow-up to the 1996 study conducted by TQA Research) with the following broad aims:

- ⇒ Establish what community regards as topical or 'hot issues' affecting Victorian coast and marine environment
- ⇒ Gauge public opinion on the way the Victorian coast is being managed
- ⇒ Determine how public attitudes and behaviour related to the Victorian coast have changed since 1996

The year 2000 research program involved a two phased approach:

- ⇒ **PHASE 1: 9 CLINIC WORKSHOPS**
 - n=151 participants – good mix of general public
 - conducted 1-15 August 2000
 - critical input into telephone survey design
- ⇒ **PHASE 2: 701 TELEPHONE INTERVIEWS**
 - 20 minute general population survey (aged 15+)
 - bias towards people living within 15kms of coast, bay or ocean
 - gender and location quotas set
 - sample re-weighted to accurately reflect Victorian population
 - conducted 19 October to 2 November 2000

MAJOR HIGHLIGHTS

Summarised below are the key messages arising from the 2000 Victorian Coast and Marine Environment market research, along with the broad strategic implications for the Department of Natural Resources and Environment.

Key messages...

- Demand for visiting the Victorian coast remains high and there is evidence of 'year round' appeal among the general community. It is estimated that there were in excess of 69 million visits to the coast of two hours duration or more in the previous 12 months.
- The sense of escapism and coastal environment 'feeling' remain key drivers for visiting Victoria's coast and are increasing in importance. The attractiveness of just 'getting away from it all' and being in a 'clean, natural setting' continue to be key triggers for seeking a coastal experience. The main appeal of the coast is not as much related to specific activities (e.g. swimming, fishing, playing sports) as it is 'just being there'.
- There is general acknowledgement among the public that the Victorian coast is being well managed and that improvements have been noticed in recent times, including the bays. Anecdotally, people talk about cleaner foreshores and beaches, good coastal access and better erosion control. Many people however, appear uneasy about the protection of the coast in the long term – unsure whether strategies or funding are in place.
- Beach cleanliness and water quality are key public concerns relating to the Victorian coast, impacting greatly on their coastal experience. There is a strong feeling that a significant proportion of funding available needs to be directed to tackling pollution related issues. Survey results indicate there is some willingness by the general public to 'dig into their own pocket' to help fund actions for protecting the coast – worth pursuing in the future.
- A fair proportion of Victorians feel the coast could do with more and better 'basic' foreshore facilities and amenities in key localities; namely, toilets/changing rooms and picnic areas. The positive impact of café/kiosk style facilities in already developed areas should not be underestimated.

- More sensitive development is seen as the key to maintaining coastal character and appeal, given an emerging public concern that Victorian coastal towns are beginning to look like Australian suburbs - putting in danger the 'sense of escapism' attribute presently offered. Firmer guidelines are seen as a must, given little confidence in what's currently in place. As in 1996, building aesthetics are seen as the no.1 issue for coastal development.
- There is no clear consensus on the most effective future coastal development model (e.g. linear growth versus higher densities in existing townships). Support for different scenarios exist, although there is no one overwhelming 'logical' way forward. The impact on local communities is likely to *drive* acceptance of different future development models → further investigation is warranted.
- Many people are disappointed with current community consultation processes. There is firm evidence that the public is 'crying out' for more effective input. Considerable support exists for more formal surveys on sensitive or emotive issues affecting people's local environment, based on a belief this method provides far greater opportunity for the silent majority to be heard. Many believe current plans are simply presented as a 'fait accompli'.
- The marine environment is seen to be under threat. More policing of waters and greater public education on the impact of human actions are perceived essential to changing behaviour over time.

In a nutshell...

For a greater majority, the Victorian coast is in capable hands and well looked after. Improvements in recent years have been clearly noticed. Genuine concerns however exist relating to the public's perceived inability to influence the 'make up' of coastal development and future coastal strategy. In the public's eyes, there is not a high regard for local views and wishes. Firmer guidelines are needed in order to protect the unique character of Victorian coastal towns.

Key actions required:

1. *More people 'on the ground' to enforce controls and police activities*
2. *Significant amount of coastal funds directed towards addressing pollution control*
3. *Ensure sufficient 'basic' beach facilities and amenities exist in key coastal areas*
4. *Stronger communication of long-term strategies in place for protecting coast*
5. *Better inform and seek public input on coastal development and related issues*
6. *Explain reasons for a decision if essentially goes against wishes of local population*

EXECUTIVE SUMMARY

This Executive Summary provides DNRE with a more detailed assessment of the key outcomes of the Coastal and Marine Environment research. Recommended actions for DNRE to consider are then put forward for consideration.

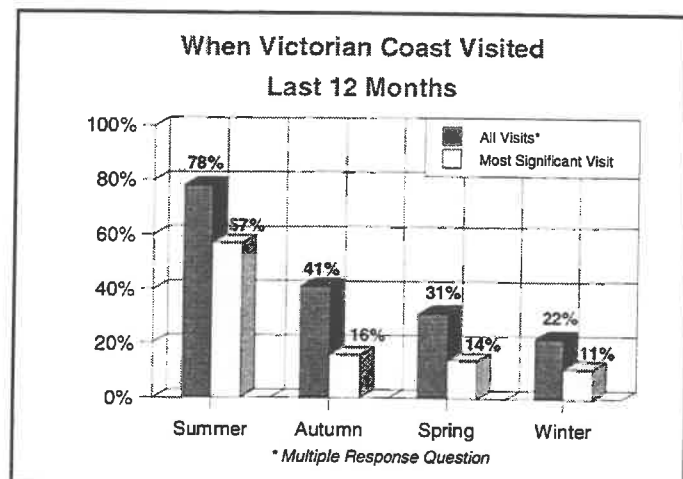
Critical Outcomes

Demand for Victorian coast is high – sense of escapism unique feature...

Total claimed visits to the Victorian coast for the previous 12 months exceeded 69 million, with 80% of the population stating they had a coastal experience (14.7 times on average in past year). Day trips continue to account for at least 80% of all visits to the coast. Demand for overnight stays remains constant.

There is some evidence that visitation rates among the Melbourne population and those in childless households (no kids under 18 at home) may have ‘dropped off’ slightly in recent years. This could in part be due to the pace of life in big cities and greater leisure choices now available (even within the home e.g. Pay TV, Internet).

While the summer period is regarded as the most popular season for visiting the Victorian coast – January and February being the ‘stand out’ months for the public, substantial demand certainly exists during the winter period (see adjacent chart), indicating the Victorian coast has ‘year round’ appeal.



The central coast (taking in Port Phillip and Western Port Bays) accounts for the highest proportion of visits – Sorrento and Portsea major attractions. Other popular coastal ‘spots’ include Warrnambool, Apollo Bay and Lorne on the west coast and Phillip Island and Lakes Entrance on the east coast.

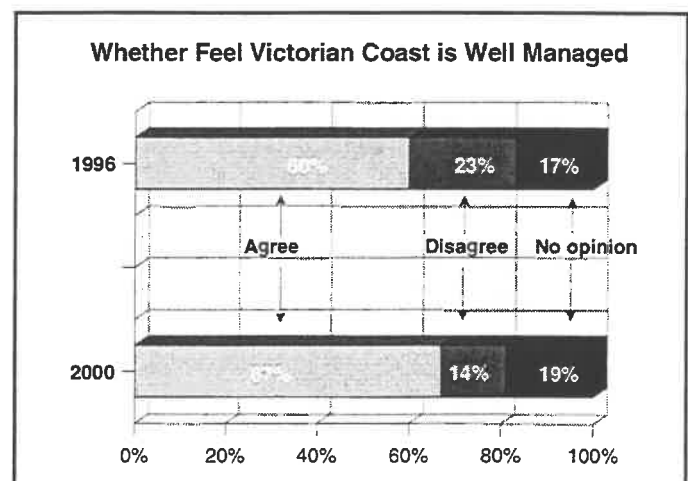
For overnight stays on the coast, caravan and camping parks continue to enjoy high usage. However, greater use of holiday houses is likely to add to development pressures in coming years. Increase in usage of holiday homes seems to be at the expense of hotel/motel properties. Considerable demand for three and four star accommodation exists along the coast.

Factors motivating visits to the Victorian coast stem more from a need to ‘escape everyday life’ and just enjoy what the coastal environment has to offer. The concept of visiting the coast with the intention of just ‘relaxing and lazing around’ is increasing in appeal. While more and more people view the coast as a place to go walking, swimming and fishing, the feeling of simply ‘getting away from it all’ is the dominant driver.

Crucial Reasons for Visiting Coast	1996	2000
Escaping from pressure of everyday life	52%	61%
Being in fresh, clean air and a healthy environment	53%	52%
Spending time with family	44%	51%
Getting feeling of open space or freedom	44%	47%
Being away from crowds and other people	36%	38%
Enjoying coastal landscape and sightseeing	40%	36%
Inexpensive leisure or holiday	29%	29%
Spending time with friends outside family	25%	27%
Short walks and strolls along coast or trails	29%	27%
Swimming	16%	26%

Victorian coast perceived to be well managed – in the future, not so sure...

A clear majority of the general public believe the Victorian coast is well managed – a significant improvement on the 1996 result, up from 60% to 67% (see adjacent chart). Pleasingly, the proportion disagreeing is down from 23% to 14%. Attitudes toward management of the coast are consistent across population groups.



Based on qualitative feedback, acknowledged improvements in recent years (in no particular order) include:

- better erosion controls
- greater focus on revegetation
- cleaner foreshores/beaches, less rubbish in water
- water quality monitored more often (appears cleaner)
- better control of fishing and some boating activities
- generally good coastal access (more/improved walkways/boardwalks)
- greater public awareness of environmental/conservation issues

There is strong commendation from the general public that the Victorian coast is well preserved (77% of survey respondents) – a result worth publicising! Additionally, more people are now likely to perceive Port Phillip Bay is in a ‘healthy state’ (up from 37% in 1996 to 44%). However, 35% of the community do not share this view, suggesting further ‘work’ is needed on this aspect.

Public attitudes are polarised on whether effective long-term strategies for protecting the coast are in place. Half the community claim to be confident (just 7% are *very confident*), while the other half have their doubts. Younger members of the community (up to 30 years old) are more inclined to feel strategies *are* in place.

How Confident Strategies in Place to Preserve and Protect Victorian Coast in Long Term	% Mentioning
Very confident	7%
Fairly confident	41%
Not too confident	33%
Not at all confident	15%
NET CONFIDENT	48%
NET NOT CONFIDENT	49%
Don't know	4%

Pollution related aspects remain key public concerns – significant funding required...

Pollution issues are clearly ‘top of mind’ for many people, and will continue to be so, given the impact on the coast environment and ‘total visitor experience’ if insufficient action is taken. In the qualitative workshops, many people (when asked to wear a Coastal Manager ‘hat’) chose to spend a high proportion of their coastal funds on reducing pollution – 42% of all funds available.

Beach cleanliness and water quality are key public concerns relating to the coast, impacting people’s enjoyment of ‘a day at the beach’. One in three people surveyed (visiting coast in past 12 months) mentioned the importance of *beaches free of litter*.

Others spoke of the need to address specific water pollution issues – *storm water drainage discharge, general sewerage and effluent and oil tanker spills*.

Key Messages	
➡	Coastal funds should also be directed towards addressing pollution issues.
➡	<i>Beach cleanliness and water quality</i> key public concerns.
➡	Some support for rate ‘levy’ to help pay for coast actions.

Anecdotally, some sections of the community acknowledge that limited funds are available for protecting and preserving the coast and marine environment. In light of this, survey respondents were asked whether they supported or opposed the notion of imposing a 10% levy on council rates to help fund coastal actions. More than half (56%) the public claim to favour such a concept – importantly 22% strongly support the idea, suggesting it has ‘legs’.

More sensitive development key to maintaining coastal charm – firmer guidelines vital...

Many people admit to being sceptical about the impact of recent developments along the Victorian coast and as such question the appropriateness of current State and Local Government planning and building guidelines – particularly regarding building aesthetics and keeping ‘suburban feel’ out of coastal towns.

How Confident in Current State and Local Government Planning and Building Guidelines	% Mentioning
Very confident	3%
Fairly confident	34%
Not too confident	35%
Not at all confident	18%
NET CONFIDENT	37%
NET NOT CONFIDENT	53%
Don’t know	10%

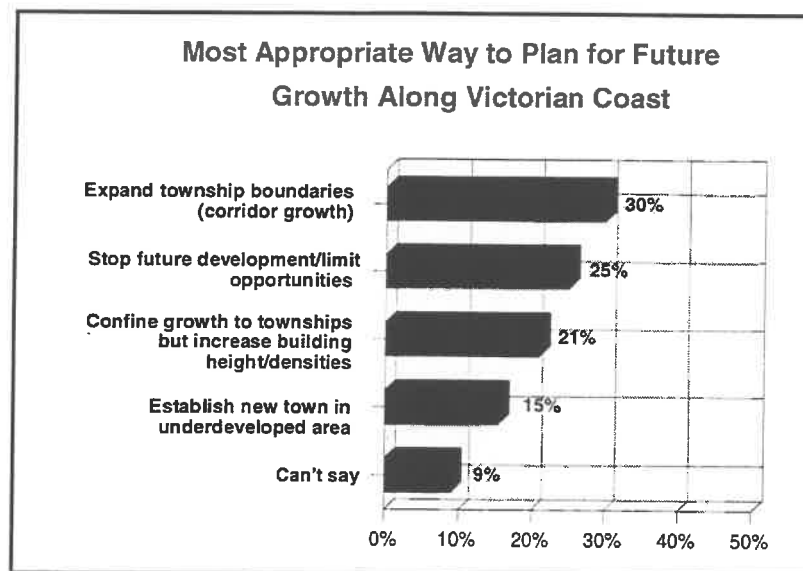
The adjacent table shows there is virtually a ‘no confidence’ vote with the current guidelines, with just 3% of the public *very confident* with what is currently in place. No regional differences in opinion exist, although the older population (aged 65+) are more inclined to voice their opposition.

Essentially, the public wants much tighter rules and regulations that take into consideration greater community input, building height limits and effective blend-in policies (building materials and aesthetics).

The need for firmer guidelines is exacerbated by a general belief that elements of suburbia are 'filtering into' Victorian coastal towns (56% of the public having this view), in part caused by the presence of national retail and food chains in very prominent foreshore areas.

Some coastal residents voiced strong opinions about national retail chains and fast food operators being allowed to set up in historic coastal towns. Some believe protection is required now before it is too late.

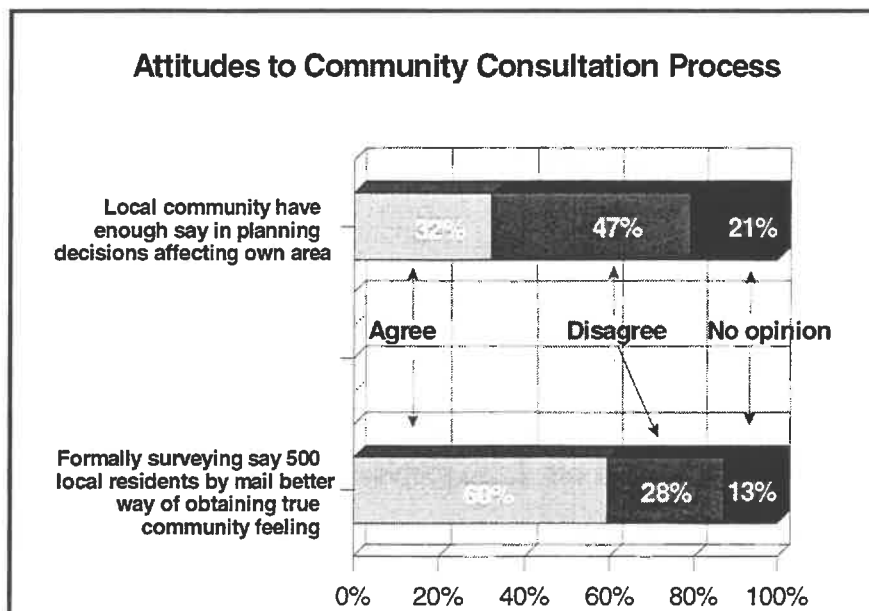
In terms of the future, the general public is divided on what is the best model for coastal development. The chart below shows that public support leans slightly towards the concept of linear growth along the coast. Some support also exists for development confined to existing townships, with tighter building controls. In all probability, such decisions will have to be made on a local, individual basis.



TQA Research suggests DNRE investigate further the acceptance of these future growth scenarios for the coast by spelling out the 'pros and cons' of each and applying them within a local area context.

Community consultation process not living up to public expectations...

Public concerns with the current consultation process are strongly evident. Almost half the people surveyed feel the local community does not have sufficient say on planning decisions affecting their local area (see chart below). Attitudes are similar across different population groups.



Anecdotally (from qualitative workshops), concerns with the current community consultation process relate to a belief that the local majority are not being heard (just the noisy minority groups) and that outsiders (not local ratepayers) are making key decisions. Public meetings are not seen to work, given a feeling fait accompli proposals are usually being presented.

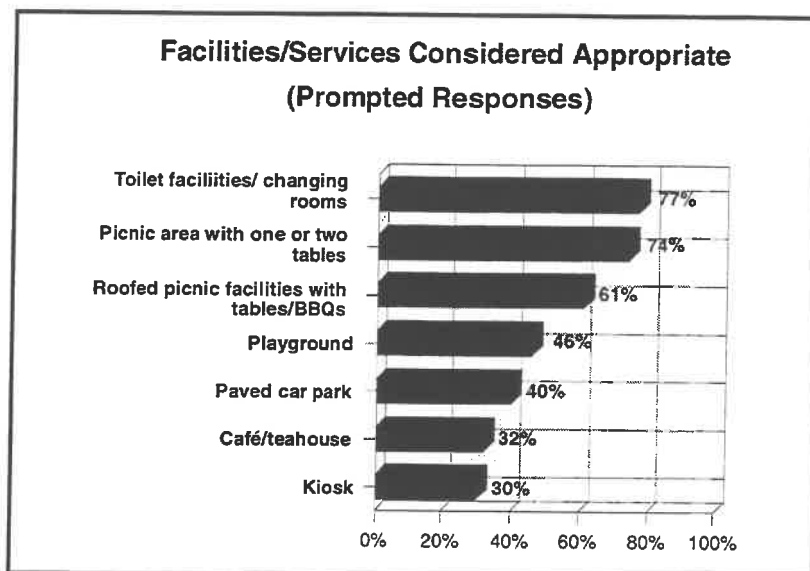
Essentially, the general public wants **more**:

- discussion on important issues
- input into planning proposals
- consideration of development impacts
- publicity of guidelines
- information on developer obligations
- reasons why a decision goes against local community wishes

A clear majority of the community consider formal surveys of local residents more effective in establishing public sentiment on sensitive or emotive issues.

Victorian coast could do with more and better basic facilities...

Toilet and picnic facilities are considered most appropriate along visited coastal areas and regarded as integral to the public having a 'good day at the beach'. Anecdotally, the public feels current foreshore facilities do not adequately meet their needs – location of facilities is seen as one potential reason.



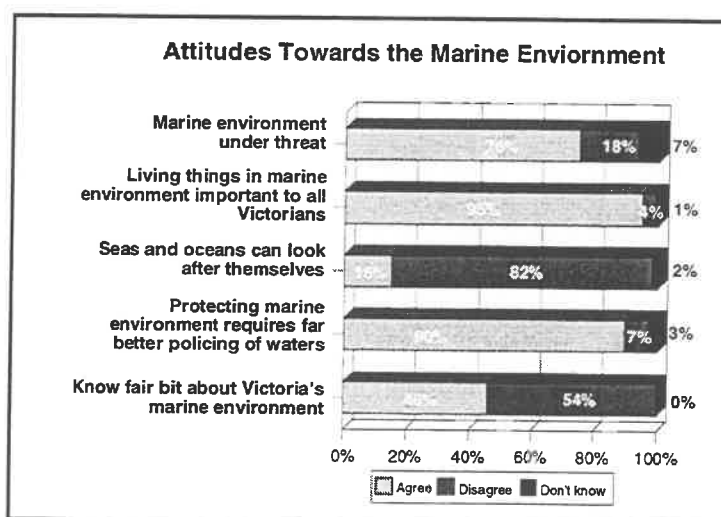
Older visitors to the coast are more likely to appreciate the presence of more *trees for shade*, while the impact of food related facilities cannot be underestimated. For some, they can be welcome additions, if done 'tastefully'.

Marine environment under threat – public education important...

Many feel the marine environment is under threat caused by *pollution, overfishing and marine pests*.

Very few people believe the seas and oceans are powerful enough to look after themselves.

More policing of waters and greater public education are seen as vital.



Recommendations

The table below summarises TQA Research's key strategic recommendations for addressing the long-term management of the Victorian coast.

ACTIONS	Must Do/ Urgent	Important	Should Do
Firmer planning and building guidelines to maintain character and appeal of coastal towns incorporating greater regard for local views and wishes, building height limits and effective blend-in policies. Strategies need to allay fears of coastal towns 'looking like suburbs'.	ΩΩΩ		
Review the current community consultation process for issues impacting the Victorian coast, to better inform the public on developments and other matters and provide greater opportunities for input. Many want a 'vote' on sensitive issues.	ΩΩΩ		
Provide reasons why certain planning decisions are made, and communicate this broadly.	ΩΩΩ		
More people 'on the ground' to enforce controls and police activities related to litter and rubbish, fishing, loutish behaviour, dogs on beach, marine parks and oil tanker spills.	ΩΩΩ		
Ensure significant proportion of available coastal funds are allocated to addressing <i>pollution control</i> issues such as beach cleanliness and water quality).	ΩΩΩ		
Review the current range of basic foreshore facilities and amenities available to the public along the Victorian coast to ensure sufficient in numbers, clean and in working order and logically placed. 'Blend in' facilities also required.		ΩΩ	
Better inform Victorian community of: <ul style="list-style-type: none"> → Long-term strategies in place for protecting coast → Healthy state of Port Phillip Bay → Future coastal development models being 'touted' 		ΩΩ	
Closely monitor increasing demand for holiday homes along Victorian coast and potential impact on development push and aesthetics.			Ω
Take advantage of increased internet penetration levels for communicating with public on the coast.			Ω

Appendix

Questionnaire





Victorian Coast 2000



Wave 2 Survey - Final

Introduction

Hello, my name is (**Full Name**) from TQA Research. We're conducting an important study for the Department of Natural Resources and Environment to do with the Victorian Coast. Could I please speak to the person in the household 15 years or older whose birthday is next.

Re-introduce if necessary

Background (read)

The Survey is about the Victorian Coast and by that we mean the whole coast, between the New South Wales and South Australian borders, including Port Phillip and Western Port Bays, the Gippsland Lakes, the foreshore and beaches, land along the coast (regardless of who owns it) and coastal waters.

Q1. Enter sex (quota check - 50/50) Male ----- 1 Female ----- 2

Q2. Thinking carefully, on how many occasions in the last 12 months would you have visited the Victorian Coast or coastal areas for recreation or leisure purposes? A visit may have been a holiday, fishing trip, day trip or even just a cup of coffee at a seaside café, but excludes a visit for household duties or just going to work, home or school. It assumes a stay of at least two hours (excluding travel time).

- (a) How many visits or day trips to the Victorian Coast in the last 12 months where you didn't stay overnight? **Number of trips/visits**
- (b) And how many trips or visits to the Victorian Coast in the last 12 months where you stayed away overnight? **Number of trips/visits**
(Not number of nights)

IF NON-VISITOR (BOTH Q2(a) AND Q2(b), GO TO Q11

SPLIT SAMPLE A

- Q3.** Thinking of all your visits to the Victorian Coast in the last 12 months (both day trips and overnight stays), in which month or months did you visit the most? (**Do not read out, multiple answers ok**)
- | | |
|-----------------|----|
| December----- | 01 |
| January----- | 02 |
| February ----- | 03 |
| March ----- | 04 |
| April ----- | 05 |
| May----- | 06 |
| June ----- | 07 |
| July ----- | 08 |
| August ----- | 09 |
| September ----- | 10 |
| October ----- | 11 |
| November ----- | 12 |

Thinking about what you would consider to be your most significant or enjoyable visit or trip to the Victorian Coast or coastal area over the last twelve months - just so we can concentrate on one visit - again, it may have been a holiday, fishing trip, day trip or just a cup of coffee at a seaside café.

Q4. In which month was this visit?

Copy codes in Q3.

Q5. What area or town did you visit?
If not major - near:

.....

Write in area/town

IF NO OVERNIGHT TRIPS (Q2(b) = 0) GO TO Q9

Q6. How many nights, if any, did you stay at that coastal location?

**Nights at location
(If nil, go to Q9.)**

Q7. Where did you mainly stay on that visit – what type of accommodation was it? (**OK to prompt**)

- At home of friends/relatives ----- 1
- Own holiday home/unit ----- 2
- Rented home/unit/ ----- 3
- Cabin----- 4
- Hotel/motel/resort ----- 5
- Caravan/camping park ----- 6
- Bed & breakfast/farm stay ----- 7
- Other (specify) ----- 8
- 8

Q8. In your opinion, what was the star rating of this accommodation from 1 to 5, where 5 is the 'best'?

- 1 star ----- 1
- 2 star ----- 2
- 3 star ----- 3
- 4 star ----- 4
- 5 star ----- 5
- Not sure ----- 6

Q9. What was the main activity you did on that visit? (**One only - do not prompt - probe fully**)

.....

 Any other reasons?.....

Office

- Q10.** I'm going to read out some statements, and for each statement can you tell me the extent to which these were activities undertaken on this visit or trip to the coast, or were factors motivating the visit. For each, just tell me whether it was a *crucial factor*, *important factor*, *minor factor* or *not a factor at all* for you.
(*Not other family members*)

		Crucial factor	Important factor	Minor factor	Not a factor at all
01	Land-based fishing	1	2	3	4
02	Boating-based fishing	1	2	3	4
03	Surfing, body-boarding or boogie-boarding	1	2	3	4
04	Lying on the beach	1	2	3	4
05	Swimming	1	2	3	4
06	Scuba diving	1	2	3	4
07	Snorkelling	1	2	3	4
08	Going on ferry or paid boating ride or excursion (excluding fishing)	1	2	3	4
09	Power boating	1	2	3	4
10	Windsurfing or sailboarding	1	2	3	4
11	Water-skiing	1	2	3	4
12	Jet-skiing or power-skiing	1	2	3	4
13	Private yachting or sailing	1	2	3	4
14	Bicycle riding	1	2	3	4
15	Camping or caravanning near the beach	1	2	3	4
16	Longer walks or hikes of 2 hours or more	1	2	3	4
17	Short walks and strolls along the coast or trails	1	2	3	4
18	Walking along a pier, jetty or breakwater	1	2	3	4
19	Finding out about Victoria's maritime history	1	2	3	4
20	Visiting seaside cafés or restaurants	1	2	3	4
21	Hang-gliding, abseiling or caving	1	2	3	4
22	Playing golf	1	2	3	4
23	Life-saving or coast guard activities	1	2	3	4
24	Involvement in conservation, Friends of the Foreshore or Coast Action Groups	1	2	3	4
25	Walking the dog	1	2	3	4
26	Horse-riding	1	2	3	4
27	Bird-watching (feathered variety)	1	2	3	4
28	Viewing nature and wildlife	1	2	3	4
29	Picnicking	1	2	3	4
30	Scenic driving	1	2	3	4
31	Spending time with the family	1	2	3	4
32	Escaping from the pressure of everyday life	1	2	3	4
33	Getting a feeling of open space or freedom	1	2	3	4
34	<u>Inexpensive</u> leisure or holiday	1	2	3	4
35	Being in fresh, clean air and a healthy environment	1	2	3	4
36	Being away from the crowds and other people	1	2	3	4
37	Spending time with friends outside the family	1	2	3	4
38	Enjoying the coastal landscape and sightseeing	1	2	3	4
39	Having a romantic break	1	2	3	4
40	Participating in or watching an organised sporting event	1	2	3	4
41	Finding out about Victoria's Aboriginal heritage and culture along the coast	1	2	3	4
42	Motor bike riding	1	2	3	4

SPLIT SAMPLE A

Q11. What do you feel makes a good day at the beach or on a coastal foreshore? (*Do not read out - prompt to classify, multiple responses*)

- Picnic areas with one or two tables ----- 01
- Sheltered picnic facilities with tables and BBQs - 02
- Toilet facilities/changing rooms ----- 03
- Kiosk ----- 04
- Café/teahouse ----- 05
- Playground----- 06
- Car park ----- 07
- Grassed areas ----- 08
- Trees for shade ----- 09
- Life saving services ----- 10
- Beach free from litter ----- 11
- Safe swimming conditions ----- 12
- Good weather ----- 13
- Good surf ----- 14
- Other (specify) ----- 15

SPLIT SAMPLE A

Q12. Can you nominate anything over the last couple of years that has made a day at the beach in a coastal town or metropolitan area unpleasant or not as enjoyable as it could have been? (*Probe fully*)

.....

.....

.....

.....



Q13. I am going to read out a few statements or arguments about the Victorian coast – tell me whether you agree or disagree with each. (*Probe for degree*)

Rotate

		Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Don't know/ Can't say
01	I think most of the Victorian coast has been preserved in a very natural state						
02	Port Phillip Bay is a clean, natural marine environment	1	2	3	4	5	6
03	Camping and caravan parks should not be allowed on any foreshore areas	1	2	3	4	5	6
04	The Victorian coast is well managed	1	2	3	4	5	6
05	Victoria can take pride in the way it has managed its coast	1	2	3	4	5	6
06	In general, I think development of housing on the ocean side of a coastal road should be allowed	1	2	3	4	5	6
07	I feel local communities generally have enough say in local and State Government planning decisions affecting their own area	1	2	3	4	5	6
08	Formally surveying a random sample of 500 local residents by mail is a better way of obtaining true community feeling on an issue than holding public meetings.	1	2	3	4	5	6
09	I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city	1	2	3	4	5	6
10	Plenty is being done to preserve and protect the character of coastal towns	1	2	3	4	5	6
11	The coast is now a better place thanks to recent building developments	1	2	3	4	5	6
12	I wouldn't like to see more cabin style accommodation in camping areas along the Victorian coast foreshore	1	2	3	4	5	6

ROTATE Q14-16

Q14. How confident are you that there are strategies in place to ensure the Victorian Coast will be preserved and protected in a state that our grandchildren's grandchildren will be happy with? Would you say you are . . . **(Read out)**

Very confident -----	1
Fairly confident -----	2
Not too confident -----	3
Not confident at all -----	4
Can't say -----	5

Q15. How confident are you in current State and Local Government planning and building guidelines in protecting the character and feel of towns along the Victorian coast? Would you say you are . . . **(Read out)**

Very confident -----	1
Fairly confident -----	2
Not too confident -----	3
Not confident at all -----	4
Can't say -----	5

IF Q15 = CODE 3 OR 4 ASK:

Q16. What should be done to improve these planning and building guidelines? **(Probe fully)**

.....

.....

.....

.....



SPLIT SAMPLE A

Q17. I want you to imagine an underdeveloped stretch of land along the Victorian coast, with just the beach on one side and a road on the other. There are no developments or structures for 10 kms.

Which of the following services or facilities would you find appropriate on this underdeveloped piece of land? **(Read - rotate)**

Picnic area with one or two tables -----	1
Roofed Picnic facilities with tables and BBQ -----	2
Toilet facilities/changing rooms -----	3
Kiosk -----	4
Café/teahouse -----	5
Playground -----	6
Paved car park -----	7
None of the above -----	8

SPLIT SAMPLE A

Q18. Some people have said that the future growth of the Victorian Coast needs to be better planned and controlled, in order to preserve its character and charm. Which of the following do you believe is the most appropriate manner in which to plan for future development along the Victorian Coast from . . .

(Read - rotate)

Establish a completely new town in an underdeveloped area -----	1
Expand township boundaries along coast to allow for corridor/strip development -----	2
Confine growth to existing townships, but increasing height and densities of buildings -----	3
Stop future coastal development altogether so that few opportunities exist for new residences -----	4
Can't say -----	5

Q19. If you were planning a trip to the Victorian coast, where would you go to get information? (*Do not prompt – multiple ok*)

- RACV/NRMA ----- 01
- Tourism Victoria/State Tourism Office ----- 02
- Parks Victoria----- 03
- Tourist Information Centre (at destination)----- 04
- Government Department (excluding Tourism Victoria) (specify) ----- 05
- 05
- Travel agent ----- 06
- Petrol station ----- 07
- Book shop/newsagency/books general ----- 08
- TV show/newspaper/media ----- 09
- Friends/family/word of mouth----- 10
- Internet/Web ----- 11
- Other (specify) ----- 12
- 12
- Nowhere ----- 13

SPLIT SAMPLE B

Q20. Where do you source most of your information about your local coastal area? (*Do not read out, single response*)

- Local newspapers ----- 01
- Daily newspapers (The Age/Sun) ----- 02
- Public meetings ----- 03
- Radio ----- 04
- Television ----- 05
- Visit/talk to local council ----- 06
- Local council newsletter ----- 07
- Local council web site ----- 08
- Internet/Web (specify) ----- 09
- 09
- Friends/colleagues ----- 10
- Other (specify) ----- 11
- 11
- Nowhere ----- 12

SPLIT SAMPLE B

Q21. What do you believe would be the best means of informing the general public about coastal developments or changes affecting the coast, coastal towns or marine environment? (*Probe fully*)

.....

.....

.....

.....

Office

Q22. Approximately how many kilometres do you live from the nearest coastline, bay or ocean?

Kms

Digit must be entered. Round to nearest km. Zero allowed.

Q23. That's along . . . (*Probe if necessary*)

- Port Phillip Bay ----- 1
- Western Port Bay ----- 2
- (Pt. Lonsdale to SA Border) → West Coast ----- 3
- (San Remo to NSW Border) → East Coast ----- 4

IF LIVE ≤ 30 KMS FROM COAST (Q22). ASK: ELSE GO TO Q27

Q24. Have you heard of Coast Action Groups - people who get together to look after and conserve coastal resources in local areas?

- Yes ----- 1
- No ----- 2

- Q25.** How interested would you be in joining a volunteer group to improve and protect the coast? Would you say . . . (**Read**)?
- Very interested ----- 1
 Fairly interested ----- 2
 Not too interested ----- 3
 Not interested at all ----- 4

Q26. And why is that? (**Probe fully**)

.....

Office

- Q27.** Have you heard of an organisation called the Victorian Coastal Council which has developed a strategy for the coast?
- Yes, definitely ----- 1
 Yes , maybe/think so ----- 2
 No ----- 3

SPLIT SAMPLE B

Q28. Would you say the following are *harmful* or *not harmful* to the coastal and marine environment?

	Harmful	Not Harmful	Can't say
1. Lifting up a rock and looking for crabs or other marine life	1	2	3
2. Removing a few crabs or shellfish from rockpools	1	2	3
3. Walking over dunes to get to the beach	1	2	3
4. Throwing litter in the street	1	2	3
5. Pouring oil down a stormwater drain	1	2	3

Q29. Are there any specific developments, improvements, changes or policies you would like to see, or any concerns you have, for the ocean coast of Victoria – that's excluding Port Phillip and Western Port Bays? (**Probe fully**)

.....

 Any others?

Office

ASK IN MELBOURNE AND ENVIRONS ONLY (STD 03, 052, 059)

Q30. Are there any specific developments, improvements, changes or policies you would like to see, or any concerns you have, for Port Phillip or Western Port Bays? (**Probe fully**)

.....

Office

SPLIT SAMPLE B

Q31. To protect the coast, minimise pollution and keep the coast in a state our grandchildren will enjoy, more funding is required than is currently available from government revenue.

Would you support or oppose a 10% surcharge on local council rates to fund a much higher level of coastal preservation and pollution control, which would also protect the marine environment? The money would be spent in your local area or region. (*Prompt to classify*)

- Strongly support ----- 1
- Mildly support ----- 2
- Mildly oppose ----- 3
- Strongly oppose ----- 4
- No opinion either way ----- 5

SPLIT SAMPLE B

Q32. Please tell me the extent to which you *agree* or *disagree* with each of the following statements relating to the marine environment in Victoria. (**ROTATE ALL STATEMENTS**)

	Agree a lot	Agree a little	Disagree a little	Disagree a lot	Can't say
1. I think our marine environment is under real threat	1	2	3	4	5
2. The things that live in the marine environment are important to all Victorians	1	2	3	4	5
3. The seas and oceans are powerful enough to look after themselves	1	2	3	4	5
4. Protecting our marine environment requires far better policing of our waters	1	2	3	4	5
5. I feel I know a fair bit about Victoria's marine environment	1	2	3	4	5

Q33. Do any of the following describe you or your views? (*Read - multiple ok*)

- Have a keen interest in fishing ----- 1
- Into boating or yachting ----- 2
- Have a real passion for the coast ----- 3
- Really enjoy camping ----- 4
- Like to spend more time on the coast ----- 5
- Belong to a conservation or environment group ----- 6
- Have a physical condition that limits how much of the coast I can access ----- 7
- Have access to the Internet at home ----- 8
- None of the above ----- 9

That's great. Just to help us classify our sample . . .

Q34. Your year of birth?

--	--	--	--

Q35. Which would best describe you? (*Read all*)

- Single ----- 1
- Married or living together ----- 2
- Divorced/separated ----- 3
- Widowed ----- 4
- Other ----- 5
- Refused ----- 6

Q36. Do you have any of your own children under 18 living with you? (*Prompt for age*)

- Yes, aged under 10 years ----- 1
- Yes, aged 10 years plus ----- 2
- No ----- 3

- Q37.** Are you a full-time student? Yes ----- 1
No ----- 2
- Q38.** Are you currently employed full-time? Yes ----- 1
No ----- 2
- Q39.** What is the main language spoken in your household? (*One only*)
English ----- 01
Italian ----- 02
Greek ----- 03
German----- 04
French----- 05
Spanish ----- 06
Yugoslavian/Croatian/Serbian/Macedonian ----- 07
Chinese/Cantonese/Mandarin ----- 08
Vietnamese ----- 09
Japanese----- 10
Other (specify) 11
- Q40.** Which of the following best describes your current residence status? (*Multiple ok*)
Live permanently within 1 km of the nearest coastline, bay or ocean ----- 1
Own a property within 1 km of the nearest coastline, bay or ocean, but don't live there most of the time ----- 2
Don't live within 1 km of coastline, bay or ocean ----- 3
- Q41.** Which of the following would best describe your living or household budget? (*Rotate top/bottom*)
I have to be very careful. I need to watch every cent I spend ----- 1
I shop very carefully, but can spend on a few luxuries ----- 2
Do you want me to repeat those? (*Highlight on screen*)
I can generally buy whatever I want, but have to watch that I don't spend too much ----- 3
I tend to just buy whatever I want, see or fancy and don't really consider the cost ----- 4
- Q42.** Finally, can you tell me the postcode there?

--	--	--	--

Thanks very much.

The Department of Natural Resources and Environment appreciates your help.

Respondent Name:

Telephone No.: (.....).....
STD (Vital - goes into computer)

Interviewer Name:

--	--	--	--	--

Signature: