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Strategic research for decision makers

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1. Background and Recap

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 and marine environment. 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 covering age, gender, household type and employment status – frequent and infrequent coast users captured
- conducted 1-15 August 2000
- 3 hour workshops with West Coast, East Coast and Port Phillip Bay residents
- highly controlled environment – self completion questionnaire followed by focus group discussion
- critical input into telephone survey design

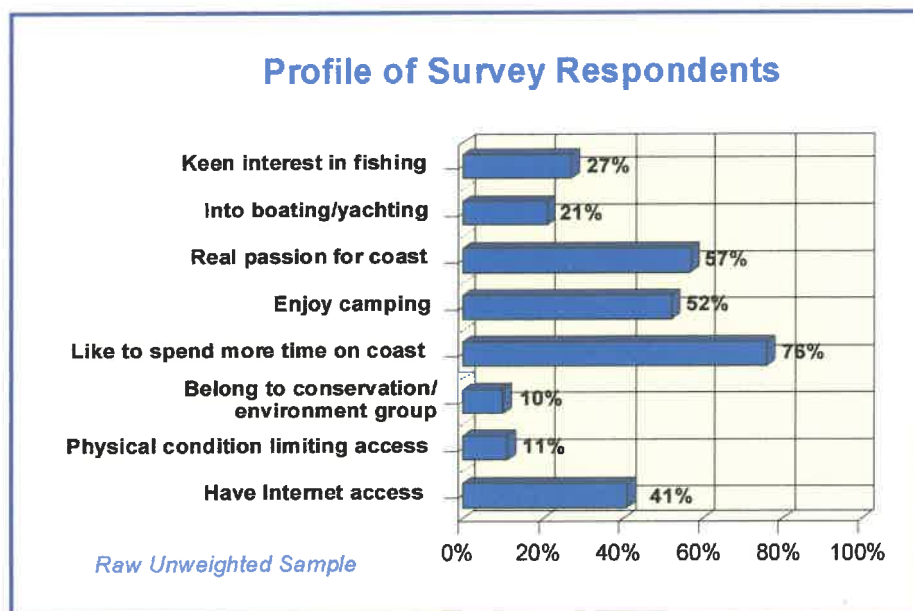
⇒ **PHASE 2: 701 TELEPHONE INTERVIEWS**

- 20 minute random general population survey (aged 15+)
- conducted 19 October to 2 November 2000
- bias towards people living within 15kms of coast, bay or ocean in Victoria
- gender and location quotas set
- sufficient qualitative feedback obtained
- sample re-weighted to accurately reflect Victorian population, including geographic distribution

Profile of Population Survey Respondents









Key profiles of the 'raw' or unweighted sample are as follows:

- ➔ 9% living permanently within 1 km of coast, bay or ocean
- ➔ 62% living within 30kms of coast, bay or ocean
- ➔ Desire by many (76%) to spend more time on Victorian coast –see chart below
- ➔ 27% into fishing, while 52% enjoy camping
- ➔ 11% claiming to have a physical condition limiting coastal access – important measure for future tracking
- ➔ 41% having internet access at home










1996 Recap

To set the scene, the critical outcomes of the 1996 coastal research were as follows:

KEY OUTCOMES IN 1996	
	Victorian coast regarded as a vital part of life for most Victorians
	High demand for coast – around 90 million Victorian visits in previous 12 month period
	Victorian coast generally perceived as well managed, but few know the Manager
	Many disappointed with the health of Port Phillip Bay
	Major public concerns expressed: <ul style="list-style-type: none">→ limited consideration of building aesthetics in coastal towns – no.1 concern!→ sewerage outfall and other pollution (particularly West Coast)→ lack of appropriate community consultation on development
	Conservation ‘mind set’ – most wanted underdeveloped coast to stay that way
	Public wanted tighter control of (commercial) fishing
	Reasonable awareness of what is harmful to coast, but education needed

2000 Snapshot

KEY OUTCOMES IN 2000	
	Sense of escapism and coastal ‘feeling’ now a greater driver for visiting Victoria’s coast
	Greater proportion of the community feel Victorian coast is well managed (in capable hands) – recent improvements noticeable.
	Beach cleanliness and water quality remain key public concerns – tackling pollution related issues a priority for the community
	Building aesthetics remains No.1 issue to control developments. Firmer guidelines seen as a must. Little confidence in what’s currently in place
	No clear consensus on the most effective future control development model
	Many people continue to be disappointed with current community consultation processes – public ‘crying out’ for effective input
	Marine environment seen to be under threat – more policing of waters and greater public education perceived critical

2. 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 available funding 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.

- ➔ Some 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.
- ➔ As in 1996, building aesthetics are seen as the no.1 issue for coastal development. Firmer guidelines are a must, given little confidence in what's currently in place. More sensitive development is considered 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.
- ➔ 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 continue to be disappointed with current community consultation processes. There is firm evidence that the public is 'crying out' for more effective input. They don't feel they are being adequately listened to. Considerable support exists for more formal assessments 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 community*



3. 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.

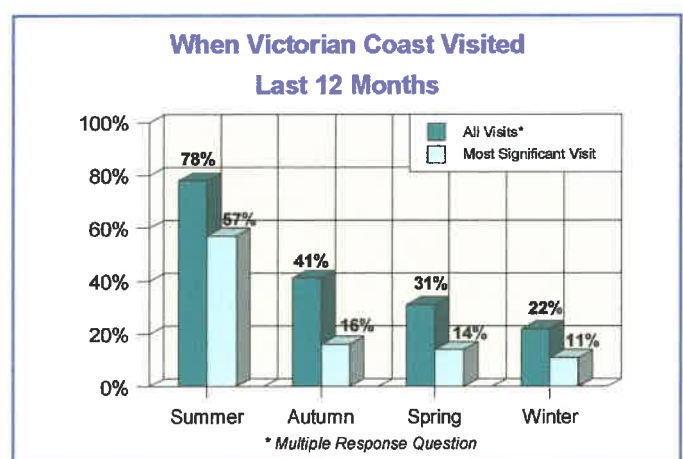
Critical Outcomes

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.

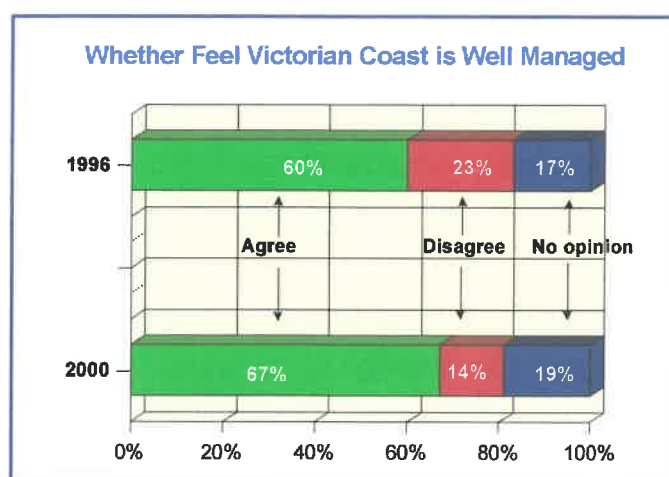
For overnight stays on the coast, caravan and camping parks continue to enjoy high usage. However, greater use of holiday houses is likely to add to development pressures in coming years. Increase in usage of holiday homes seems to be at the expense of hotel/motel properties. Considerable demand for 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.**
- ➔ ***Beach cleanliness and water quality* 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%

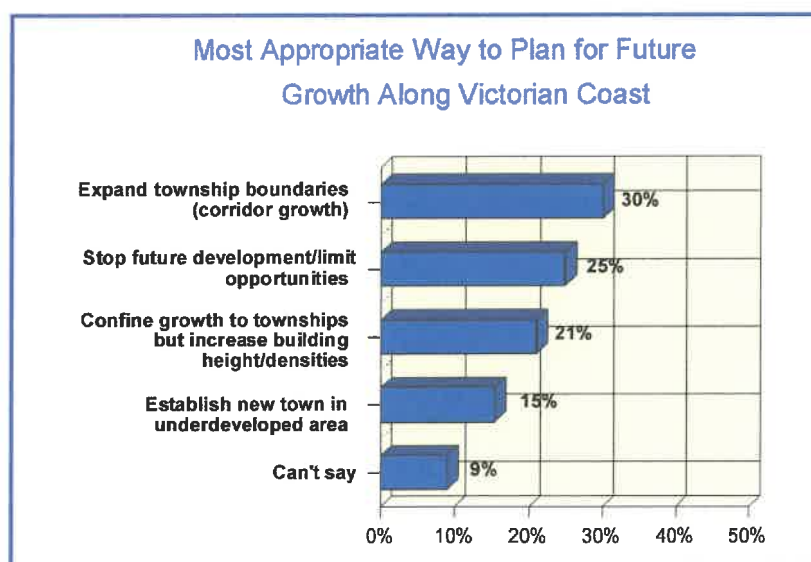
The adjacent table shows there is virtually a 'no confidence' vote with the current guidelines, with just 3% of the public *very confident* with what is currently in place. No regional differences in opinion exist, although the older population (aged 65+) are more inclined to voice their opposition.

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.

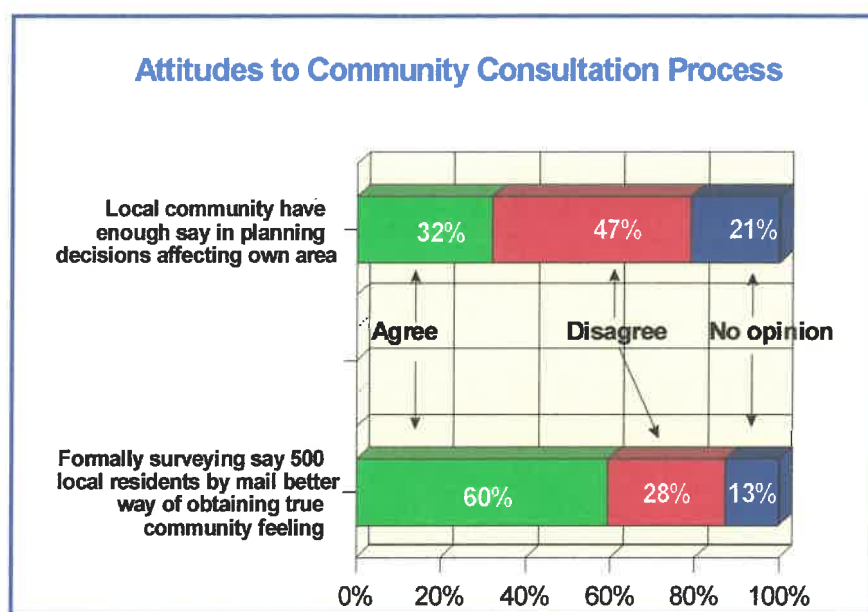
In terms of the future, the general public is divided on what is the best model for coastal development. The chart below shows that public support leans slightly towards the concept of linear growth along the coast. Some support also exists for development confined to existing townships, with tighter 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.

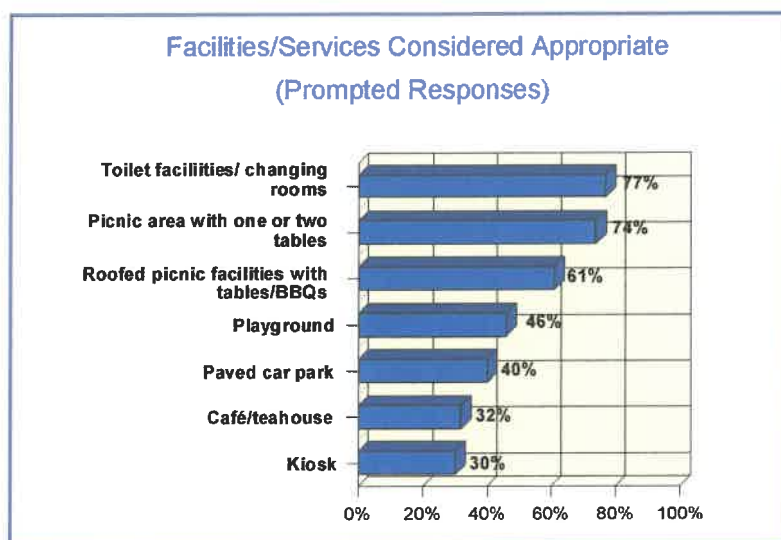
Essentially, the general public wants **more**:

- 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 – inappropriate location of facilities is seen as one potential reason.



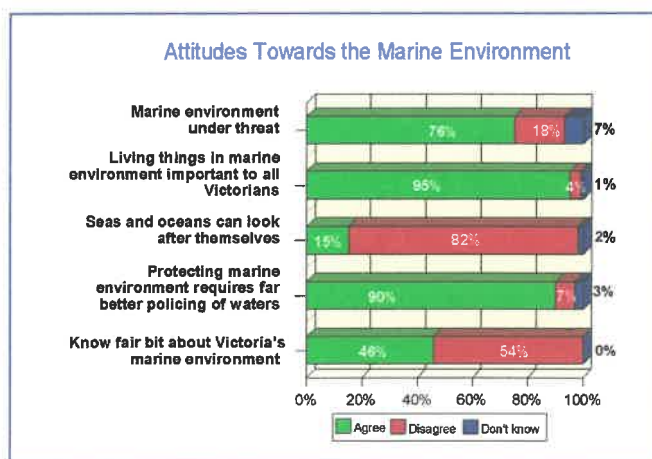
Older visitors to the coast are more likely to appreciate the presence of more *trees for shade*, while the impact of food related facilities cannot be underestimated. For some, they can be welcome additions, if done 'tastefully'.

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'.	***		
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.	***		
Provide reasons why certain planning decisions are made, and communicate this broadly.	***		
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.	***		
Ensure significant proportion of available coastal funds are allocated to addressing <i>pollution control</i> issues (such as beach cleanliness and water quality).	***		
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.		**	
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' 		**	
Closely monitor increasing demand for holiday homes along Victorian coast and potential impact on development push and aesthetics.			x
Take advantage of increased internet penetration levels for communicating with public on the coast.			x

Notes for the Reader

The following Report contains a considerable amount of information. Our priority has been to make it easy-to-follow and user-friendly without becoming over-bearing.

In putting together this report, every effort has been made to provide the level of analysis necessary for TQA Research to make a valid assessment of what the Victorian community regards as topical or 'hot' issues affecting the coastal and marine environment. Key trends emerging are also highlighted and discussed.

In reading this report, the following points are particularly important:

- ⇒ The results of all questions in the population survey are reported on. Only core questions from the 1996 survey have been retained. Direct comparison with 1996 results are highlighted wherever possible.
- ⇒ Some survey questions were only asked to a 'sub-sample' of respondents, as a way of reducing interview length.
- ⇒ Clinic workshop outcomes providing further *insights* are also presented where applicable and clearly differentiated.
- ⇒ The manner in which the questions have been asked to the general public and subsequently answered, is pointed out in the report (e.g. unprompted versus prompted responses).
- ⇒ The report aims to provide the DNRE with a 'State-wide perspective', along with regional differences where most relevant and statistically significant.
- ⇒ The survey 'raw data' can be scrutinised by accessing a set of the Computer Tabulations used to develop this report (copy provided to DNRE). It provides a detailed analysis of each survey question.
- ⇒ Significant movements or differences in results across the two surveys are noted throughout report.

4. How Victorians Associate Coast and Related

This first section of the report examines public association with the Victorian coastal and marine environment. Results presented are based on clinic workshop outcomes (self-completion questionnaire responses of n=151 participants) and should be treated as indicative only.

4.1 The Coast

Clinic respondents were asked to mention (unprompted) the first things they associate with the Victorian coast. The table below presents the responses given.



Question asked in clinics:

*Q1. When you think of the coast, what are the first things that come to mind?
(Asked in rotated sequence with Q2 and Q3)*

The Coast – First Things That Come to Mind (Key Unprompted Responses)	% Mentioning (n=151)
Beaches/shoreline/sand dunes/sand	54%
Recreational pursuits (fishing, swimming, jogging, walking)	38%
Families/children/fun/home/lifestyle	26%
Tourists/holidays/summertime/sightseeing/shopping	25%
Landscapes/seascapes/scenery/views	21%
Surf/waves/tides/rips/currents	17%
Fresh air/sun/wind/blue skies/smell of sea	15%
Ocean/sea/clean water	15%
Sanctuary for sea birds/wild life	13%
Pollution/litter/sewerage/refuse from boats/storm water	13%

Note: Multiple Response

Key Findings

- (i) The Victorian coast is more likely to be associated with *beaches, shoreline* and *sand dunes*, followed by *recreational pursuits* such as fishing, swimming and walking – the latter mentioned by a greater proportion of younger clinic participants (under 30 years old).
- (ii) For a fair proportion, the coast conjures up images of *families and fun* and *people on holidays*. While for others, the Victorian coast is associated with *landscapes and scenery*.
- (iii) Other findings of interest (spontaneously mentioned by a small number of clinic participants) include:
 - Coast seen as a sanctuary for wildlife
 - Pollution aspects ‘top of mind’ for some
 - The need for controlled development also linked to coast
 - Native vegetation also initially comes to mind
- (iv) The Victorian coast is spontaneously associated with *preserving and protecting marine life* by one in twenty people.
- (v) Clinic participants were asked ‘what the coast means to them’. Common responses given include:
 - ➡ Somewhere calm and relaxing
 - ➡ Getting away from everyday (city) life
 - ➡ Home, part of lifestyle (for seaside dwellers)
 - ➡ Enjoyable place to visit

(vi) When asked how they would like the coast to be in 20 years time, clinic participants often responded:

- ➡ Natural state preserved
- ➡ Not overdeveloped or commercialised
- ➡ Safe and clean
- ➡ Not eroded
- ➡ Coastal town character/appeal maintained or 'recovered'

Implications


Clinic results indicate a strong association with beach environment and recreational activities. The coast is seen as a popular 'spot' for all sorts of people to enjoy. It is very much relaxation, calmness and 'escape'.

However, pollution concerns are on the minds of some when thinking of the Victorian coast.

In the main, imagery and word association is positive.

4.2 The Sea

The table below presents what the general public spontaneously associates with the sea.

	<p><i>Question asked in clinics:</i> <i>Q2. When you think of the sea, what are the first things that come to mind?</i> <i>(Asked in rotated sequence with Q1 and Q3)</i></p>
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The Sea – First Things That Come to Mind (Key Unprompted Responses)	% Mentioning (n=151)
Sea/marine life/fish/shell fish	38%
Fishing (recreational/commercial/local/fisherman)	30%
Waves/surf/breaking/rhythmic/tides	25%
Sailing/yachts/boats/boating	23%
Fun/family/recreation	23%
Relaxing/calming/serene/peaceful	17%
Water/clean water/pollution free	17%
Vast/big/huge expanse/deep/endless	15%
Water sports/surfing	15%
Swimming	15%

Note: Multiple Response

Key Findings

- (i) For a greater proportion of people, the sea is closely linked to *marine life, namely fish*, followed by *fishing activities*, both recreational and commercial – the latter more ‘top of mind’ among males in the clinics. *Boating activities* are also associated with the sea.
- (ii) As with the coast, a fair number of clinic participants associate the sea with *families and fun*, while others *peace and serenity* comes to mind – the latter more so among females.
- (iii) *Clean (pollution free) water* is ‘top of mind’ for some, as are water activities such as *swimming and surfing*.

(iv) Other 'top of mind' associations (spontaneously mentioned by a small number of clinic participants) include:

- Healthy living and enjoying the seaside
- Holidays and tourists
- Shipping activities


Implications

Clearly, the sea is strongly associated with marine life, while fishing and boating are also 'top of mind'. Images of peace and calm are also closely linked to the sea.

Notably, negative mentions hardly arose in response to this question.

4.3 The Marine Environment

The table below presents what the general public spontaneously associates with the marine environment.

	<p><i>Question asked in clinics:</i> Q3. When you think of the <i>marine environment</i>, what are the first things that come to mind? <i>(Asked in rotated sequence with Q2 and Q3)</i></p>
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The Marine Environment – First Things That Come to Mind (Key Unprompted Responses)	% Mentioning (n=151)
Living creatures at beach/in water /on coast	54%
Preserving/protecting marine life/conservation	34%
Pollution/water quality	21%
Recreational pursuits (fishing, diving, swimming, boating)	15%
Long-term management/protection of coastline/in land salt water lake system	15%
Control/manage human intervention	14%
Foreshores/sand dunes/beach/sand/vegetation	12%
Rocks/rock pools/reefs	11%
Litter/rubbish	11%
Reduction of marine life/neglected/poor state	11%

Note: Multiple Response

Key Findings

- (i) When people think of the marine environment, *living creatures* in water or on the beach first come to mind for many – females and younger respondents more so.
- (ii) For a significant proportion of clinic participants, *preservation and protection* is very much ‘top of mind’, such as long-term management and controlling human intervention, while for others concerns with *water quality* is prevalent.

(iii) Other ‘top of mind’ pollution concerns associated with the marine environment (spontaneously mentioned by a small number of clinic participants) include:

- Litter/rubbish
- Sewerage and storm water run off
- Ballast pollution
- Oil spills

(iv) A very small minority mentioned concerns regarding *fishing* (e.g. over-fishing and illegal fishing).

Implications

Put simply, the marine environment equates to animals and plants in the sea, although some people feel it includes both land and water. The importance of preserving and protecting marine life is very much ‘top of mind’.

5. Coastal Visitation

This section establishes the frequency and nature of Victorian coast visits in the previous 12 months. Results are based on the findings of the general population survey.

In the year 2000 survey, the definition of a coastal visit for recreation or leisure purposes was modified slightly to provide a more accurate estimate of total visits. Some clinic participants (e.g. coastal residents) felt a coastal visit for leisure purposes should exclude visiting for household duties or just going to work, home or school. In addition, a minimum stay of two hours was considered more appropriate.

As a result of these changes to the definition of a coastal visit, findings in the 2000 survey are not directly comparable with 1996 findings (re: total visits).

5.1 Visits to Victorian Coast Last 12 Months

5.1.1 Frequency of Visitation and Total Visits

The chart below illustrates how often the Victorian population visited the coast in the last 12 months, incorporating both *day* and *overnight* trips.

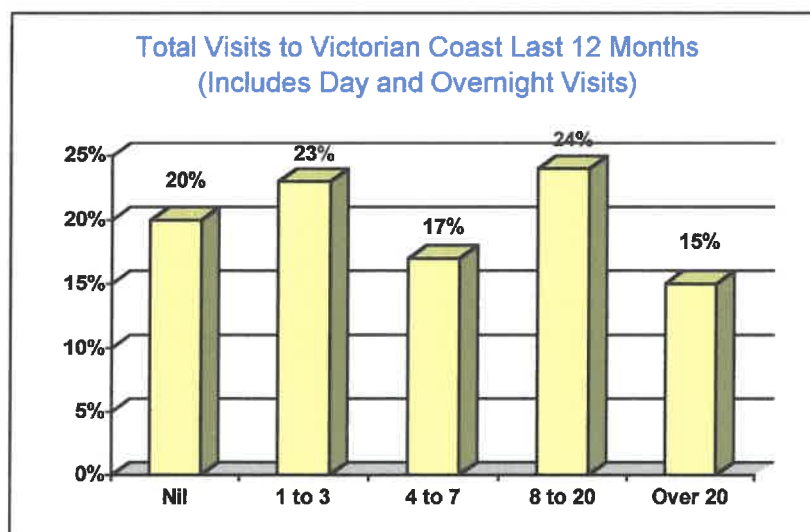


Questions asked in population survey:

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).

Q2a. How many visits or day trips to the Victorian Coast in the last 12 months where you didn't stay overnight?

Q2b. And how many trips or visits to the Victorian Coast where you stayed away overnight?



Key Findings

- (i) Eighty-percent (80%) of Victorians have visited the Victorian coast in the last 12 months. Demand is clearly high.
- (ii) One in four Victorians (23%) claim to have visited the coast only 1 to 3 times in the previous year, while one in ten (10%) frequented on more than 30 occasions.

- (iii) The 'average' Victorian (aged 15+ years) went to the coast fifteen (15) times in the past 12 months – 12 day trips and 3 overnight visits (1+ night). The average visitor made 21 visits.

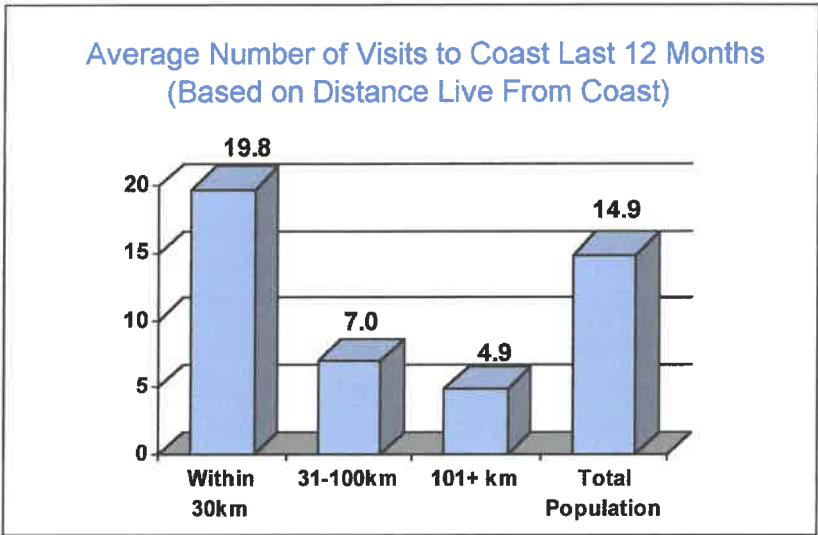
Based on survey responses, we estimate Victorians made 69.3 million visits to the Victorian coast in the last year, of two hours or more. This figure is not directly comparable with the 91.8 million visits reported in the 1996 report, given the refined definition of a coastal trip in the 2000 survey. Nevertheless, there is some indication of a potential 'tapering off' of coastal visits among the Melbourne population and those in childless households.

- (iv) A typical Victorian living within 15 km of the coast will have visited the coast on 25 occasions in the last year. West Coast residents averaged 56 visits to the coast, while their East Coast counterparts averaged a much higher 93 visits. Central Coast residents averaged 20 visits.

Permanent coastal residents (living within 1 km of coast) visited for leisure and recreational purposes more than once a fortnight in the past 12 months (average of 39 times), staying at least two hours.

- (v) The chart overleaf shows that people living closest to the coast are more likely to have visited in the last 12 months. Nevertheless, even people living more than 100 km from the coast made an average of 5 visits.

People living outside of Metropolitan Melbourne averaged more visits than residents of Melbourne (21 versus 12 visits in past 12 months).



By age group, people up to 30 years old were slightly more likely to have visited the coast in the past year (19 times compared to 13 times among 31-50 year olds). People with children frequented the Victorian coast just as often as those without children.

Males had a slightly higher visitation rate than females (16 versus 13 visits to coast in last year).

(vi) Day trips and short visits represent 82% of all visits to the coast in the last 12 months.



- (vii) The average duration of overnight visits is 6 nights and highest among people with children aged 10+ years (average 7 nights) or aged over 65 (average 9 visits).

Implications

Demand for the Victorian coast remains high.

Day trips continue to be particularly popular, while the appeal of overnight stays remains relatively unchanged (to 1996 results).

With the average Victorian making 15 'serious' visits to the coast in the previous 12 months, this clearly implies that the coast needs to be able to accommodate a high number of visits, but similarly have measures to protect against excessively high visitation rates.

Victorian Coast:

**69 million visits p.a. of 2 hours
duration or more for leisure by
persons aged 15+.**

5.1.2 Time of Year Visited

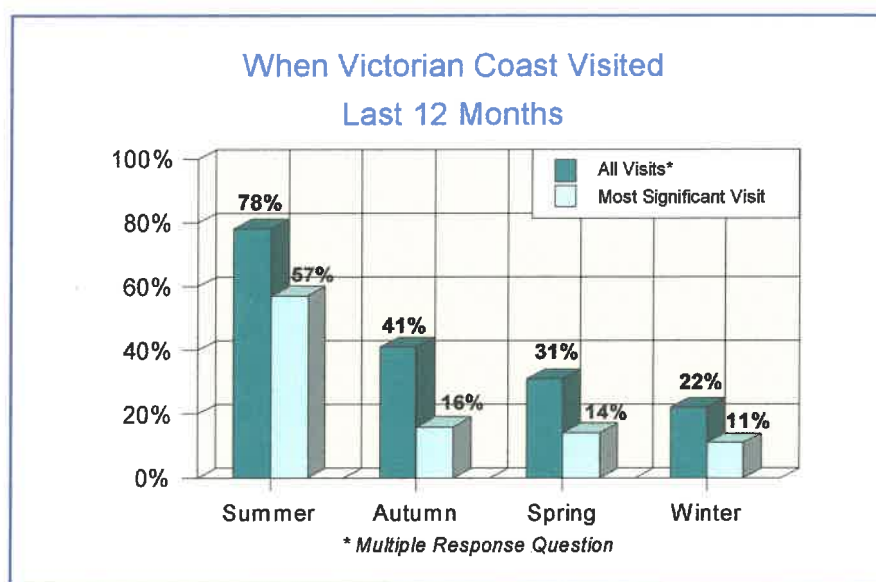
The chart below illustrates the time of year people frequented the Victorian coast in the previous 12 months.



Questions asked in population survey:

Q3. Thinking of 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?

Q4. In which month was your most significant recent visit to the Victorian Coast?



Key Findings

- (i) Taking all visits into account, 78% of people visiting the Victorian coast in the past year did so during the summer months – particularly January (59% visiting in this month).
- (ii) A further 41% visited during autumn, March more so (21% of people), while 31% at spring and 22% during winter (no ‘stand out’ months for each of these two seasons).

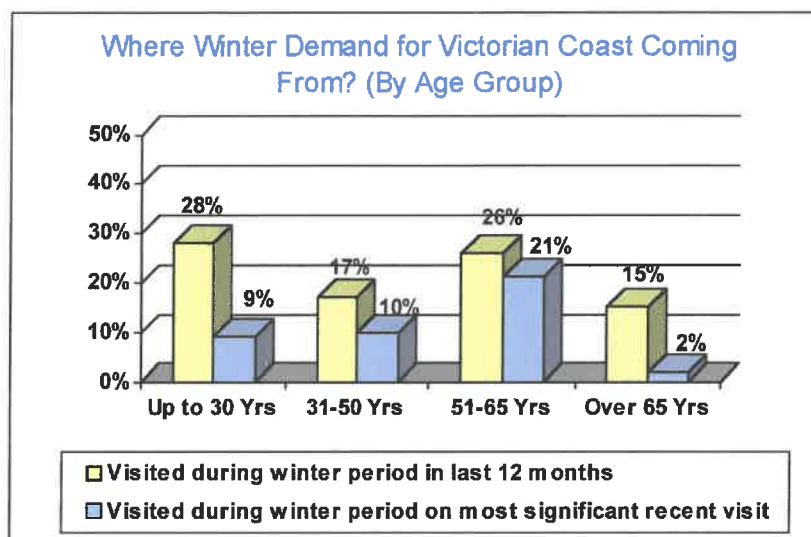
(iii) Results worthy of mention include:

- Not surprisingly, December to March were the most frequented months
- People without children (28%) and females (26%) were more likely to have visited the Victorian coast in the past 12 months during winter
- December was most popular with the younger population aged up to 30 years (55%) and significantly less so among the elderly aged over 65 years (18%)
- A greater proportion of the elderly visited the Victorian coast March to May
- Twice as many females than males visited in May (19% versus 9%)
- People with a holiday home on the coast (living elsewhere) frequented throughout the year – slightly more so during winter than spring
- Frequent visitors to the Victorian coast spread their visits throughout the year – although a very high proportion being during the summer months

(iv) When people were asked to recall their most significant visit to the Victorian coast in the last 12 months, results confirm the popularity of summer (57% of visits), with the remainder spread fairly evenly between the other three seasons.

Half of these coast visits occurred during January (31%) and February (19%) – more so among family households, while the other half were evenly spread between the remaining 10 months – twice as many females than males selecting September.

- (v) The chart below illustrates that demand for visiting the Victorian coast during winter is coming from the younger population (up to 30 years old) and those aged 51-65 years – the latter more so, particularly among people with no children.



Implications

Summer is by far the most popular season for visiting the Victorian coast – January and February the peak months. However, considerable demand exists during winter, with non-children households a key target market.

Results indicate the Victorian coast has ‘year round’ appeal.

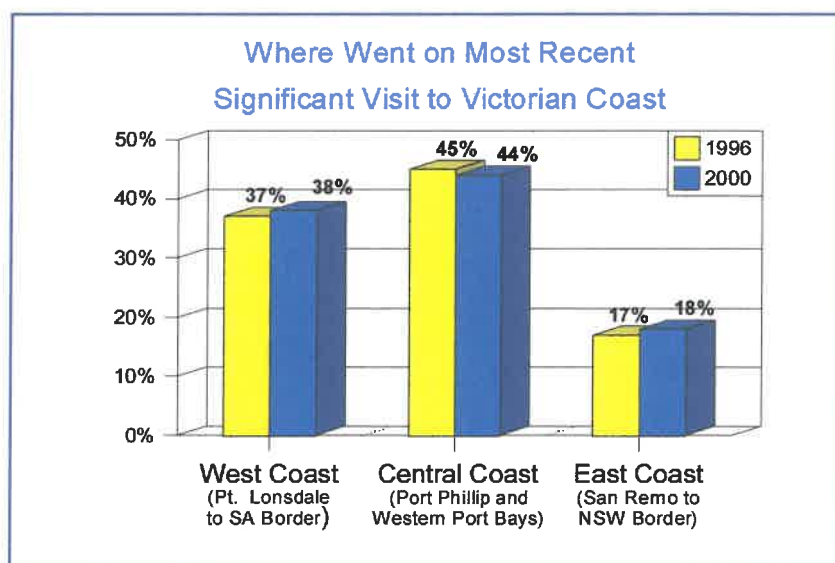
5.1.3 Coastal Region Visited

The chart below illustrates the coastal region frequented by the general population on their most 'significant trip' to the Victorian coast in the last 12 months.



Question asked in population survey:

Q5. What area of town did you visit on your most significant recent visit to the Victoria Coast?



Key Findings

- (i) Including day and overnight visits to the coast, the Central Coast and Bays (Point Lonsdale to San Remo) account for 44% of 'last significant visits' (down 1 point on 1996 result).

Thirty-eight per cent (38%) of visits were on the West Coast and the remaining 18% on the East Coast.

- (ii) Table 1 opposite shows the main coastal towns or areas visited on ‘last significant visit’ to coast. The following results are noteworthy:

→ *Warrnambool* and *Phillip Island* most frequented, followed by *Sorrento*

Top 7 Victorian Coastal Towns/Areas Visited (Most significant visit last 12 months)	% Mentioning Unprompted (n=252)
Warrnambool	7%
Phillip Island	7%
Sorrento	6%
Portsea	5%
Apollo Bay	5%
Lorne	5%
Lakes Entrance	5%


- Along the East Coast *Lakes Entrance* ‘stands out’
- Younger people (up to 30 years) more likely to have visited *Phillip Island* and *Torquay* – see table opposite
- The elderly (over 65s) more inclined to have visited *Wilsons Promontory* and *Lakes Entrance*, followed by Melbourne bay areas such as *Mornington* and *Black Rock*
- *Apollo Bay* was frequented by a greater proportion of people with children aged 10+ years
- *Warrnambool* visited by four times as many males than females

Implications

Central Coast accounts for highest proportion of ‘last significant visits’, although the West Coast continues to be well frequented.

5.1.4 Overnight Stay Accommodation

The table below shows the type of accommodation used by the general public on their most recent 'significant overnight visit' to the Victorian coast in the last 12 months.

	<p>Questions asked in population survey:</p> <p>Q6. How many nights, if any, did you stay at <u>that</u> coastal location?</p> <p>Q7. Where did you mainly stay on that visit - what type of accommodation was it?</p>
---	--

Accommodation Mainly Used on Most Significant Overnight Visit to Coastline Last 12 Months	1996	2000
Home of friends/relatives	22%	26%
Caravan/camping park	27%	24%
Own holiday home/unit	12%	17% ▲5
Hotel/motel/resort	23%	16% ▼7
Rented home/unit/cabin	13%	12%
Bed & Breakfast	2%	3%

Key Findings

- (i) One in four (24%) respondents staying overnight did so in a *caravan or camping park* (down 3 points on 1996 result) – more prevalent among people living outside of Melbourne (41%).
- (ii) A greater proportion of people used their own *holiday home* (up from 12% to 17%) – particularly, those with younger children (23%). Demand for *rented holiday accommodation* (home/units) has not changed (12%, down 1 point).
- (iii) Reliance on *hotel/motel properties* is less than in previous years (down from 23% to 16%), while only a select few stayed in *bed and breakfast accommodation* (3%, up 1 point).
- (iv) Of the people living in tight budget households, 32% stayed at the *home of friends/relatives*.

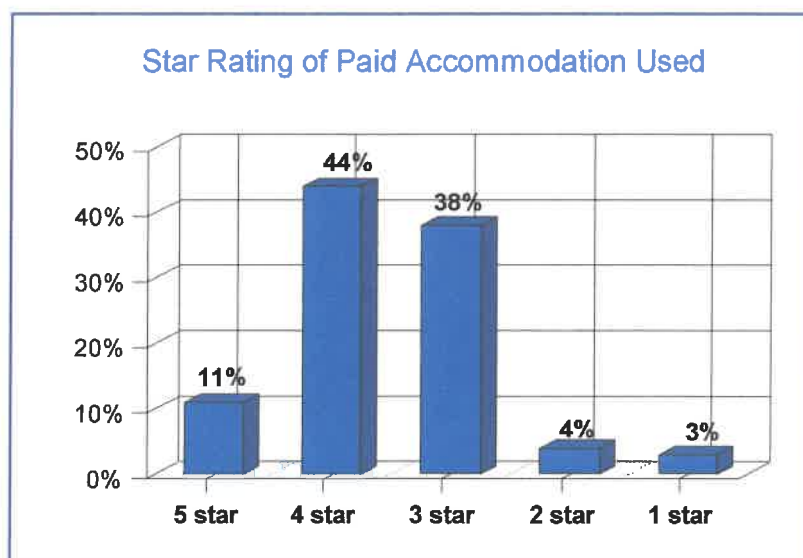
- (v) Based on survey responses, most visitors (82%) to the coast in the last 12 months who paid for their accommodation stayed in either a three or four star rating property (see chart below).

It is our understanding that many of the caravan and camping parks along the Victorian coast have a 3 to 4 star rating.



Question asked in population survey:

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



Base: Overnight visitors to coast staying in paid accommodation

- (vi) Five star accommodation was used by few people (11%) - suggesting there is potential scope for greater supply of this type of accommodation.

- (vii) Other results of interest:

- Higher usage of four star properties among the older population (aged over 50 years)
- Younger people (up to 30 years) more content with three star lodgings

- Five star accommodation used by a greater proportion of people with children of all ages
- People living more than 100 km from the coast had a higher propensity to stay in three star properties




Implications

Caravan/camping parks continue to enjoy high usage, while more people are using their holiday home, arguably at the expense of hotel/motel properties. Demand for coastal holiday homes is increasing and is likely to add to coastal development pressures in coming years.

Widespread use of three and four star tourist accommodation along Victorian coast is evident.

5.1.5 Main Activity on Last Coast Visit

The table below presents the main activity undertaken by visitors to the Victorian coast on their most recent 'significant trip'.

	<p><i>Question asked in population survey:</i> Q9. What was the <u>main</u> activity you did on that visit to the Victorian coast?</p>
---	--

Main Activity Undertaken on Most Significant Coast Visit Last 12 Months		
Top 10 Activities	% Mentioned Unaided	
	1996	2000
Walking/bushwalking/along beach	34%	37%
Relaxing/lazing around	4%	22%
Swimming	10%	20% ⁽¹⁾
Sightseeing	13%	16%
Fishing	8%	14%
Socialising/visiting	4%	8%
Surfing	5%	6%
Sitting on beach/sun baking	5%	6%
Coffee/meal/restaurant	2%	6%
Playing sports/games	2%	5%

Note: Multiple Response

Key Findings

- (i) For 37% of visitors to the coast (more so females), *walking* either bush or along the beach was the main activity undertaken on their 'last significant visit' – up 3 points on 1996 result.
- (ii) Around one in four (22%) people did very little on this coastal visit, up significantly on the 4% recorded in the Wave 1 survey – indicates more and more people are frequenting the coast just to 'get away from it all'.

⁽¹⁾ Possibly assisted by warm spring in Victoria recently.

- (iii) Based on survey responses, a greater proportion of people are visiting the Victorian coast to either *swim* (up from 10% to 20%), *sightsee* (up from 13% to 16%) or *fish* (up from 8% to 14%).
- (iv) Simply having a *meal/coffee* was the main activity for 6% of visitors and more prevalent among the elderly (22%), while the importance of *socialising* has doubled since 1996 (up from 4% to 8%).
- (v) Other main activities undertaken mentioned by a very small minority of visitors include *playing sports/games*, *drinking*, *boating*, *shopping*, *bike riding* and *watching penguins/whales/wildlife*.
- (vi) By age group (see table below), *swimming* has greater importance for the younger population, while *walking* is most prevalent among 51-65 year olds. *Relaxing* is a core activity among all age groups.

Main Activity on Most Recent Significant Coastal Visit (By Age Group)		
Up to 30 Yrs	Swimming	29%
	Walking	21%
	Surfing	19%
	Relaxing	14%
31-50 Yrs	Walking	38%
	Relaxing	26%
	Sightseeing	17%
	Fishing	17%
51-65 Yrs	Walking	55%
	Sightseeing	23%
	Relaxing	21%
	Swimming	18%
Over 65 Yrs	Walking	35%
	Relaxing	23%
	Coffee/Meal	22%
	Sightseeing	15%




Implications

Walking clearly remains a popular form of activity when visiting the coast. The concept of simply *relaxing* is now more ‘top of mind’ with visitors, while water based activities (e.g. swimming and fishing) have taken on greater importance.

5.2 Crucial and Important Reasons for Visiting Coast

The table below presents the most nominated ‘crucial’ reasons for people visiting the Victorian coast on their most recent ‘significant trip’ (out of a list of 42 possible reasons or ‘drivers’ forming the basis of the 1996 benchmark study).

	<p><i>Question asked in population survey:</i> Q10. <i>I’m going to read out some statements and for each statement can you tell me the extent to which these activities undertaken on <u>this</u> 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.</i></p>
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Crucial Reasons for Visiting Coast	1996	2000
Escaping from pressure of everyday life	52%	61% ▲9
Being in fresh, clean air and a healthy environment	53%	52%
Spending time with family	44%	51% ▲7
Getting feeling of open space or freedom	44%	47%
Being away from crowds and other people	36%	38%
Enjoying coastal landscape & sightseeing	40%	36%
Inexpensive leisure or holiday	29%	29%
Spending time with friends outside family	25%	27%
Short walks & strolls along coast or trails	29%	27%
Swimming	16%	26% ▲10

Key Findings

- (i) While many specific activities or motivating factors are mentioned, the dominant ‘drivers’, highlighted as **crucial** factors by more than 50% of coast visitors are:

- Escaping from the pressure of everyday life (61%)
- Being in fresh, clean air and a healthy environment (52%)
- Spending time with the family (51%)

Escaping from everyday life and *spending time with family* are now more important drivers for visiting the coast (up 9 and 7 points respectively on 1996 result).

A significantly higher proportion now consider *swimming* as a crucial reason for visiting the coast (up from 16% to 26%) – particularly among younger people and families with older children.

The complete set of factors prompted in this analysis, together with the proportion rating each factor **crucial or important**, are listed in Table 2 opposite. It warrants close perusal.

Key findings worthy of mention include:

- Most activities deemed important are not aquatic activities as such, but rather:
 - ⇒ Enjoying the coastal landscape and sightseeing
 - ⇒ Short walks and strolls along the coast
 - ⇒ Scenic driving
 - ⇒ Walking along a pier, jetty or breakwater
 - ⇒ Viewing nature and wildlife
 - ⇒ Visiting seaside cafes and restaurants
- A substantial 75% of respondents said *inexpensive leisure or holiday* was a crucial or important factor behind their most significant recent visit to the coast.
- A greater proportion of people consider *walking along a pier, jetty or breakwater* important (65%, up 8 points) – most prevalent among the elderly.
- *Scenic driving* continues to be important for two in three visitors to the coast (64%) – females more so than males – increasing the need for car parking and basic amenities.
- *Visiting seaside cafes or restaurants* is now important to six in ten coast visitors (59%, up 11 points). Facilities providing seaside ambience will be vital.

- More than half (57%) consider *swimming* an important factor motivating a visit to the coast – up 13 points on 1996 result.
- *Lying on the beach* has become a key driver for 46% of coast visitors (up 9 points) – especially among the young population.
- The prospect of *having a romantic break* is now on the mind of more people (44%, up 8 points) – across all age groups – suggesting increased demand in future for coastal accommodation with character and adequate facilities.
- *Longer walks or hikes of two hours or more* are important to 42% (particularly females), indicating the need for sufficient provision of tracks and trails away from ‘beach areas’.
- *Camping or caravanning near the beach* remains important to over one third (36%) – more so among rural based population - indicating the necessity for facilities of sufficient quantity and quality.
- There continues to be modest interest in finding out about Victoria’s *maritime history* (32%) and *aboriginal heritage and culture along the coast* (14%) – rural residents particularly so.
- Almost three in ten (28%) people visit the coast with the intention of *fishing* (either land or boat based) – males more so than females.
- *Walking the dog* is an important reason for visiting the coast to almost one in four people (22%, up 5 points on 1996 result) – West Coast residents more so.
- One in five (20%), particularly 51-65 year olds, consider *bird-watching* important.
- Interestingly, 16% of visitors are driven by their *involvement in conservation, coast action groups etc.*



Implications

Key *drivers* for visiting the Victorian coast are non-specific activity related.


The ability to 'escape everyday life' remains a major attraction and increasing in importance as a factor for visiting. The entire 'coastal environment' lends itself to a pleasant experience, one well suited to *family bonding*.

The importance of *swimming* has increased noticeably since the 1996 survey, possibly assisted by the warm weather in the 1999/2000 season.

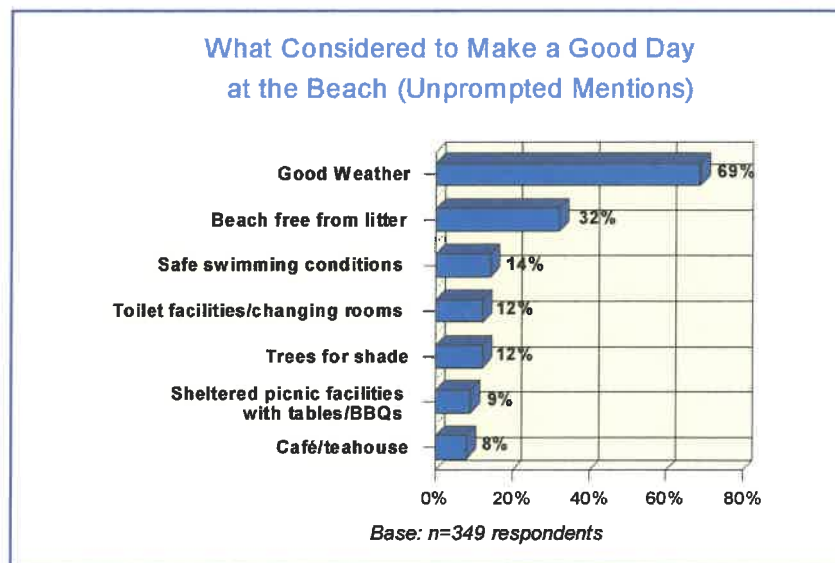
5.3 Coastal Enjoyment

5.3.1 What Makes a Good Day at the Beach

The chart below illustrates what the general public defines a good day at the beach.



Question asked in population survey:
Q11. What do you feel makes a good day at the beach or on a coastal foreshore?



Note: Multiple Response

Key Findings

- (i) Aside from the weather, a *beach free of litter* equates to a 'good day at the beach' for 32% of people surveyed (mentioned unprompted).
- (ii) For 12% of respondents, *toilet facilities with changing rooms* and *trees for shade* are seen as important.
- (iii) *Sheltered picnic facilities with tables and BBQs* can have a positive impact for a small minority, as can the existence of a *café/teahouse*.

(iv) Other factors driving a pleasant beach experience (mentioned by no more than 6% of respondents) include:

- ⇒ Grassed areas
- ⇒ Kiosk
- ⇒ Car park
- ⇒ Life Saving services
- ⇒ Fishing areas

(v) The table below shows that a *litter free beach* is ‘top of mind’ across all age groups, but more so among 31-50 year olds. *Trees for shade* are more important to the elderly, while *toilet facilities* are sought across the board.

What Makes a Good Day at the Beach? (Unprompted Responses by Age Group)		% Mentioning (n=349)
Up to 30 Years	Litter free beach	27%
	Safe swimming conditions	18%
	Toilet facilities	10%
	Sheltered picnic facilities (tables/BBQs)	10%
	Café/teahouse	10%
31-50 Years	Litter free beach	42%
	Safe swimming conditions	20%
	Trees for shade	11%
	Toilet facilities	9%
	Grassed areas	8%
51-65 Years	Litter free beach	23%
	Toilet facilities	15%
	Sheltered picnic facilities (tables/BBQs)	14%
	Café/teahouse	11%
Over 65 Years	Trees for shade	26%
	Litter free beach	23%
	Toilet facilities	19%
	Picnic areas (1 or 2 tables)	12%
	Café/teahouse	10%

Note: Table does not include generic responses such as ‘good weather’, ‘good surf’ and ‘good company’.




Implications

Results strongly indicate a beach free of litter drives a satisfied beach experience.

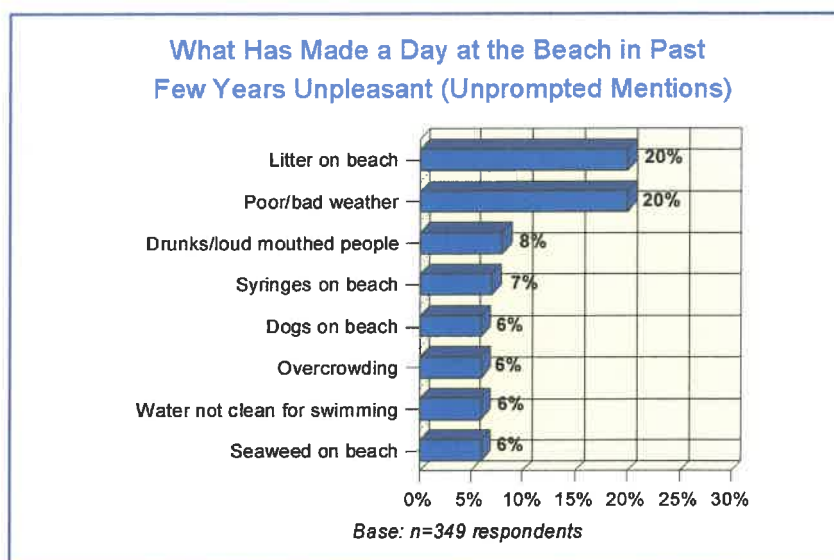
While toilet and picnic facilities are also considered important, the positive impact of adequate food outlets cannot be underestimated.

5.3.2 Unpleasant Experiences in the Past

The chart below illustrates the unpleasant experiences survey respondents claim to have had at the beach in recent years (mentioned unaided).



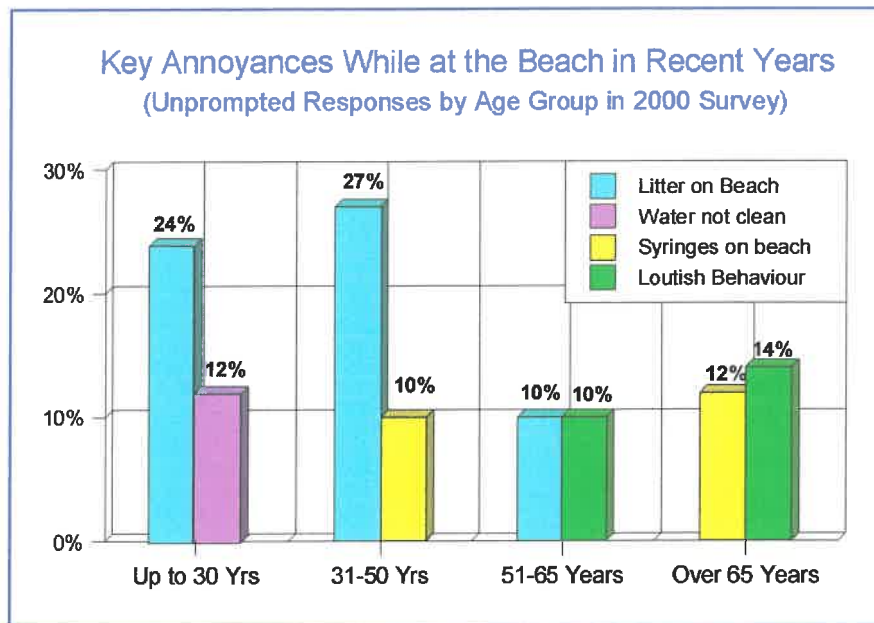
Question asked in population survey:
Q12. Can you nominate anything over the last couple of years that has made a day at the beach in a coastal town or metropolitan area unpleasant or not as enjoyable as it could have been?



Note: Multiple Response

Key Findings

- (i) One in five (20%) respondents claim to have had an unpleasant beach experience due to *litter on the beach* - particularly those aged 15-50 years (see chart overleaf).
- (ii) A very small proportion (8%) encountered problems with *loutish behaviour* (drunken or loud-mouthed people at the beach) – the elderly more so.



- (iii) Other annoyances include the presence of *syringes on the beach* (7%), *dogs* (6%) and *general overcrowding* (6%).
- (iv) Concerns relating to *water quality* were raised unprompted by 6% of respondents.
- (v) Problems associated with *powerboats/jet skis*, *lack of toilets*, *shelter or car parking* was mentioned by less than 4% of those surveyed.

Implications

Results confirm the negative impact litter on the beach can have on the public's overall beach experience.

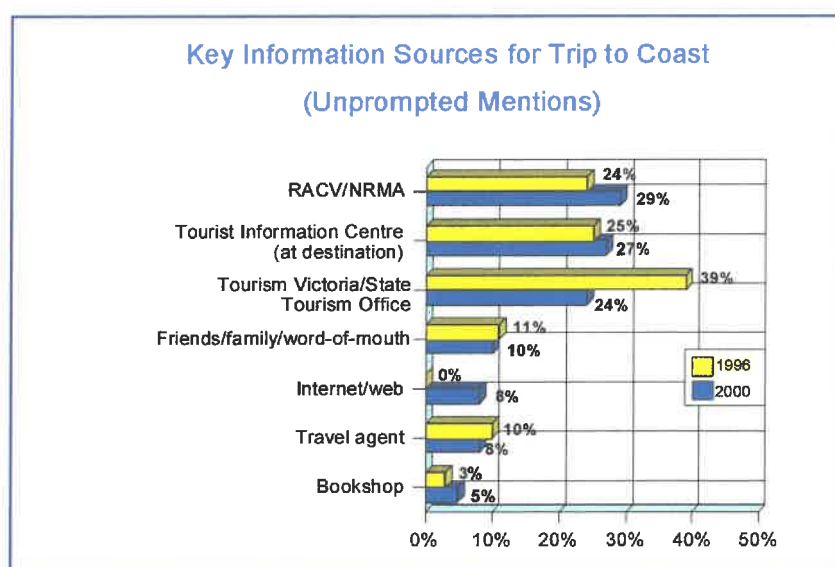
5.4 Planning a Coastal Visit

The chart below highlights the information sources relied upon by the general public when planning a trip to the Victorian coast (unprompted mentions).



Question asked in population survey:

Q19. If you were planning a trip to the Victorian coast where would you go to get information?



Note: Multiple Response

Key Findings

- (i) Three in ten (29%) respondents mentioned the *RACV/NRMA* as an information source (up 5 points on 1996 result), while a similar proportion were inclined to rely on *tourist information centres at the destination* (27%, up 2 points).
- (ii) *Tourism Victoria/State Tourism Office* was mentioned by 24% of respondents, considerably fewer than in 1996 (was 39%).
- (iii) For one in ten (10%), *friends and family* continue to be an important source of information on the coast, while the *internet* has slowly emerged as a key information tool (8% mention rate).

- (iv) The general public is more inclined to rely on *travel agents* (8%) or *bookshops* (5%) than agencies such as *Parks Victoria* (3%).
- (v) *Other Government Departments* (general) are used by 2% of the public.
- (vi) Other noteworthy points include:
 - ➡ *RACV/NRMA* relied on more so by people living closest to the coast (particularly rural based) and the elderly.
 - ➡ West Coast residents more inclined to mention *tourist information centres at destination*.
 - ➡ Younger people and females tend to use *family and friends* more.

Implications

Three sources continue to dominate – RACV/NRMA (more the former), local tourist information centres and Tourism Victoria office, although reliance on the latter is down on 1996.

Reliance on the internet for planning a trip to the coast is likely to increase somewhat in the next few years (currently at 8%).

6. Coastal Management

This section establishes community attitudes towards the management of the Victorian coast. Anecdotally, there is vague understanding of who manages the coast. Recall is limited to responses such as 'some State Government body' and 'my Council'. Most people are unfamiliar with the role of DNRE and the Victorian Coastal Council regarding coastal management.

6.1 General Attitudes

6.1.1 How Well Coast Being Managed

The table below sums up public sentiment regarding the management of the Victorian coast.



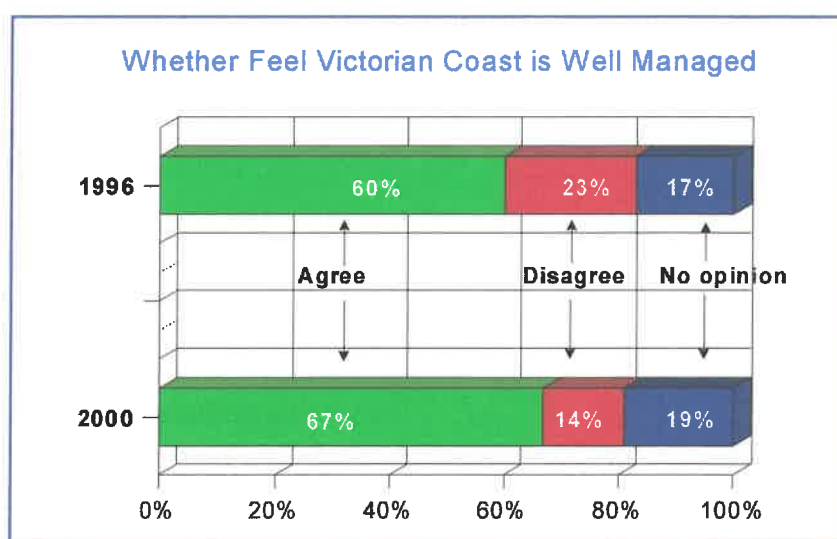
Question asked in population survey:
Q13.Statement 04. The Victorian coast is well managed?

The Victorian Coast is Well Managed	
Response	%
Agree A Lot	27%
Agree A Little	41%
Neither Agree Nor Disagree	11%
Disagree A Little	9%
Disagree A Lot	5%
NET AGREE	67%
NET DISAGREE	14%
Don't Know	8%

Key Findings

- (i) While very few are aware of who manages the coast, two in three people surveyed (67%) agree that the Victorian coast is *well managed*, with 27% agreeing a lot. The proportion agreeing overall is up from 60% in 1996 – pleasing result!

Only 14% disagree (down from 23% in 1996), while one in five (19%) have ‘no opinion’.



- (ii) Noteworthy points include:

- ➔ Younger people aged 15 to 30 years are more likely to agree the Victorian coast is well managed (76%), 31-50 year olds less so (59%).
- ➔ East Coast residents are more inclined to *agree a lot*.
- ➔ No difference in the response between Melbourne and provincial based respondents.

(iii) Anecdotally (among clinic participants), acknowledged improvements relate to:


- ➡ Better erosion controls
- ➡ Greater focus on revegetation
- ➡ Cleaner foreshores/beaches, less rubbish in water
- ➡ Water quality monitored more often (appears cleaner)
- ➡ Greater awareness that stormwater goes to sea
- ➡ Better control of fishing and some boating activities
- ➡ Greater public awareness of environmental/conservation issues
- ➡ Generally good coastal access (more and improved walkways, boardwalks)

Implications

A clear majority believe Victorian coast is well managed - a significant improvement on 1996 result and 'good news'.

6.1.2 Whether Can Take Pride in Way Coast Managed

The table below presents the proportion of the general public surveyed who agree and disagree with the statement *'Victorians can take pride in the way it has managed its coast'*.

	<i>Question asked in population survey:</i> <i>Q13.Statement 05. Victorians can take pride in the way it has managed its coast?</i>
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'Victorians Can Take Pride in the Way Coast is Managed'	
Response	%
Agree A Lot	34%
Agree A Little	43%
Neither Agree Nor Disagree	7%
Disagree A Little	8%
Disagree A Lot	3%
NET AGREE	77%
NET DISAGREE	11%
Don't Know	5%

Key Findings

- (i) In a very pleasing result, the great majority agree (77%, up 6 points on 1996 result), while only 11% disagree (down 6 points).

The proportion forming 'no opinion' is 7%.


- (ii) West and East Coast residents are more inclined to agree with the statement (90% and 91% respectively).
- (iii) By age group, agreement peaks at 84% among 15 to 30 year olds and is lowest at 70% among 31 to 50 year olds.

Implications

Confirms that a higher proportion of people are now in favour of the way the Victorian coast is being managed.

6.1.3 Whether Coast Being Well Preserved

The table below presents the community ‘mind set’ regarding the preservation of the Victorian coast.

	<i>Question asked in population survey:</i> <i>Q13. Statement 01. I think most of the Victorian coast has been preserved in a very natural state?</i>
---	--

‘Most of Victorian Coast Preserved in a Very Natural State’	
Response	%
Agree A Lot	39%
Agree A Little	39%
Neither Agree Nor Disagree	5%
Disagree A Little	9%
Disagree A Lot	6%
NET AGREE	77%
NET DISAGREE	15%
Don’t Know	3%

Key Findings

- (i) In a strong result, 77% of respondents agree that the coast has been preserved in a very natural state (down 2 points), with a substantial 39% agreeing a lot (down 1 point). Changes are not significant.

Of note, only 6% of respondents disagree a lot with the statement.


- (ii) Public sentiment in Melbourne and other areas is fairly consistent, while females are just as likely as males to agree with the statement.

Implications

Strong commendation from the general public that the Victorian coast is well preserved – a result that is worth publicising.

6.1.4 Perception of Port Phillip Bay Marine Environment

The table below presents the proportion of the general public surveyed who agree and disagree that Port Phillip Bay is a clean, natural marine environment.

	<i>Question asked in population survey:</i> <i>Q13. Statement 02. Port Phillip Bay is a clean, natural marine environment?</i>
---	---

'Port Phillip Bay is a Clean, Natural Marine Environment'	
Response	%
Agree A Lot	12%
Agree A Little	32%
Neither Agree Nor Disagree	10%
Disagree A Little	19%
Disagree A Lot	16%
NET AGREE	44%
NET DISAGREE	35%
Don't Know	11%

Key Findings

- (i) Encouragingly, the proportion of respondents agreeing (44%, up 7 points on 1996 result) now outweighs those disagreeing (35%, down 10 points).

The proportion disagreeing a lot with the statement is down from 24% to 16%, while 10% of the general public did not form an opinion about the health of Port Phillip Bay.

- (ii) By age group, those aged 51 to 65 years are more inclined to agree (55%), but 15 to 30 year olds less so (36%). The young community is certainly less convinced.
- (iii) Melbourne residents are more likely than rural residents to be positive about the condition of Port Phillip Bay (47% versus 35% agreeing).

- (iv) The elderly (aged over 65) are slightly more inclined to disagree a lot (22%), as are non-visitors to the Victorian coast (23%).
- (v) Females are just as likely as males to agree.


Implications

More people are now likely to feel Port Phillip Bay is in a ‘healthy state’.

A significant number however disagree – suggesting more work is needed to make the Bay healthier and/or change perceptions of its state of health.

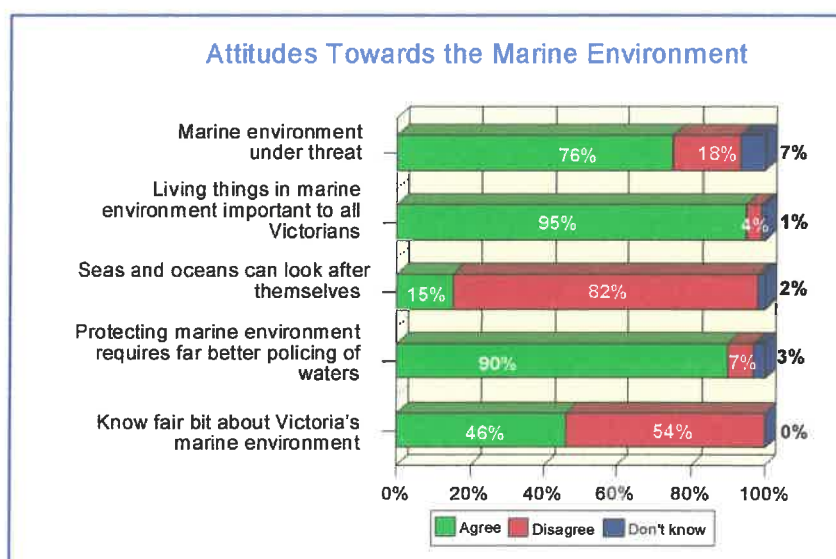
6.1.5 Status of Victorian Marine Environment

Survey respondents were asked their attitudes relating to the marine environment in Victoria. The chart below illustrates the current public ‘mind set’.



Question asked in population survey:
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.

- 1. I think our marine environment is under real threat.*
- 2. The things that live in the marine environment are important to all Victorians.*
- 3. The seas and oceans are powerful enough to look after themselves.*
- 4. Protecting our marine environment requires far better policing of our waters.*
- 5. I feel I know a bit about Victoria's marine environment.*



Key Findings

- Three in four (76%) feel the marine environment is under threat – 41% agreeing a lot with the statement. Only 18% disagree.

Anecdotally, clinic discussions show that protection of the marine environment is viewed as crucial, given:

- ➡ People like fish on the table
 - ➡ Need fish in the water to remove bacteria
 - ➡ Somewhere nice to swim
 - ➡ Considered part of the ecosystem
- (ii) An overwhelming majority (95%) are of the opinion living things in the marine environment are important to all Victorians – an extremely high 80% agreeing a lot.
- (iii) Only 15% of people surveyed believe the seas and oceans are powerful enough and can look after themselves – 62% actually disagree a lot.
- (iv) Nine in ten (90%) acknowledge that protecting the marine environment requires far better policing of waters – 64% agreeing a lot.

Some clinic workshop participants felt the key to protecting the marine environment for future generations is more than policing of waters and incorporates greater public education – via schools, local information centres, establishment of education centres along coast, open days at coastal towns and through local media.

As several clinic participants commented:

“Public needs to learn to respect our waters.”

“What harm is being done personally needs to be stated.”

“Need to drive home the message of what our waters will be like in 20 years if we don’t change our behaviour.”

- (v) In an arguably surprising result, 46% of respondents claim to have a modest understanding of Victoria’s marine environment. Only 13% feel that they know ‘a fair bit’.

(vi) Differences worth noting are:

- People living furthest away from the coast (over 100 km) are more inclined to feel the seas and oceans can look after themselves (35% agreeing with statement).

Interestingly, a small number of people in the clinics were of the opinion that waters like Bass Strait were in a healthy state given a perception that the water had greater capacity to purify itself (unlike the Bay). Others however, felt Bass Strait waters were actually under threat from ship oil spills and dumping.

- The elderly (aged over 65) are more likely to agree a lot with the statement 'protecting our marine environment requires far better policing of waters' (75%).
- Males are more likely than females to claim to know a fair bit about the State's marine environment (51% versus 40%).

(vii) Results among people living in Melbourne and other areas are fairly consistent.

Implications

Many people feel the marine environment is under threat – *pollution, overfishing* and *marine pests* considered to be the primary causes (based on anecdotal comments). Consequently, more policing of waters is seen as vital.

Claimed marine environment knowledge base is modest (at best), given very limited understanding of key terms (in clinics) – 'biodiversity' foreign to many, while only some comprehension of 'ecotourism', 'habitat' and 'ESD'.

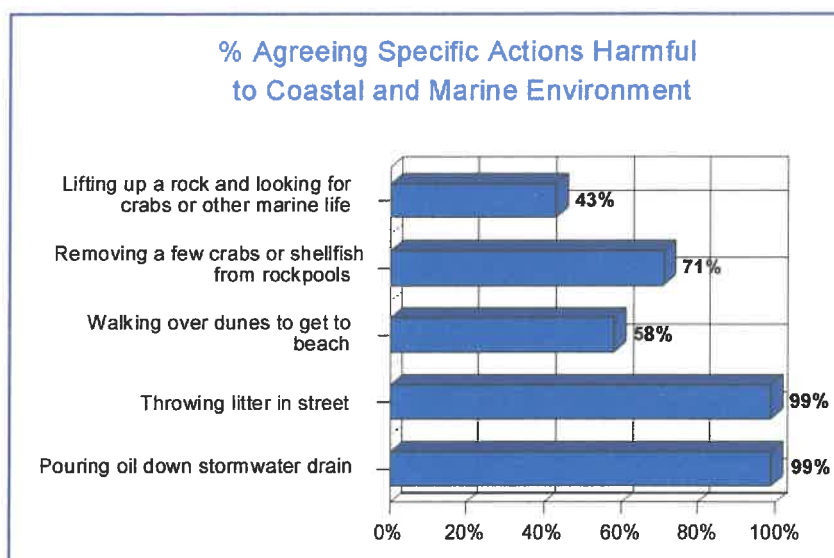
6.1.6 Specific Actions Considered Harmful

Survey respondents were asked whether specific actions were considered harmful to the Victorian coastal and marine environment.



Question asked:

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



Key Findings

- (i) More than half (55%) consider lifting up a rock and looking for crabs or other marine life to be *not harmful* (down 5 points on 1996 result). Forty-three percent (43%) consider it *harmful* (up 3 points), with only 2% saying 'don't know'.

The proportion considering this action as harmful is slightly higher among 15 to 30 year olds (52%) and males (46%).

- (ii) Seven in ten (71%) consider removing a few crabs or shellfish from rock pools to be *harmful* (down 1 point). However, this still leaves around one quarter (24%, down 4 points) who regard this action as *not harmful*, with 4% saying ‘don’t know’.

Significantly more males than females see this action as *not harmful* (30% versus 19%).

- (iii) Although a majority (58%) of respondents consider walking over dunes to get to the beach to be *harmful*, a substantial 38% don’t see it this way, with 4% unsure.

The proportion regarding this action *not harmful* is again higher among males (45%) than females (32%) and Central Coast residents (51%).

- (iv) For the first time in the survey, the general public was asked whether they consider throwing litter in the street or pouring oil down a storm water drain as *harmful*.

While the overwhelming majority (99%) regard both actions as a definite ‘no no’, 1% of the population did not.

Implications

Although most people recognise the damage caused by removing wildlife, many still do not appreciate the physical damage they cause.


Community awareness about the fragility of the coastal environment needs to be increased considerably – more so among males.

Education is clearly required, and this issue could be addressed via public relations activities and ‘noise’ in local media and school curriculums.

6.2 Protecting Coast

6.2.1 Whether Confident Strategies in Place

The general public was asked the degree to which they felt confident that strategies were in place for protecting the Victorian coast in the long term. The table below presents the results of this new survey measure State-wide.

	<p>Question asked in population survey:</p> <p><i>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 your grandchildren's grandchildren will be happy with?</i></p>
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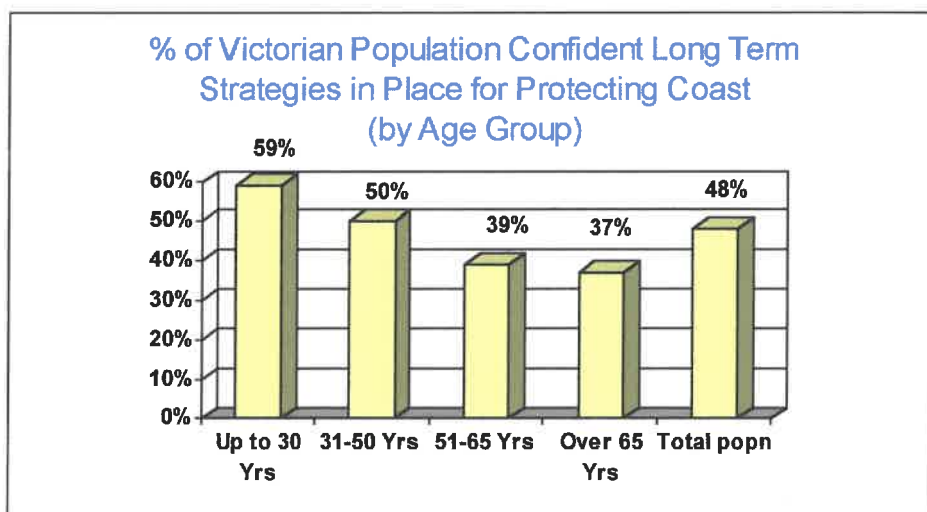
How Confident Strategies in Place to Preserve and Protect Victorian Coast in Long Term	
Response	%
Very Confident	7%
Fairly Confident	41%
Not Too Confident	33%
Not At All Confident	15%
NET CONFIDENT	48%
NET NOT CONFIDENT	49%
Don't Know	4%

Key Findings

- (i) Significant community concern is evident. Only half (48%) the Victorian population surveyed are *confident* strategies are in place that will preserve and protect the coast in the long term – only 7% however claim to be *very confident*.

A similar proportion (49%) claim they are *not confident* – 15% *not confident at all*, while 4% 'don't know'.

- (ii) Younger people (up to 30 years) are more inclined to be confident that effective strategies are in place (59%), but the elderly less so (37%) - see chart below. This is possibly a sign that information available to the education system is having a positive influence.



- (iii) No significant difference in the opinion between Melbourne and regional populations is evident, nor between males and females.

Implications

Victorian population polarised on whether effective long-term strategies for coast in place, although younger members of public express greater confidence.


Key tracking question for the future.

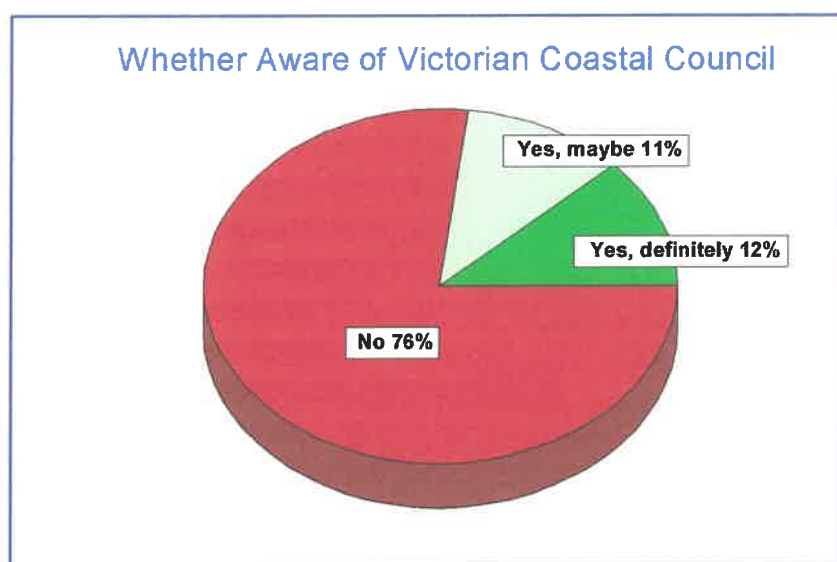
TQA Research recommends a goal be set of having 60% of Victorians confident strategies are in place to preserve and protect the Victorian coast in the long term (versus current 48%).

Also see Section 7.2: Confidence in Planning and Building Guidelines.

6.2.2 Awareness of Victorian Coastal Council

The chart below presents the proportion of people surveyed claiming to be aware of the Victorian Coastal Council (not asked in 1996).

	<p><i>Question asked in population survey:</i> <i>Q27. Have you heard of an organisation called the Victorian Coastal Council, which has developed a strategy for the coast?</i></p>
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Key Findings

- (i) Only 12% of the general public claim to have *definitely* heard of the Victorian Coastal Council. A further 12% think they have.
- (ii) Total awareness rates are highest among the elderly (30%) and West Coast residents (30%).

Implications

Claimed awareness is fairly low and arguably should be higher than 28% among permanent coastal residents (living within 1 km of coast). Greater exposure of Victorian Coast Council activities is arguably needed.

6.2.3 Support for Alternative Funding Source

Survey respondents were asked whether they supported or opposed the idea of introducing a 10% surcharge on local council rates to help fund the protection of Victoria's coastal and marine environment. The table below presents the results of this new survey measure.

In a question of this nature, it is the proportion *strongly supporting* that is most relevant. As a rule, a concept of this nature will 'sell' to approximately 70% of those saying they 'strongly support' and 30% saying 'mildly support', providing the concept's benefits are adequately communicated to the target market.



Question asked in population survey:

Q31. 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.

Whether Support or Oppose 10% Surcharge on Local Council Rates to Fund Much Higher Level of Coast and Marine Protection	
Response	%
Strongly Support	22%
Mildly Support	34%
Mildly Oppose	19%
Strongly Oppose	16%
NET SUPPORT	56%
NET OPPOSE	35%
Don't Know	9%

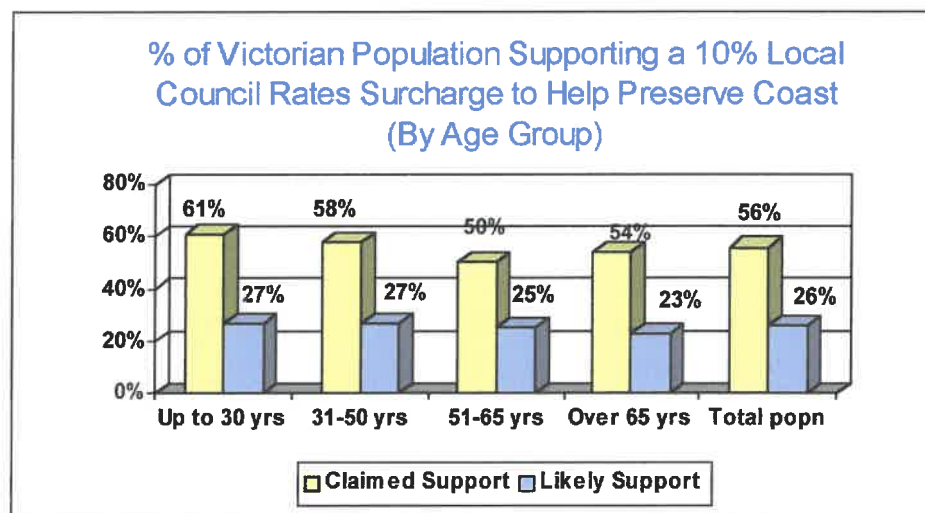
Key Findings

- (i) More than half (56%) support the concept of a 10% levy imposed on local council rates to help fund coastal activities – 22% expressing *strong support*.

Thirty-five percent (35%) are against the idea – 16% *strongly opposed*, while 9% have 'no opinion'.

- (ii) On the surface, support is highest among Central Coast residents (67%).
- (iii) By age group, claimed overall support peaks at 61% among 15 to 30 year olds and is lowest among 51 to 65 year olds (50%).

The chart below however illustrates that the ‘true’ proportion of people *in favour* of the 10% rates surcharge is more in the vicinity of 26% - consistent across all age groups.



Another coast funding avenue tested among clinic participants received lukewarm acceptance. A ‘Friends of the Coast Club’ concept with an annual membership of \$65 was seen to lack substance and real benefits in its current format (see Appendix 3 for concept description) – particularly, the ability to allocate a fair proportion of money collected to help fund *locally* based coast projects.


Implications

Sizeable support for a 10% local council rate levy to help fund the coast exists – suggests concept has ‘legs’, particularly in higher income municipalities.

6.2.4 Perceived Funding Priorities

Clinic participants were asked to imagine they were responsible for managing a specific Victorian coastal region with a budget of \$5 million for coastal improvements in the next 12 months. A list of funding options were provided to participants (see Appendix 2) to help them individually decide how to allocate the sum of money available. Participants were also given the option of nominating other areas considered appropriate for funding (within the \$5 million allotted budget).

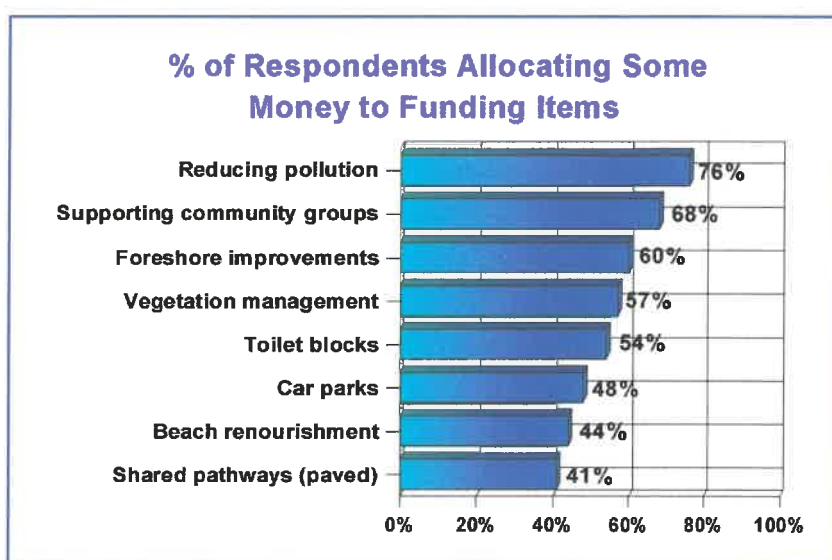
The chart below illustrates where the money was likely to be allocated to.



Question asked in clinics:
Q10. Imagine you were put in charge of managing one of the following three regions of Victoria's coast and you had \$5million to spend on the region in the next 12 months:

- For West Coast residents - SA border to Torquay
- For Central Coast residents - Torquay to Inverloch (incl. bays such as Port Phillip and Western Port)
- For Gippsland Coast residents - Inverloch to NSW border (incl. Gippsland Lakes)

On which of the following would you spend this sum of money? In what areas, do you feel the money is needed?



Key Findings

- (i) A high proportion of clinic participants allocated some funding (at least \$3 million of their \$5 million budget) towards *reducing pollution* – not surprising, given community concerns with pollution issues world-wide and in this specific research.
- (ii) A clear majority put aside a sum of money for *supporting community groups working on the coast and foreshore improvements*, while over half recognised the need to spend some of their funds on *vegetation management*.
- (iii) A fair proportion of clinic participants allocated an amount in their budget for *toilet facilities, car parks (including drainage and landscaping) and shared (paved) pathways*.
- (iv) Fewer people (around one in three) saw the need to spend money on things such as:
 - ➡ Maintenance/restoration of piers
 - ➡ Camping improvements
 - ➡ Land purchases (buy-backs)
 - ➡ Coastal information
- (v) One in five clinic participants mentioned other items not listed warranting funds, namely:
 - ➡ Better facilities for tourists
 - ➡ Employment of more coastal officers/rangers
 - ➡ Surf Life Saving Clubs
 - ➡ Protection of animals
 - ➡ Provision of boat ramps
 - ➡ Road improvements/maintenance

The table below highlights the proportion of the \$5 million budget allocated to each funding item, as well as the one funding item clinic participants would allocate all their money towards, if they were asked to choose.



Question asked in clinics:

*Q11. If you could only spend \$5 million on one item, what would it be?
What do you see as the top priority?*

Allocation of \$5 Million Funding of Victorian Coast	Average % of Funds Allocated For Each Item	% Allocating <u>All</u> Funds to One Item (if had to)
Reducing Pollution	42%	60%
Foreshore Improvements	7%	5%
Land Purchase (buy back)	6%	3%
Supporting Community Groups	5%	6%
Car Parks	5%	4%
Beach Renourishment	5%	3%
Vegetation Management	4%	9%
Toilet Blocks	4%	5%
Maintenance/Restoration of Piers	4%	1%
Streetscape Improvements	4%	0%
Shared pathways (paved)	4%	0%
Camping Area Improvements	3%	1%
Information	2%	1%
Other	6%	3%
TOTAL	100%	100%

- (vi) Clearly, many clinic participants chose to spend the bulk of their funds on reducing pollution – approximately 42% of the total budget allocation. Indicative results suggest this proportion is highest among West Coast residents living along the Surf Coast (Barwon Heads to Anglesea), possibly influenced by the 13th Beach sewerage outfall.
- (vii) The remaining funds are spread fairly evenly between other items – vegetation management slightly more so, if people had to prioritise.

(viii) Results indicate more funds are likely to be spent by:

- ➡ East Coast residents (Bairnsdale region) towards *toilet blocks*
- ➡ West Coast residents (Apollo Bay region) on *car parks* and *streetscape improvements*
- ➡ Boaties/Anglers towards *foreshore improvements*
- ➡ Phillip Island residents on *shared pathways (paved)*
- ➡ West Coast residents (particularly Port Fairy region) towards *land purchases (buybacks)*
- ➡ Melbourne residents on *maintenance and restoration of piers*.

Implications


Reducing *pollution* is seen as a major priority among the general public.

Vegetation management and funding of community groups working on the coast is well supported, while there is recognition money needs to be spent on a range of foreshore improvements.

6.3 Coastal Issues and Concerns

6.3.1 Key Issues Affecting Coast

Clinic participants were asked to individually nominate what they regarded as important issues affecting the Victorian coast. The table below presents the community's 'hot issues'.

	<p><i>Question asked in clinics:</i> <i>Q4. What do you regard as the important issues affecting you and your use of the coast in Victoria? What are the 'hot' issues that need to be addressed or warrant some attention?</i></p>
---	--

Important Issues Affecting Use of Victorian Coast (Key Unprompted Responses)	% Mentioning (n=151)
Cleanliness of beaches/coastal areas/syringes	25%
Rubbish on beaches/in water	23%
Pollution/storm water run-off/sewerage	22%
Coastal development/over development	20%
Better/easier access to beaches/fishing spots/places of interest	20%
Erosion of beaches/sand dunes/cliffs	17%
More/better public facilities (playgrounds, camping grounds)	13%
Jet ski/motorboat restrictions	13%
Overuse by tourists	11%
Overfishing/unsustainable commercial fishing practices	11%
Ship discharge/oil spills	10%

Note: Multiple Responses

Key Findings

- (i) *Beach pollution* is a major issue for the general public throughout the State, 'collectively' nominated (unprompted) by around half of all clinic participants. A significant proportion of people is also concerned with *water pollution* issues, namely, storm-water discharge and oil spills.
- (ii) Other important issues relate to *over-development of coast, general access* and *beach erosion and coastline deterioration*.

- (iii) The need for *improved public amenities* is on some people's minds, namely, playgrounds and toilet and shower facilities.
- (iv) Concerns with water based activities such as *commercial fishing* and *jet skis* are also evident.
- (v) Other issues worthy of mention (highlighted by very small minority) include:
 - Clearing of native vegetation/trees/need for replanting
 - Dog restrictions and litter
 - Public education for preserving marine environment
 - Retaining wildlife habitats




Implications

A clear 'mandate' from clinic participants to more strongly tackle beach cleanliness and pollution issues.

6.3.2 Recent Events on Coast Disliked

The table below highlights recent events on the Victorian coast disliked by clinic participants (mentioned spontaneously).

	<i>Question asked in clinics: Q5. Thinking of the Victorian coast, could you nominate one or two specific things (including developments or facilities), which have occurred in recent years, which you have disliked?</i>
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Recent Events on Victorian Coast Disliked (Key Unprompted Responses)	% Mentioning (n=151)
Foreshore development/over development	17%
Seal Rocks, Phillip Island	11%
Cumberland Resort, Lorne	5%
Lack of facilities/amenities	5%
Rubbish/maintenance of beaches/lack of bins	5%
Insufficient foreshore parking	4%
Flora/fauna destruction	4%
Sewerage into waterways/sea	4%

Note: Multiple Responses

Key Findings


- (i) Some disapproval of foreshore developments is evident (e.g. Seal Rocks and Cumberland Resort more so among locally based residents).
- (ii) Other annoyances such as *lack of facilities* and *rubbish* are limited to a very small minority – but cannot be ignored, given they continue to be raised as issues.

Implications

Concerns with coastal development are clearly apparent with some holding the view that ‘silly decisions’ are still being made.

6.3.3 Suggested Improvements

The table below presents suggested improvements for addressing Victorian coastal issues (nominated unaided by survey respondents).

	<p><i>Questions asked in population survey:</i></p> <p><i>Q29. Are there any specific developments, improvements, changes or policies you would like to see, or any concerns you have for the <u>ocean</u> coast of Victoria – that's excluding Port Phillip and Western Port Bays?</i></p> <p><i>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?</i></p>
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Suggested Improvements for Addressing Coastal Issues		
Main Suggestions (Unprompted)	EAST/WEST COAST (n=701) % Mentioning	THE BAYS (n=459) % Mentioning
Cleaner beaches/stricter litter controls	12%	14%
Reduce/ban/restrict coastal development	9%	4%
Control fishing/tighter/stricter fishing regulations	5%	6%
Control pollution/cleaner water	4%	12%
Reduce/control storm water drainage discharge	4%	4%
Control of oil spills	4%	2%
Better public education/awareness of conservation issues	4%	2%
Better erosion control/revegetation	3%	1%
More supervision/policing of restrictions	3%	1%
Control pollution/discharge from shipping	3%	3%
Less sewerage/effluent	3%	5%
Maintain natural environments/protect wildlife habitats	3%	3%
No high rise development along foreshores	2%	3%
Remove syringes from beach	1%	6%
NET MENTIONS – WATER POLLUTION RELATED	10%	18%
No suggestions	36%	37%

Note: Multiple Response

Key Findings

- (i) There was no shortage of suggestions, with more than 40 different areas for improvement highlighted – a far greater number than in 1996.

The table on the previous page shows the main unprompted suggestions/comments made by respondents.

Note, suggested improvements for Port Phillip and Western Port Bays were only sought from residents living within or in close proximity to Metropolitan Melbourne.

- (ii) Broadly speaking, Victorians wish to see *stricter litter controls on beaches* state-wide – more ‘top of mind’ among females. *Syringes* on beaches are more apparent in bay beaches areas.

Along the West and East Coast, there is perceived to be more of a need to *control coastal development*, while improving *water quality* at our beaches is more of an issue in the Bays.

Other improvements common to coastal and bay areas include *stricter fishing controls* and *reduction of storm water drainage discharge*.

Net suggestions for addressing water pollution issues totalled 10% to 18% - slightly higher than in 1996.

- (iii) Other points noteworthy (relevant to Ocean Coast suggestions) include:

- ➔ Need for *stricter litter controls on beaches* (18%) and *reducing storm water drainage discharge* (27%) mentioned more by East Coast residents.
- ➔ West Coast residents are more concerned about *restricting coastal development* and *controlling oil spills from ships* (17% and 9% unprompted respectively), as well as *better erosion control* (10%).

- ➔ *Not allowing high rise buildings along the foreshore* mentioned more by the elderly (6% unprompted).

Suggestions for improving the Bay are consistent across respondent types.

Implications

Beach cleanliness and water quality are considered most in need of attention. Stricter fishing controls are supported, while some unease with coastal development exists.

6.3.4 Key Issues Affecting Marine Environment

Clinic participants were asked to individually nominate what they regarded as important issues affecting the Victorian marine environment. The table below presents the key issues raised (unprompted).



Question asked in clinics:

*Q6. What do you regard as the important issues affecting the marine environment in Victoria?
What are the 'hot' issues that need to be addressed or warrant some attention?*

Important Issues Affecting Marine Environment in Victoria (Key Unprompted Responses)	% Mentioning (n=151)
Pollution/oil spills/sewerage/rubbish/storm water drains	63%
Over fishing/depletion of fish stocks/commercial fishing	36%
Poaching/illegal fishing	19%
Release of non-indigenous marine life	19%
Protection/maintenance of marine environment/habitats	18%
Maintain/manage fishing industry/limits/regulations	16%
Safety issues (recreational, fishing, jet ski use)	13%
Public education/conservation of marine environment	10%


Note: Multiple Response

Key Findings

- (i) The general public appears most concerned about *water pollution* issues affecting the marine environment in Victoria – oils spills, sewerage, rubbish and storm water drains the 'stand out' mentions.
- (ii) Concerns with fishing activities continue to be raised as a key issue namely, over-fishing, illegal fishing and not adhering to limits and regulations.
- (iii) Other 'top of mind' issues raised include *protection of marine environment and habitat*, *recreational safety* and the need for *public education*.

6.3.5 Recent Events Relating to Marine Environment Disliked

The table below highlights recent events related to Victoria's marine environment disliked by clinic participants (mentioned spontaneously).

	<p><i>Question asked in clinics:</i> <i>Q7. Thinking of the marine environment in Victoria, could you nominate one to two specific things (including developments or facilities), which have occurred in recent years, which you have disliked?</i></p>
---	---

Recent Events Relating to Marine Environment Disliked (Key Unprompted Responses)	% Mentioning (n=151)
Sewerage outlets	9%
Coastal development/over development	9%
Oil spills/ballast pollution	8%
Over fishing/depletion of fishing stocks/commercial fishing	8%
Pollution/rubbish/syringes	5%
Philip Island developments	4%
Closing of river mouths/damming/redirection of rivers	4%
Safety issues (jet skis)	4%
Mistreatment/slaughter of marine animals/birds	4%

Note: Multiple Response

Key Findings

- (i) The threat of pollution on the marine environment continues to be raised as a key concern, albeit by a small proportion of clinic participants.
- (ii) Opposition to other recent events affecting the marine environment is limited to a select few – suggesting things are ‘okay’ for the moment.

Implications

Genuine concerns about the ‘health’ of Victoria's marine environment are evident – suggesting greater protection laws are sought.


7. Coastal Development

This section establishes the public's 'mind set' towards development along the Victorian coast.

7.1 General Attitudes

7.1.1 Perceived Impact of Coastal Development

The chart below illustrates the views of survey respondents regarding the perceived impact of coastal development (not asked in 1996).

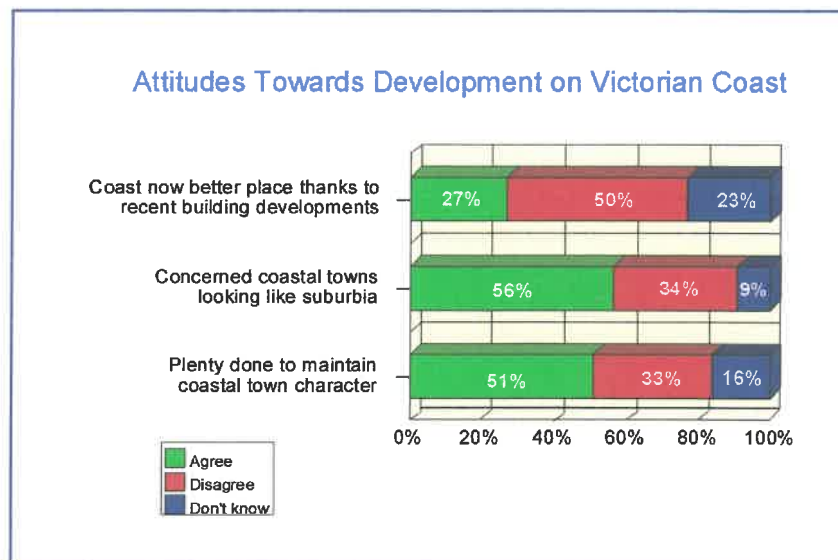


Question asked in population survey:

Q13.Statement 9. I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city.

Q13.Statement 10. Plenty is being done to preserve and protect the character of coastal towns.

Q13.Statement 11. The coast is now a better place thanks to recent building developments.



Key Findings

- (i) Over one quarter (27%) of people surveyed feel the Victorian coast is now a better place thanks to recent building developments – 50% do not hold this view.

The remaining 23% of respondents either had no opinion or could not comment.

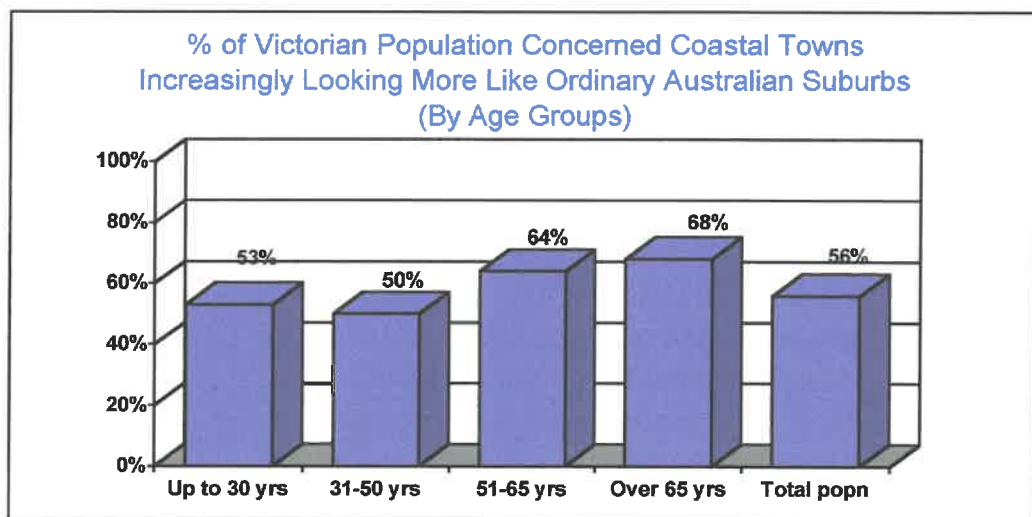
The elderly (aged over 65 years) are more inclined to *disagree a lot* with the statement put forward to them (31%) and those aged 15 to 30 years less so (17%).

Geographically, sentiment is similar across the State.

- (ii) Of concern, 56% of respondents agree that Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city – 29% *agreeing a lot*.

One in three (34%) however, disagree with this statement – 13% *disagreeing a lot*, with 9% uncommitted.

The elderly are more likely to be concerned (68%), while the 31 to 50 age group less so (50%) - see chart below.



Geographically, sentiment is similar across the State.

- (iii) On a positive note, one half (51%) of those surveyed believe plenty is being done to preserve and protect the character of coastal towns (18% agreeing a lot with statement put forward).

One third (33%) disagree, with 16% remaining uncommitted with their response.

West Coast residents (63%) and those aged 15 to 30 years (61%) are more likely to feel 'plenty is being done'.

Similar views are held by males and females on this issue.


Implications

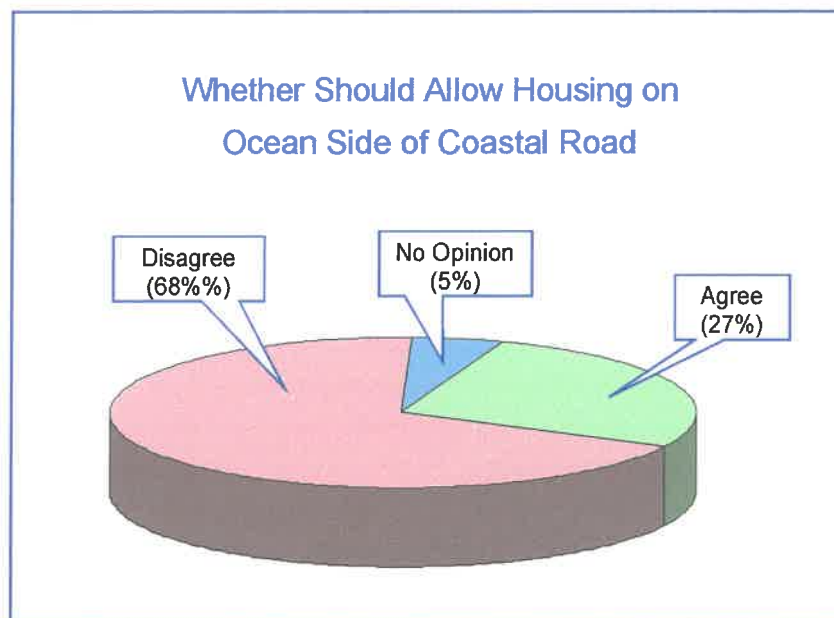
Results indicate more could be done to improve the appeal of coastal towns – a significant proportion are worried about elements of suburbia 'creeping in'.

Many are sceptical about the impact of recent coastal developments, particularly the older population yearning for the coast to return to its former days.

7.1.2 Allowing Housing on Ocean Side of Coastal Roads

The chart below illustrates community attitudes on whether housing development on the ocean side of a coastal road should be allowed.

	<p>Question asked in population survey: Q13.Statement 6. In general, I think development of housing on the ocean side of a coastal road should be allowed.</p>
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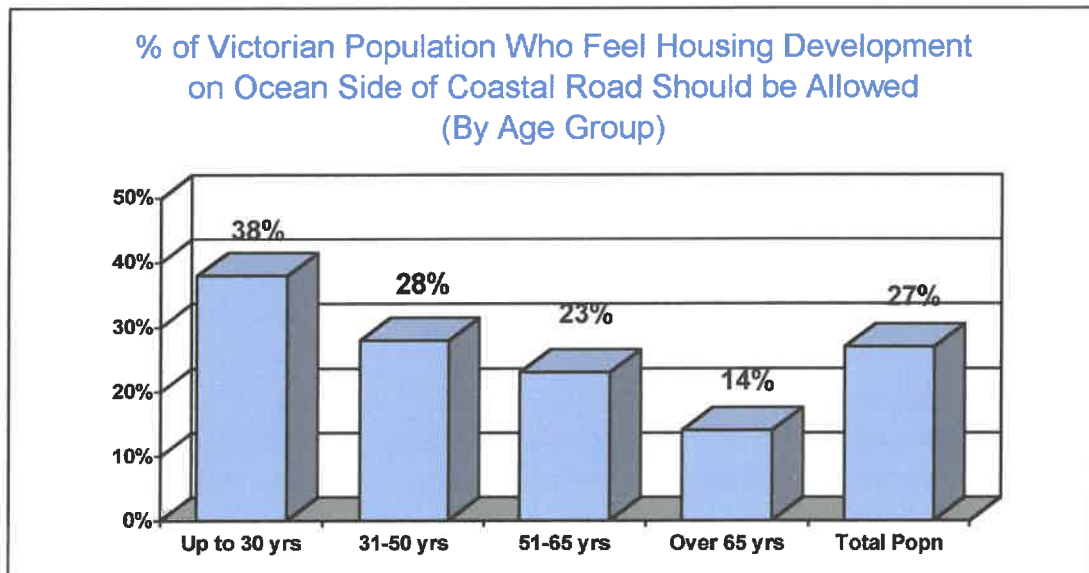
Key Findings

- (i) Most (68%) continue to be against housing development in such a place (although down 5 points on 1996 result). Strength of feeling is confirmed with 51% *disagreeing a lot* with statement (down 4 points).

While only 27% are in favour (up 3 points), 5% are uncommitted.

- (ii) Opposition to housing on the ocean side of coastal roads is highest among the elderly (80%).

- (iii) Support for this development scenario peaks at 38% among the younger population (15 to 30 year olds).




- (iv) No difference between Melbourne and provincial responses evident

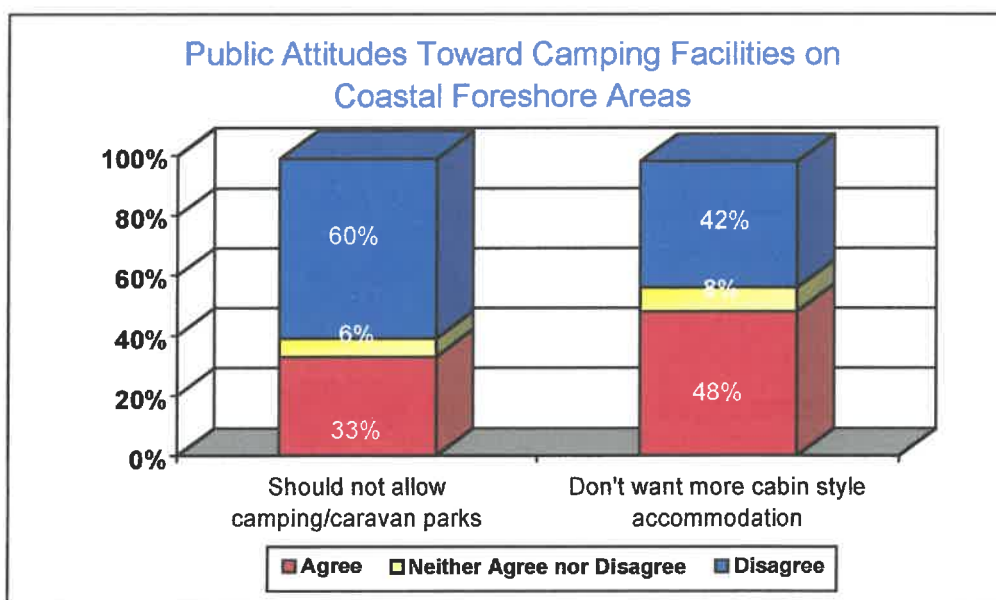
Implications

Few support housing on the ocean side of coastal roads – no major change from 1996 result.

7.1.3 Camping Areas on Coastal Foreshore

The chart below presents the views of the general public regarding camping areas on coastal foreshores.

	<p><i>Question asked in population survey:</i></p> <p><i>Q13.Statement 03. Camping and caravan parks should not be allowed on any foreshore areas</i></p> <p><i>Q13.Statement 12. I wouldn't like to see more cabin style accommodation in camping areas along the Victorian coast foreshore.</i></p>
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Key Findings

- (i) Six in ten (60%) disagree that caravan parks should not be allowed on any foreshore areas – 28% *disagreeing a lot*.

While 33% agree, 7% remain uncommitted in their response.

The elderly are more inclined to oppose caravan parks on foreshore areas (42%).

No significant differences in results across the State.

- (ii) Nearly half (48%) the people surveyed would not like to see more cabin style accommodation in camping areas along the foreshore. Almost just as many (42%) however, would like to this occur, while 10% could not commit one way or the other.

Opposition is highest among people aged over 65 (55%) and East Coast residents (73%), albeit small sample size (for latter).


Support is consistent among males and females.

Implications

Some support for more cabin style accommodation in caravan parks exists.

7.2 Confidence in Planning and Building Guidelines

Survey respondents were asked how confident they felt with the current planning and building guidelines. The table below presents the results for this new survey measure.

	<p><i>Question asked in population survey:</i> 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?</p>
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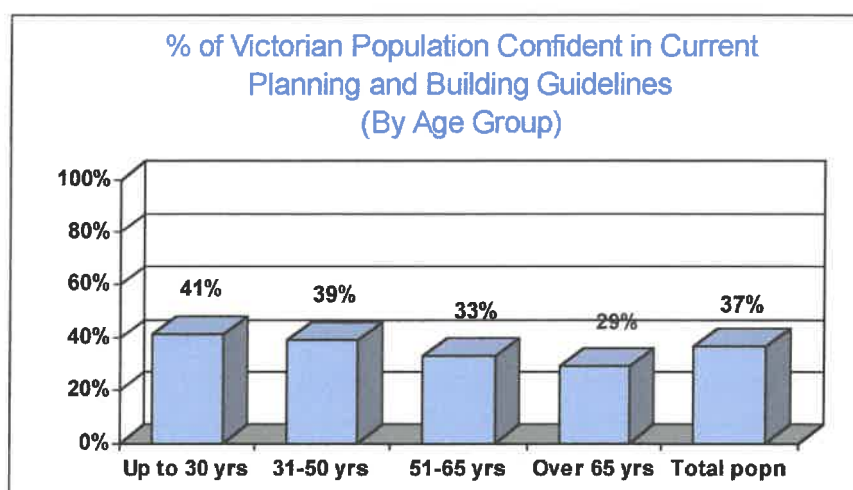
How Confident in Current State and Local Government Planning and Building Guidelines	
Response	%
Very Confident	3%
Fairly Confident	34%
Not Too Confident	35%
Not At All Confident	18%
NET CONFIDENT	37%
NET NOT CONFIDENT	53%
Don't Know	10%

Key Findings

- (i) Only 37% of the Victorian public claim to be confident with the current planning and building guidelines in place for protecting the character and feel of coastal towns – just 3% say they are *very confident*. This modest level of support is consistent across the State and should be of concern to all levels of Government.

Just over half (53%) are not confident – 18% *not at all confident*, while 10% cannot say.

Skepticism is highest among people aged over 50 years (62%) and West Coast residents living within 15 km of the coast (70%).



- (ii) Public concerns with current planning and building guidelines relate mainly to a perceived *lack of consultation with residents* and *over-development* (see table below outlining survey responses).

Essentially, people are seeking for:

- ➔ More discussions and effective input (more people having a say)
- ➔ More consideration of the impact on developments
- ➔ More publicity of guidelines
- ➔ More information on the obligations of developers

What Should Be Done to Improve Planning and Building Guidelines	% Mentioning Unprompted
More consultation with residents	27%
No high rise allowed	8%
Limit coastline development	8%
Stricter rules/tighter regulations	6%
More public input	6%
Better blending in of buildings	5%
More consideration of long term effects	4%

Note: Multiple Response

(iii) When the issue of planning and building guidelines for maintaining coastal town appeal was raised with clinic participants, the following suggested enhancements were commonly made:

- ➡ Avoiding suburbanisation – not allowing retail/food chains in prominent foreshore areas, main town street
- ➡ Limiting building height to two storeys
- ➡ Setting minimum vegetation requirements (lots of plants/trees)
- ➡ Using natural colours (no colour clashes)
- ➡ Avoiding neon lights and ‘city’ signage
- ➡ Using materials consistent with other existing ‘historic’ buildings – more sandstone, timber, less concrete and brick
- ➡ Avoiding too many rendered properties
- ➡ Maintaining best heritage buildings in town
- ➡ Not allowing development on beaches/cliff tops
- ➡ Better use of natural environment/landscape
- ➡ Encouraging curved roof structures
- ➡ More green areas within townships

Implications


Virtually a ‘no confidence’ vote for current guidelines in protecting coastal town character - public discussion and input on proposed developments seen to be lacking.

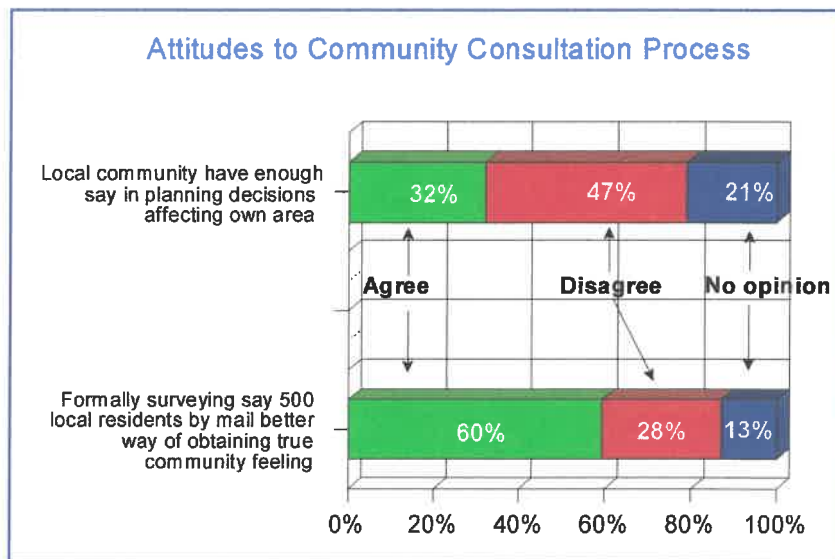
Urgent attention warranted.

7.3 Community Consultation

7.3.1 General Attitudes

The chart below illustrates community sentiment regarding public consultation processes (new survey questions).

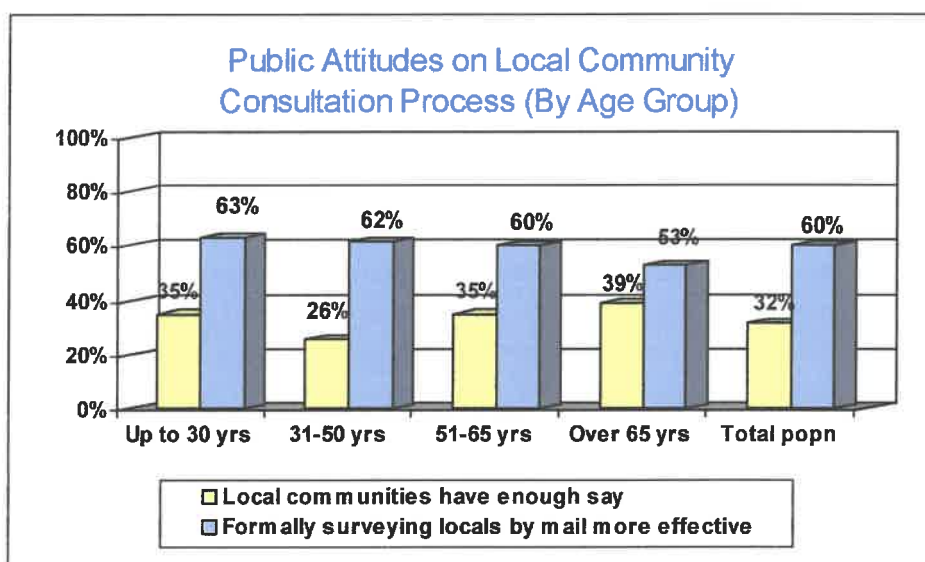
	<p><i>Question asked in population survey:</i></p> <p><i>Q13.Statement 7. I feel local communities generally have enough say in local and State Government planning decisions affecting their own area?</i></p> <p><i>Q13.Statement 8. Formally surveying a random sample of 500 local residents by mail is a better way of obtaining true community feeling on an issue than holding public meetings.</i></p>
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Key Findings

- (i) One in three (32%) people surveyed feel local communities have enough say in planning decisions affecting their own area. Almost half (47%) however, disagree, while a considerable 21% are uncommitted in their response.

- (ii) The proportion of respondents *disagreeing* with the statement is similar across the State, although slightly more prevalent among females than males (51% versus 42%).
- (iii) By age group, agreement is slightly higher among the elderly (39%), but as low as 26% among 31 to 50 year olds (see chart below).



- (iv) When asked whether formally surveying a random sample of residents by mail was a more effective means of obtaining true community feeling (than public workshops), a clear majority (60%) agreed – 37% *agreeing a lot*.

Twenty-eight percent disagreed, with 13% uncommitted.

- (v) Support for formal resident surveys was consistently high across all respondents (see chart above).



Implications


A significant proportion feel the local community does not have sufficient *real* say on local planning issues – this view shared by all population groups.

Anecdotally (clinic participants feedback), concerns relate to a perception that noisy minority groups are ‘drowning out’ the views of the local majority who are not being heard. Other concerns relate to ‘outsiders’ making key decisions, responsible authorities going against community wishes and a perception that fait accompli proposals are presented at public consultation forums.

The introduction of more formalised community feedback should not be discounted.

7.3.2 Informing Public on Coastal Issues

The table below presents the information sources relied on by the general public for keeping up-to-date on local coastal issues (new survey questions).

	<p><i>Questions asked in population survey:</i> Q20. <i>Where do you source most of your information about your local coastal area?</i> Q21. <i>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?</i></p>
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Informing General Public About Local Coastal Developments	% of Mentioned Unprompted	
	Current Sources Relied on	Regards Best Information Sources
Local newspapers	16%	13%
Friends/colleagues	16%	0%
Local council	12%	0%
Tourist information Centre	7%	2%
RACV	4%	0%
Television	4%	48%
Daily newspapers	3%	37%
Radio	1%	15%
Internet/web site	3%	8%
Mail outs/letter drops	0%	14%

Base: n=352 respondents

Note: Multiple Response

Key Findings

- (i) Victorians are more likely to rely on *local press* (16%) and *friends and colleagues* (16%) for information about their local coastal area. A similar proportion also access the *local council* (12%).
- (ii) Other information sources mentioned by a very small minority of respondents include *tourist information centres at destination* (7%), *RACV* (4%) and mainstream media such as *television* (4%) and *daily newspapers* (3%). The *internet* was used by 3% of respondents.

(iii) While *radio* is relied upon by just 1% of the general public, even fewer mentioned *public meetings*.

(iv) Other points noteworthy are:

→ *Local press* relied on more so by rural populations (25%) and people aged over 50 years (24%).

→ Younger people aged 15 to 30 more inclined to ‘touch base’ with *friends* (35%).

→ Melbourne respondents are more inclined to use the *local council* than rural respondents (14% versus 8%).

(v) When asked to nominate the most effective means of informing the general public about coastal issues and developments, mainstream media was preferred by a greater proportion:

⇒ Television (48% unprompted mention rate)

⇒ Daily Newspapers (37%)

⇒ Radio (15%)

⇒ Local Newspapers (13%)

(vi) One in seven (14%) respondents mentioned *mail-outs/letter drops/pamphlets*, while 8% regard the *internet* as an effective information source.

(vii) Only 3% of people surveyed regard *public meetings* as an effective means of keeping the public up-to-date on coastal and marine issues.

(viii) Preferred means of accessing coastal information was consistent across respondent groups.

Implications

At present, local press and councils are heavily relied on for coastal information.

For many, mainstream media is the preferred means of accessing local coastal information. The importance of direct mail and the internet should not be underestimated, given potential cost efficiencies and better reach.

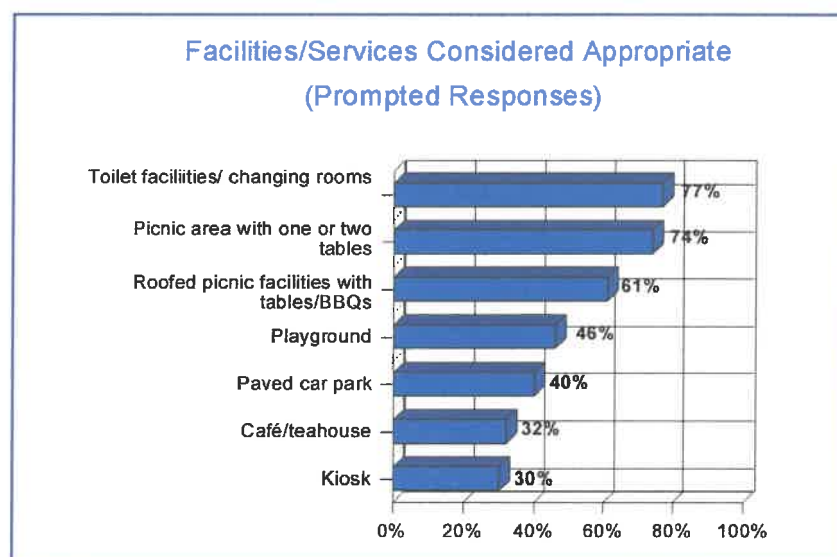
7.4 Appropriate Facilities/Services in Underdeveloped Coastal Area

Survey respondents were asked to nominate services or facilities considered appropriate, given the scenario of an underdeveloped parcel of land on the coastal side of the road with no development structures for 10 km. The chart below presents the responses given.



Question asked in population survey: –

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 km. Which of the following services or facilities would you find appropriate on this underdeveloped piece of land?



Key Findings

- (i) Based on the scenario provided, the greater majority of respondents consider *toilet facilities with changing rooms* (77%) and a *picnic area with one or two tables* (74%) appropriate for this area.
- (ii) Six in ten (61%) regard *sheltered picnic facilities with tables and BBQs* as acceptable, while 46% would not object to the establishment of a *playground*. Four in ten (40%) consider a *paved car park* as okay.

- (iii) Almost one in three regard the establishment of either a *café/teahouse* (32%) or *kiosk* (30%) as acceptable for this area.
- (iv) One in ten (10%) are opposed to any of the above facilities or services being developed on this parcel of coastal land.
- (v) Other noteworthy points include:
 - ➔ West Coast residents are more likely to regard *playgrounds* (59%) and *paved car parks* (53%) appropriate.
 - ➔ Acceptance of *sheltered picnic facilities* peaks among the elderly (69%).
 - ➔ Males more so than females prefer the establishment of a *paved car park* (46% versus 34%).

Implications

Toilet and picnic facilities are considered highly appropriate.

Modest support evident for a playground and paved car park, while a 'casual like' food facility makes sense for some.

7.5 How Best to Plan for Future Development Along Victorian Coast

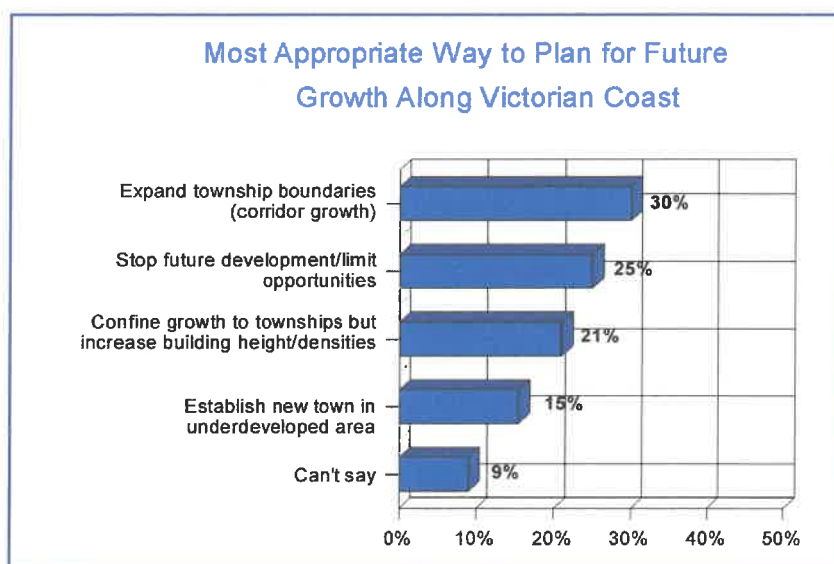
The chart below illustrates current public sentiment regarding the best way to plan for future growth along the Victorian coast.

The results presented should be treated as indicative only, given respondents were asked to respond in a broad sense, without the luxury of specific ‘what if’ scenarios relating to their local coastal area.



Question asked in population survey:

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?



Key Findings

- (i) When asked to choose outright, a significant proportion of Victorians support confining or limiting development opportunities. Thirty percent (30%) lean towards a ‘linear growth’ development model for the coast – that is, expanding existing township boundaries to allow for corridor development.

This concept appears to have greater support among permanent coastal residents living within 1 km of the coast (47%).

- (ii) The notion of stopping coastal development altogether or at the very least restricted significantly is more prevalent among the older population (33%).
- (iii) Males more than females favour the concept of future growth confined to existing townships with increased building height and densities (27% versus 15%).
- (iv) Some support, albeit small, exists for the establishment of a completely new town in an underdeveloped coastal area (15%).

Implications

On the surface, the general public appears split on the best future growth model for the Victorian coast. However, there is considerable support for the concept of ‘contained growth’.

TQA Research recommends ‘testing the water’ further with the public, utilising developed and descriptive future scenarios, with visual aids to assist.

7.6 Reaction to Coastal Development Scenarios

Clinic participants were presented with five different development scenarios for the Victorian coast, and asked to process each (individually) in terms of strength of support or opposition to the various concepts.

7.6.1 New Restaurant/Café Adjacent to Boat Harbour

Scenario 1 as presented to clinic participants is shown below.

Development Scenarios

Scenario #1

New Restaurant and café adjacent to Boat Harbour
(Regional Town outside Metro. Melbourne)

- Would seat up to 80 diners
- Nautical theme to blend in
- Expansive windows for views
- Double storey, quality design
- Café and gift shop by day; restaurant at night
- Ample parking nearby
- Located at existing harbour



29

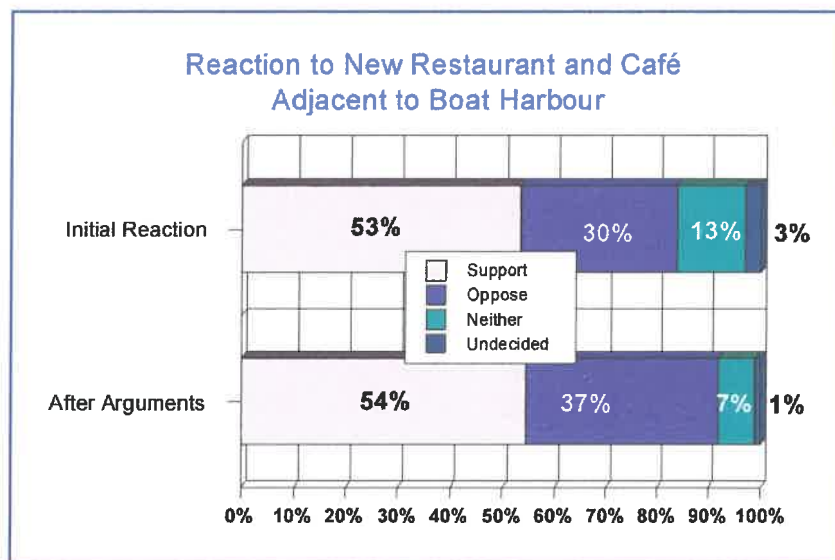
Clinic participants were then asked whether they supported or opposed such a development scenario, based on the initial information presented above and again, after being exposed to some potential 'pros and cons' of the coastal development (see chart overleaf).



Questions asked in clinics:

Q13. Based on the development description and proposed location along the Victorian coast, how much do you support or oppose this concept?

Q14. Now that you have been presented with 'for and against' arguments for such a development along the Victorian coast, how much do you support or oppose this concept?



Key Findings

- (i) More than half the clinic participants initially rated the new restaurant and café facility favourably, with support consistent across the State, but more so among males and less frequent visitors to the coast.
- (ii) The presentation of 'for and against' arguments relating to this development concept had no impact on positive public sentiment, although the proportion opposed increased (converting some of the initial 'neutrals').
- (iii) The perceived benefits of this eating facility (in order of mention) include:
 - Jobs and employment opportunities
 - Promotes tourism
 - Enhances coastal experience
 - Local economy wins financially

- Proposed site nominated for already developed area
- Impression of controlled waterside development

(iv) Opposition to the development concept relates mainly to:

- Increased pollution concerns
- Setting a precedent for future waterside developments
- Detracting from natural scenery of coastline

Implications

Majority support for eating facility concept evident - *real* benefits perceived.

7.6.2 Typical Coastal Township Foreshore Outside Melbourne

Scenario 2 as presented to clinic participants is shown below. Clinic participants were then asked whether they supported or opposed this development scenario.

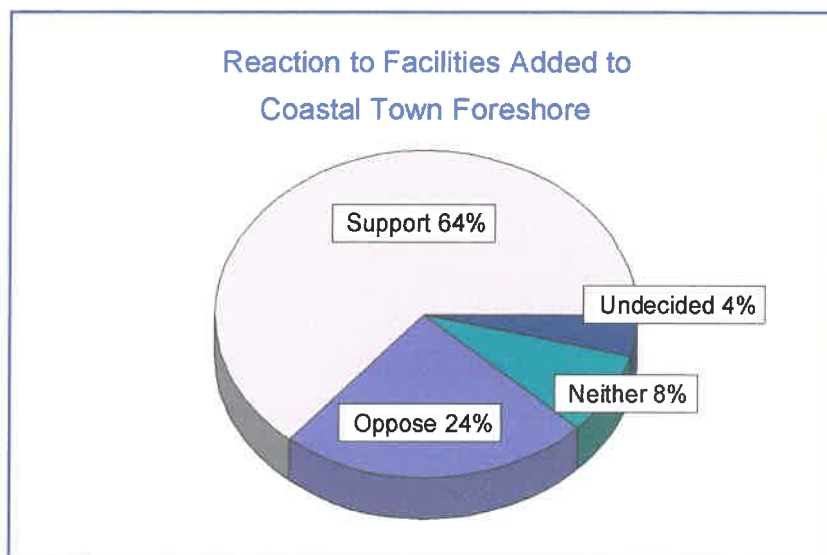


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Question asked in clinics:


Q16. Given the photo just presented shows a typical foreshore found in a Victorian coastal town, how much do you support or oppose the addition of new facilities to such an area (on the foreshore side of the road)?

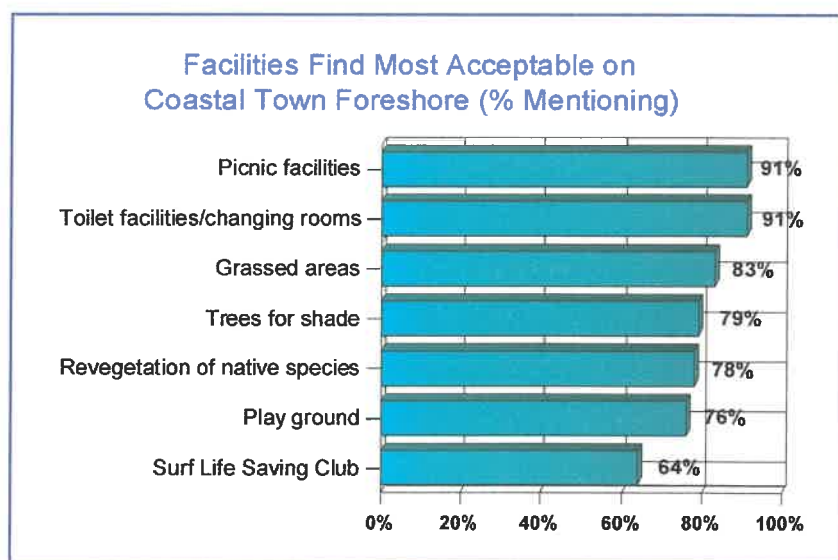


Key Findings

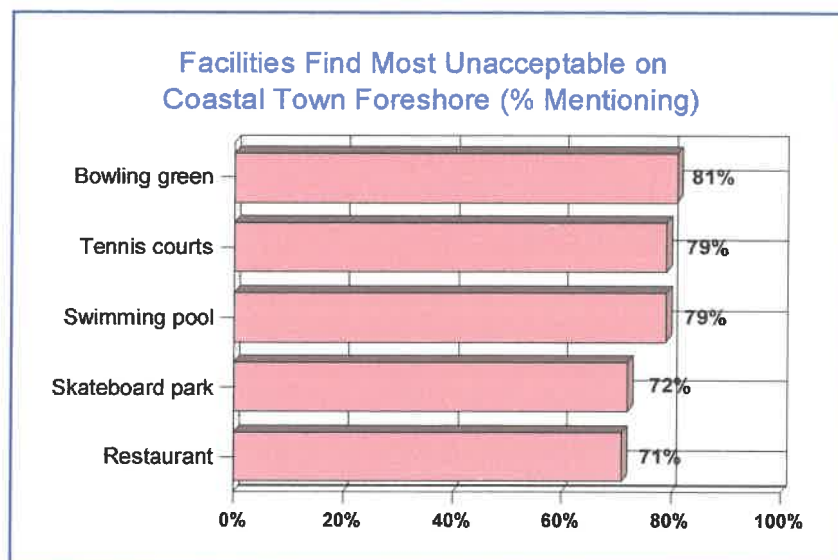
- (i) A clear majority claim to support the notion of additional facilities, given the foreshore scenario presented – highest among Apollo Bay clinic participants (who recognise their own town!).
- (ii) Favourable reaction stems from (in order of mention):
 - Fills a need for family/public/tourists
 - Provides more trees/vegetation
 - Current facilities seen as inadequate/outdated
- (iii) One in four oppose any additions mainly due to a belief open grass area on foreshore is best 'left as is'.

Relating to this foreshore scenario, clinic participants were then asked to nominate facilities deemed most acceptable (see chart below for public sentiment).

	<p><i>Question asked in clinics:</i> Q18. Which of the following facilities would you find acceptable on such a coastal town foreshore (on the foreshore side of the road)?</p>
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- (iv) The vast majority regard *picnic facilities (with tables, BBQs and shelter)* and *toilet facilities (with changing rooms)* as most acceptable – consistent across all clinics conducted.
- (v) A very high proportion are also in favour of *grassed areas, trees for shade* and *revegetation of native species*.
- (vi) *Playground* is a preferred addition for many, while the establishment of a *Surf Life Saving Club* has strong support.
- (vii) The chart below illustrates the facilities considered most unacceptable to clinic participants. Essentially, sport based facilities such as *bowling greens, tennis courts* and even a *swimming pool* are seen as ‘no go’ for the foreshore area presented.



- (viii) Although the greater majority of clinic participants rejected the inclusion of a *skateboard park*, not one person in the Apollo Bay clinic found this facility unacceptable (vast majority actually in favour).
- (ix) The debate about eating facilities on the foreshore is an interesting one. Based on the views of clinic participants, most oppose the establishment of a *restaurant facility*, given negative images of ‘formal and expensive dining’ and potential concerns over the ‘look of the development’ (whether it will blend in). However, opposition is not as strong in

relation to a *café/teahouse* facility, given this is perceived to offer a more casual and informal eating environment - and even less so for a *kiosk style outlet*, seen by some as a necessity on a coastal foreshore.



Implications

Most are in favour of adding new facilities, given the foreshore scenario – namely, basic amenities such as picnic and toilet facilities and even a kiosk for some. Current facilities are seen as limited and inadequate.

Strong support exists for visual improvements – vegetation and grassed areas, although sport facilities and restaurants on the coastal foreshore are strongly opposed.

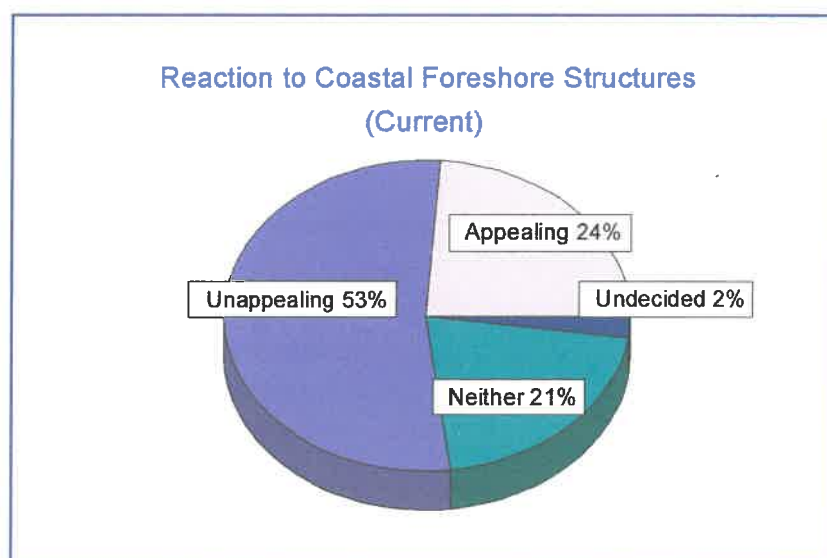
7.6.3 Structures in Coastal Environment

Scenario 3 as presented to clinic participants is shown below. Clinic participants were then asked whether they supported or opposed this development scenario.



Question asked in clinics:

Q20. Based on the photo presented to you, how visually appealing do you find this coastal area?



Key Findings

- (i) Most feel the coastal environment presented could do with a 'face lift', although potential concerns with new developments being too dominant are paramount.
- (ii) Only one in four clinic participants found the coastal area visually appealing, largely due to:
 - Development not too dominant
 - Development blending in well with coastal look
 - Neat and clean look
 - Support for limited coastal development
- (iii) The majority claiming the coastal environment is unappealing do so due to:
 - Developments not blending in with each other or surroundings
 - Lack of trees, grassed areas, vegetation
 - Obtrusive, ugly, an eyesore
 - Overcrowded, overdeveloped

Clinic participants were then presented with two future redevelopment scenarios for the same coastal location (see diagrams below) and asked to individually state whether each was better or worse than what was there currently. Results are presented in the chart overleaf.





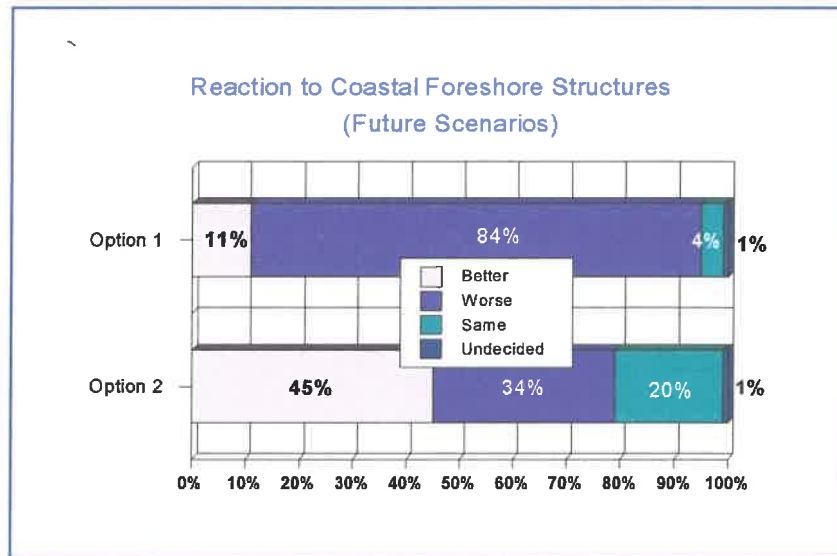
Questions asked in clinics:

After presented 'Future Option 1' visual:

Q23. *What if the same coastal area looked like this in a few years time? Would it make this area visually better, the same or worse than it is today?*

After presented 'Future Option 2' visual:

Q26. *What if the same coastal area looked like this in a few years time? Would it make this area visually better, the same or worse than it is today?*



(iv) Future option 1 was not well received by clinic participants – in fact it was a ‘put off’ for the vast majority, mainly due to:

- Overdeveloped nature of new structure
- Dominating landscape
- No blending in with coastal look/surrounds
- Loss of seaside/coastal feel

(v) Option 2 however, was seen as a more sensible approach to redeveloping the coastal area – almost half claiming it was a visual improvement on what is there at present mainly due to being less dominant and blending in better with surroundings.



Implications

Majority find current coastal structures uninviting and acknowledge visual improvements could be made, so long as any redevelopment does not dominate the coastal landscape.

7.6.4 Low Density Development Along Undisturbed Coastline

Scenario 4 as presented to clinic participants is shown below. Clinic participants were then asked whether they supported or opposed this development scenario, based on the initial information presented and then after being shown ‘for and against’ arguments.

Development Scenarios

Scenario #4: Allowing low density development along undisturbed areas of coastline



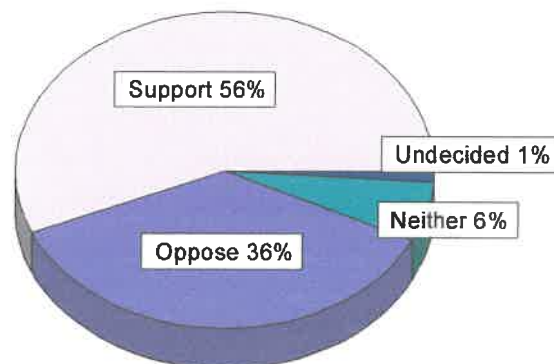
- ➔ Not visible from major roads or viewing points; visible from ocean or air only
- ➔ Density rigidly controlled; 1 dwelling per 3 acres
- ➔ Restrictions on maximum floor area and building design
- ➔ Residential and tourist use only
- ➔ Private land, outside National Park



Question asked in clinic:

Q29. Given the photo just presented to you, do you support or oppose the idea of allowing low density development of residential or tourist uses along undisturbed areas of the coastline in your region? Is that?

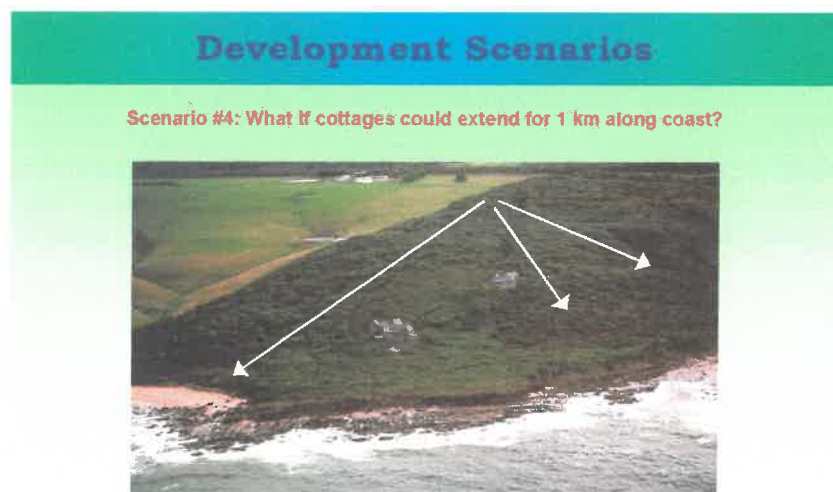
Reaction to Low Density Development
Along Undisturbed Coastline



Key Findings

- (i) Low density development of residential or tourist uses along undisturbed areas of the Victorian coastline is supported by more than half the clinic participants. These people claim to be fairly comfortable that there are regulations and guidelines in place to control the potential for any growth.
- (ii) The fair proportion opposed to this concept single out:
 - the need to keep natural areas natural forever
 - concerns that development density would increase in future
 - would lead to scarring of landscape, damage to environment
 - destroy native habitats/sanctuaries

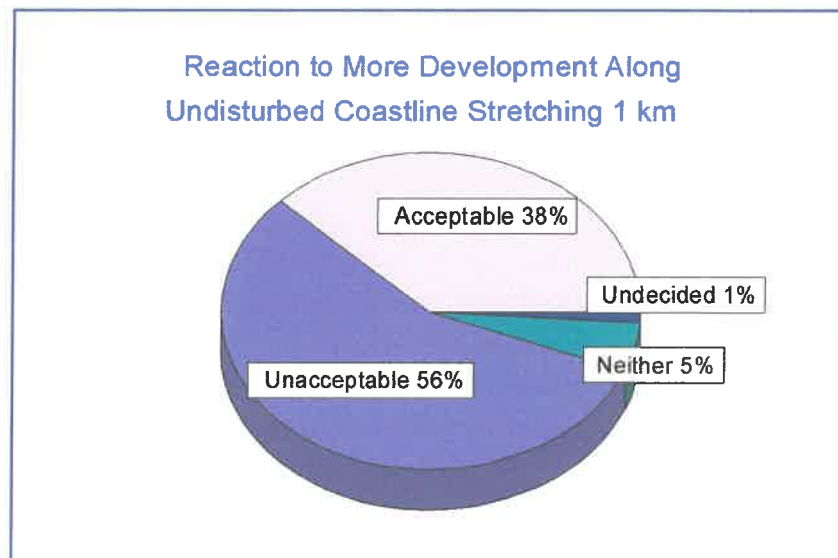
Clinic participants were then presented with another coast line development density scenario for residential or tourist uses (see diagram below) and then asked to individually state whether they found this proposition acceptable or unacceptable. Results are presented in the chart overleaf.





Question asked in clinics:

Q31. What if more residential and tourist uses were allowed along this same stretch of coast extended for say 1km, as shown in the photo. How acceptable would you find this, taking into consideration the 'for and against' arguments? Is that?



- (iii) A majority claimed to be concerned with the prospect of more development along undisturbed areas of the Victorian coastline, stating similar reasons as in the previous question (e.g. scarring of landscape). A fair proportion nevertheless, find this proposition acceptable, given a general belief that the proposition still represents limited coastal development.

Implications

Significant support for low-density coastal development (in pristine areas) exists, given potential environmental concerns.


7.6.5 Wind Farms on Remote Headlands

Scenario 5 as presented to clinic participants is shown below. Clinic participants were then asked whether they supported or opposed this development scenario, based on the initial information presented and then after being shown 'for and against' arguments.

Development Scenarios

Scenario #5: Wind farms on remote headlands:

- Prominent, coastal headland with low level vegetation
- For electricity generation
- Better on coast due to stronger winds
- Windmill height 50 metres, diameter 3 metres
- 20-30 wind farm towers proposed

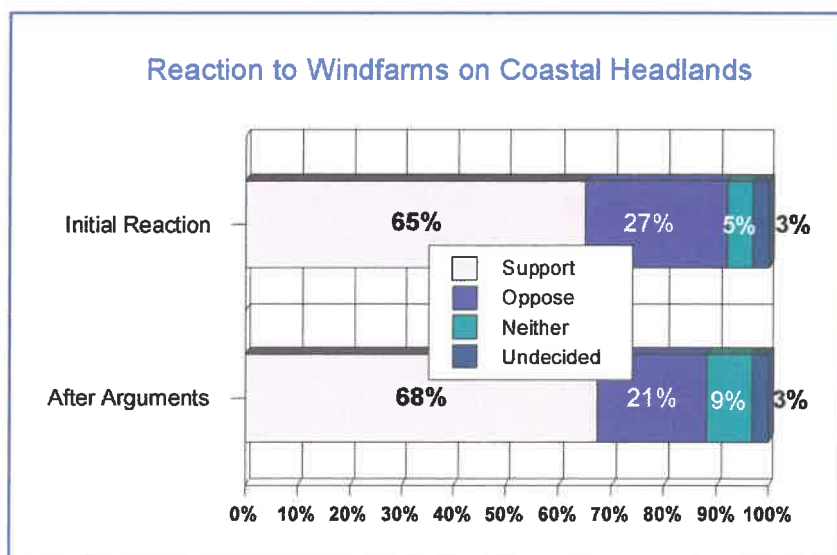



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Questions asked in clinics:

Q33. Based purely on the information just presented, do you support or oppose the presence of wind farms on coastal headlands? Is that?

Q35. How much do you support or oppose the concept of wind farms, taking into consideration the 'for and against' arguments?



Key Findings

- (i) Consistent strong support for wind farms evident – clear majority in favour of the concept. Perceived benefits seen as:
 - Renewable/alternative energy source
 - Means less pollution
 - Meets greenhouse obligations
 - Low cost energy
- (ii) Limited opposition (one in five) relates to a perceived negative impact on natural landscape (visually).
- (iii) When asked, three in ten clinic participants regarded wind farms as potential tourist attractions – the exception being Apollo Bay participants.



Implications

No strong objections to wind farms along the Victorian coast exist – seen as a welcome addition by some.

8. Coastal Action Groups

This section establishes public awareness of Coast Action Groups and level of interest in being involved in coast volunteer groups.

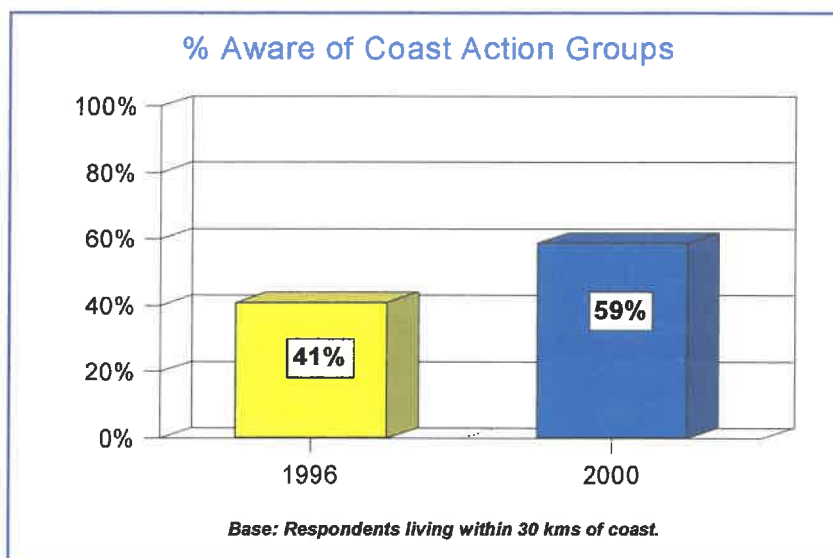
8.1 Awareness of Coast Action Groups

The chart below illustrates the proportion of the Victorian community aware of Coast Action Groups. This question was only asked to people residing within 30 km of the nearest coast, bay or ocean.



Question asked in population survey:

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



Key Findings

- (i) A pleasing 59% have heard of Coast Action Groups (up from 41% in 1996).
- (ii) Awareness is higher among rural based residents (72%, up from 54%), in particular, West Coast residents living within 15 km of the coast (83%, up from 62%).
- (iii) Considerably more people residing in Melbourne within 30 km of the coast or bay have now heard of Coast Action Groups (up from 38% to 55%).
- (iv) By age group, awareness peaks at 67% among the elderly (over 65 years) and is lowest among 51-65 year olds (51%).




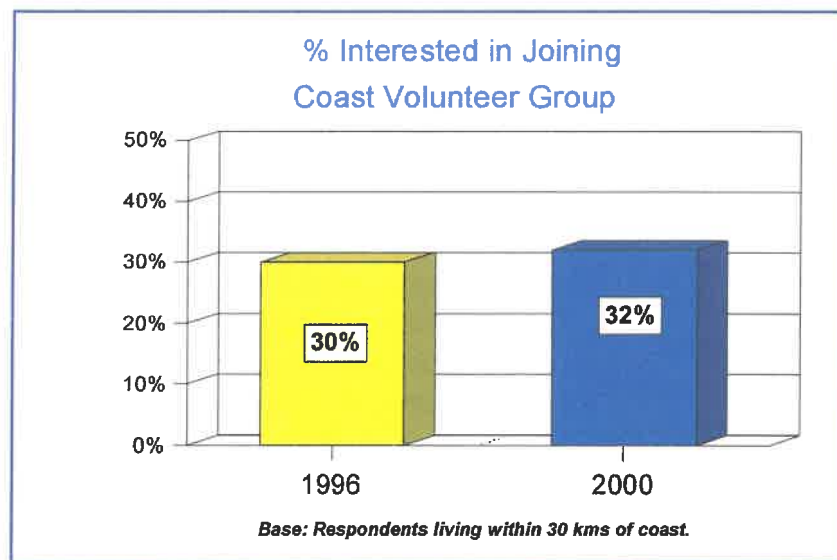
Implications

Significantly more people are now aware of Coast Action Groups. The 60% target set in 1996 has been achieved.

8.2 Interest in Joining Coastal Volunteer Group

The chart below presents the proportion of the general public surveyed expressing interest in joining a coast volunteer group.

	<p><i>Questions asked in population survey:</i> <i>Q25. How interested would you be in joining a volunteer group to improve and protect the Coast?</i> <i>Q26. And why is that?</i></p>
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Key Findings

- (i) An encouraging 32% of people surveyed living within 30 km of the coast or bay expressed interest in joining a coast volunteer group (up 2 points on 1996), with 6% claiming to be *very interested* (down 1 point).
- (ii) Higher levels of interest in joining is evident among:
 - ⇒ East Coast residents (45%)
 - ⇒ Rural population (42%)
 - ⇒ Younger population aged 15-30 years (43%)

- (iii) Of the 6% *very interested*, about half of those could be considered truly right to join – around 3% of the population living within 30 km of the coast or around 80,000 people (allowing for people under 15 being unlikely to join).
- (iv) Reasons given by respondents for interest in joining volunteer coast group relate mainly to the *need for conservation/environment/coast protection* (see table below).

'Reasons for Interest Among Those Interested in Joining Volunteer Coast Group'	
Unprompted Reasons	% Mentioning Among Those Interested
Need for conservation/environment/coast protection	33%
To keep beaches/coastal areas clean	15%
Would be interesting/ I could help	12%
To learn about proposed developments/coastal matters	6%
Need to preserve coastal flora	5%
Community service/for future generations	5%
Opinions would be heard	4%
Need to stop erosion	4%
Love the coast/ocean/spend time there (general)	4%
Live close to coast/at the coast	3%
Need to preserve wildlife habitats	2%

Note: Multiple Response

- (v) By far the most common reason for non-interest in joining a volunteer coast group continues to be *too busy/other commitments* – 60% of those not interested (see table below).

'Reasons for Non-Interest Among Those Not Interested in Joining Volunteer Coast Group'	
Unprompted Reasons	% Mentioning Among Those Not Interested
Too busy/other commitments	60%
Too old/frail/poor health	16%
Live too far from Coast/don't visit often	15%
Lack of interest in coastal areas/no strong feelings	7%
Don't believe in volunteer groups/not my type of thing	3%
Concerned about some members of volunteer groups (bitchiness)	2%
No real reason	2%
Volunteer groups lack influence	1%
Already involved in conservation/already aware	1%
Conservation is Government responsibility	1%
Coast is in good shape/no need for conservation groups	1%

Note: Multiple Response

Implications

Fair degree of interest in coast volunteer groups exists – younger population a primary target market worth ‘chasing’.

However, converting those interested into members will require an aggressive recruitment campaign and widespread promotion. The benefits of joining at a localised level will also need to be spelt out.

9. COAST ATTITUDINAL SEGMENTATION

This final section provides DNRE with a broad segmentation of survey respondents based on attitudes towards the management of the Victorian coast.

Three key survey questions formed the basis of our segmentation analysis, as follows:

- ① Question 13. Statement 04 – Whether *agree* or *disagree* ‘The Victorian coast is well managed?’
- ② Question 14. How confident 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?
- ③ Question 15. How confident in current State and Local Government planning and building guidelines in protecting the character and feel of towns along the Victorian coast?

Each of the above questions are considered key indicators of community attitudes towards coastal management in Victoria (determined through the Stage 1 Clinic Workshop process).




Based on our analysis, five (5) attitudinal segments representing public sentiment towards coastal management were derived and are presented in the table opposite. Future actions for DNRE to consider for addressing key concerns of each segment are also highlighted.

We will now briefly expand on the key characteristics and differences of each segment.

SEGMENT #1

SUPPORTERS = 12% of Population

Defining 'Supporters'

-  Agree a lot with the statement 'The Victorian coast is well managed'
-  Very or fairly confident long-term strategies are in place to protect Victorian coast
-  Very or fairly confident in current planning and building guidelines

Key Characteristics of 'Supporters'

- ➔ Evenly split between Melbourne and provincial population
- ➔ Unlikely to live along the East Coast
- ➔ More inclined to be heavy coast users
- ➔ Family with older children (aged 10+) bias
- ➔ No age or gender bias
- ➔ Higher propensity to claim have a real passion for coast

'Supporters' have a higher tendency to:

- ⇒ visit coast at different times of the year
- ⇒ visit coast to *swim* or *escape pressures of everyday life*
- ⇒ feel most of Victorian coast preserved in natural state
- ⇒ believe Port Phillip Bay is a clean, natural marine environment
- ⇒ feel local communities generally have enough say on important planning decisions
- ⇒ believe plenty is being done to preserve and protect character of coastal towns
- ⇒ support establishment of a completely new town in an underdeveloped area
- ⇒ rely on tourist information centres and RACV for local coastal information
- ⇒ have heard of Coast Action Groups

Main Issues of Concern/Suggested Improvements (ranked in order)




1. cleaner beaches/stricter litter controls
2. reduce/ban coastal development

Effective vehicles for targeting segment → local press and direct mail.

SEGMENT #2

ACKNOWLEDGERS = 55% of Population

Defining 'Acknowledgers'

-  Agree a lot or a little with the statement 'The Victorian coast is well managed'
-  May or may not be *confident* long-term strategies are in place to protect Victorian coast
-  May or may not be *confident* in current planning and building guidelines

Key Characteristics of 'Acknowledgers'

- ➔ Even spread of both Melbourne and provincial residents
- ➔ Greater propensity to live closer to beach (within 30 km)
- ➔ Childless household bias
- ➔ Fewer 31 to 50 year olds
- ➔ No gender bias
- ➔ Slighter more internet users

'Acknowledgers' have a higher tendency to:

- ⇒ feel Victoria can take pride in the way it has managed its coast (close second to 'supporters' segment)
- ⇒ more polarized view on best way to plan for coastal development – slightly more supporting 'linear growth' strategy
- ⇒ rely on press for information on local coastal issues

Main Issues of Concern/Suggested Improvements (ranked in order)

1. reduce/ban coastal development
2. pollution related (generic and widespread)
3. cleaner beaches/stricter litter controls

Effective vehicles for targeting segment → local press, radio and Internet.

SEGMENT #3

UNCERTAINS = 19% of Population

Defining 'Uncertains'

- ☞ Remain uncommitted in their response to statement 'The Victorian coast is well managed' – answer either *neither agree or disagree* or *don't know*
- ☞ May or may not be *confident* long-term strategies are in place to protect Victorian coast
- ☞ May or may not be *confident* in current planning and building guidelines

Key Characteristics of 'Uncertains'

- ➔ More inclined to live along the Central Coast (slight Melbourne residents bias)
- ➔ Higher propensity to be non-visitors to Victorian coast
- ➔ Female bias
- ➔ 31 to 50 age group bias
- ➔ More likely to be families with younger children (aged under 10 years)
- ➔ Least likely to claim to have a real passion for coast
- ➔ Limited interest in fishing or boating

'Uncertains' have a higher tendency to:

- ⇒ support 'linear growth' model for future coastal development
- ⇒ have heard of Coast Action Groups (above average)

Lower tendency to:

- ⇒ support a 10% surcharge on local council rates to help fund coastal preservation
- ⇒ feel marine environment is under threat
- ⇒ know much about marine environment
- ⇒ actively source information on coastal issues

Main Issues of Concern/Suggested Improvements (ranked in order)




1. cleaner beaches/stricter litter controls
2. pollution related concerns (oil spillages)

Effective vehicles for targeting segment → television and daily press.

SEGMENT #4

DOUBTERS = 10% of Population

Defining 'Doubters'

-  Disagree a little or a lot with the statement 'The Victorian coast is well managed'
-  May or may not be *confident* long-term strategies are in place to protect Victorian coast
-  May or may not be *confident* in current planning and building guidelines

Key Characteristics of 'Doubters'

- ➔ More likely to be West and East Coast residents
- ➔ Heaviest users of Victorian coast
- ➔ Slight male bias
- ➔ Childless households bias
- ➔ Less likely to be aged 15 to 30 years
- ➔ Greater proportion belonging to a conservation or environment group

'Doubters' have a higher tendency to:

- ⇒ visit coast to *camp or caravan near the beach, view nature and wildlife*
- ⇒ support confining growth to existing townships with tighter building controls as the best way to plan for future coastal development

Lower tendency to:

- ⇒ have visited Victorian coast during summer months
- ⇒ support 'linear growth' development strategy for coast

Main Issues of Concern/Suggested Improvements (ranked in order)

1. more supervision/policing of waters (fishing/beach litter)
2. pollution related (reducing sewerage discharge into ocean)
3. beach erosion




Effective vehicles for targeting segment → local press, local community/action groups and local tourist information centres.

SEGMENT #5

CRITICS

= 3% of Population

Defining 'Critics'

-  *Disagree a lot* with the statement 'The Victorian coast is well managed'
-  *Not too or not at all confident* long-term strategies are in place to protect Victorian coast
-  *Not too or not at all confident* in current planning and building guidelines

Key Characteristics of 'Critics'

- ➔ All live in Central Coast
- ➔ More frequent users of Victorian coast
- ➔ 51 to 65 age group bias
- ➔ Slightly more likely to be families with older children (aged 10+)
- ➔ Significant male bias
- ➔ Higher propensity to claim have a real passion for coast
- ➔ More likely to enjoy camping and greater interest in fishing
- ➔ Higher proportion involved in a conservation or environment group

'Critics' have a higher tendency to:

- ⇒ have visited coast during January
- ⇒ visited coast to *be away from the crowds and other people*
- ⇒ be (strongly) against further coastal development
- ⇒ support 10% surcharge on local council rates to help fund coast protection

Lower tendency to:

- ⇒ agree most of Victorian coast preserved in a very natural state, Port Phillip Bay in 'healthy state', Victoria can take pride in way managed its coast
- ⇒ agree plenty is being done to preserve and protect character of coastal towns
- ⇒ agree coast now a better place thanks to recent building developments
- ⇒ have heard of Coast Action Groups

Main Issues of Concern/Suggested Improvements (ranked in order)

1. more policing/supervision of waters (control of poaching of marine life)
2. cleaner beaches/stricter litter controls
3. beach erosion
4. increased community consultation/more information

Effective vehicles for targeting segment → direct mail and local press.



Appendix 1

Clinic Workshop Questionnaire and Topic Guide



Clinic Session Locations:

Respondent No. _____

Respondent Name. _____

WEST COAST (Torquay) -----	1
WEST COAST (Apollo Bay) -----	2
WEST COAST (Port Fairy) -----	3
EAST COAST (Bairnsdale) -----	4
PHILLIP ISLAND (Cowes) -----	5
MELB YOUNG (Mentone) -----	6
MELB MATURE (Frankston) -----	7
CAMPERS (Mt. Waverley) -----	8
BOATIES (Highett) -----	9

Coastal & Marine Research
Self-Completion Questionnaire

Final

This questionnaire is divided into five sections:

- SECTION A:** What key words mean
- SECTION B:** Current issues and attitudes
- SECTION C:** Funding priorities
- SECTION D:** Reaction to scenarios
- SECTION E:** A little about yourself

NOTE:

1. The questionnaire is easy to complete.
2. For most questions just circle the number next to the answer that most applies to you.
3. For some questions only, we ask you to write down your answer using your own words.
4. Your responses won't be passed on to anyone, just collated in an overall analysis, then destroyed. There will be no follow-up.

Section A: What Key Words Mean

Q1. When you think of the **coast**, what are the first things that come to mind?

(Please write down your thoughts using your own words)

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Thanks

Q2. When you think of the **sea**, what are the first things that come to mind?

(Please write down your thoughts using your own words)

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Q3. When you think of the **marine environment**, what are the first things that come to mind?

(Please write down your thoughts using your own words)

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Thanks

Section B: Current Coastal/Marine Issues and Attitudes

- Q4. What do you regard as the important issues affecting you and your use of the coast in Victoria?
What are the 'hot' issues that need be addressed or warrant some attention?

(Please take a good few minutes to list these below using your own words)

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- Q5. Thinking of the Victorian coast, could you nominate one or two specific things (including developments or facilities) which have occurred in recent years which you have disliked?

1.....

2.....

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- Q6. What do you regard as the important issues affecting the marine environment in Victoria?
What are the 'hot' issues that need be addressed or warrant some attention?

(Please take a good few minutes to list these below using your own words)

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- Q7. Thinking of the marine environment in Victoria, could you nominate one or two specific things (including developments or facilities) which have occurred in recent years which you have disliked?

1.....

2.....

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Wait here, please do not turn page until asked to.

Thanks

- Q8. Which, if any of the following would you say are areas of concern to you relating to the coast and marine environment in Victoria?

(Please take your time to circle all issues relevant to you)

Water pollution	1
State of natural environment	2
Lack of public access to coast	3
Too much public access to coast	4
Impact of development on coastal area or town appeal/atmosphere	5
Lack of facilities for visitors	6
Too much commercial/residential development along the coast	7
Need for stricter boating controls	8
Lack of action by Coastal Managers	9
Development in remote or sensitive coastal areas	10
Allowing camping and caravan parks on foreshore areas	11
Private land near foreshore	12
Building density in coastal areas	13
Coastal safety	14
Cleanliness	15
Coastal erosion	16
Safe boating facilities	17
Disabled Access	18
Lack of information on coastal attractions and activities	19
Lack of/inappropriate signage	20

Go ahead and answer Q9 on next page.

Thanks

Q9. Please tell us the extent to which you agree or disagree with each of the statements below.

(Simply circle the most appropriate answer for each statement)

	Agree Strongly	Agree A Little	Disagree A Little	Disagree Strongly	Can't Say
Victorian coast is in a better natural state than five years ago	1	2	3	4	5
Recent developments have spoilt the appeal/atmosphere of coastal towns	1	2	3	4	5
I feel the Victorian coast is generally well managed	1	2	3	4	5
I believe local community consultation processes for new coastal developments are satisfactory	1	2	3	4	5
There are certainly coastal areas or towns that could do with a facelift	1	2	3	4	5
New roads should be built to provide access to remote locations	1	2	3	4	5
There is definitely a need for more tea-rooms and cafes with a view	1	2	3	4	5
Plenty is being done to preserve and protect the character of coastal towns	1	2	3	4	5
The coast is in danger of becoming over-developed	1	2	3	4	5
The Victorian coast is adequately protected by national parks and reserves	1	2	3	4	5

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Thanks

Section C: Funding Priorities for the Coast

Q10. Imagine you were put in charge of managing one of the following three regions of Victoria's coast and you had \$5 million to spend on the region over the next 12 months:

- For West Coast residents – SA border to Torquay
- For Central Coast residents – Torquay to Inverloch (incl. bays such as Port Phillip and Western Port)
- For Gippsland Coast residents – Inverloch to NSW border (incl. Gippsland Lakes)

On which of the following would you spend this sum of money? In what areas, do you feel the money is needed?

(Please Note: You may allocate the funding across just one or two areas or evenly across all areas. The choice is yours!. Write in amount allocated for each item in table below. If allocating \$400,000 for example, write in as \$0.4 million).

MUST SPEND ALL \$5 MILLION BUDGET – DON'T WORRY IF GO OVER SLIGHTLY

Funding Items	Cost	\$ Allocated (Total Budget \$5 million)
Toilet Blocks	\$150,000	\$. m
Car Parks (incl. drainage and landscaping)	\$200,000	\$. m
Foreshore Improvements	\$250,000	\$. m
Vegetation Management and Improvements	\$30,000	\$. m
Reducing Pollution	\$3 million	\$. m
Information	\$150,000	\$. m
Streetscape Improvements	\$750,000	\$. m
Camping Area Improvements	\$250,000	\$. m
Shared Pathways (Paved)	\$250,000	\$. m
Land Purchase (Buyback)	\$800,000	\$. m
Supporting Community Groups Working on the Coast	\$60,000	\$. m
Beach Renourishment	\$500,000	\$. m
Maintenance/Restoration of Piers	\$500,000	\$. m
Other (please write in)		\$. m

Go ahead and answer Q11 & Q12 on next page.

Thanks

Q11. If you could only spend this \$5 million on one item, what would it be? What do you see as the top priority? **(Can only circle one number)**

Funding Items	(Circle Top Funding Priority)
Toilet Blocks	1
Car Parks (incl. drainage and landscaping)	2
Foreshore Improvements	3
Vegetation Management and Improvements	4
Reducing Pollution	5
Information	6
Streetscape Improvements	7
Camping Area Improvements	8
Shared Pathways (Paved)	9
Land Purchase (Buyback)	10
Supporting Community Groups Working on the Coast	11
Beach Renourishment	12
Maintenance/Restoration of Piers	13
Other (please write in)	14

Q12. Assuming more funding was available for the coast in your region, what other things would you spend it on? **(Please be as precise as possible – Can name from list above or other items)**

1.
2.
3.
4.
5.
6.
7.

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Thanks

Section D: Reaction to Scenarios

Scenario 1

After Description & Presented Visuals

- Q13. Based on the development description and proposed location along the Victorian coast, how much do you support or oppose this concept?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

After Presented 'For & Against' Arguments

- Q14. Now that you have been presented with 'for and against' arguments for such a development along the Victorian coast, how much do you support or oppose this concept?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

- Q15. Why do you support or oppose such a coastal development?
(Please be as precise as possible. Your views are very important to us.)

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Wait here, please do not turn page until asked to.

Thanks

Scenario 2

After Presented Visual

- Q16. Given the photo just presented shows a typical foreshore found in a Victorian coastal town, how much do you support or oppose the addition of new facilities to such an area (on the foreshore side of the road)?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

- Q17. Why do you say that?
(Please be as precise as possible. Your views are very important to us.)

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Thanks

- Q18. Which of the following facilities would you find acceptable on such a coastal town foreshore (on the foreshore side of the road)? *(Please circle all the facilities listed below you regard as both acceptable and unacceptable to you)*

Facilities	(Circle Facilities Definitely Accept)	(Circle Facilities Definitely <u>Don't</u> Accept)
Picnic facilities (tables, BBQs, shelters)	1	1
Toilet facilities/changing rooms	2	2
Trees for Shade (cypress, norfolks)	3	3
Grassed Areas	4	4
Play ground	5	5
Skateboard park	6	6
Surf Life Saving Club	7	7
Restaurant	8	8
Kiosk	9	9
Café/Teahouse	10	10
Bowling green	11	11
Swimming pool	12	12
Tennis courts	13	13
Revegetation of native species	14	14
Prominent signage	15	15
Other (please write in)	16	16
None of the above	17	17

- Q19. Please tell us the extent to which you agree or disagree with each of the statements below.

(Simply circle the most appropriate answer for each statement)

	Agree Strongly	Agree A Little	Disagree A Little	Disagree Strongly	Can't Say
I like the place the way it is	1	2	3	4	5
Adding anything to this foreshore would just spoil the place	1	2	3	4	5
I have no problem with adding new facilities to this foreshore area, so long as they blend in well with everything else there	1	2	3	4	5
Adding new facilities would mean the area would become overcrowded with visitors	1	2	3	4	5
Looks like the area could do with some additional facilities	1	2	3	4	5

Wait here, please do not turn page until asked to.

Thanks

Scenario 3

After Visual Stimulus

- Q20. Based on the photo just presented to you, how visually appealing do you find this coastal area? Do you find it ...?

Very Appealing	1
Fairly Appealing	2
Neither Appealing or Unappealing	3
Not Too Appealing	4
Not At All Appealing	5
Undecided	6

- Q21. Why do you say that? What do or don't you like?
(Please be as precise as possible. Your views are very important to us.)

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- Q22. Please tell us the extent to which you agree or disagree with each of the statements below.

(Simply circle the most appropriate answer for each statement)

	Agree Strongly	Agree A Little	Disagree A Little	Disagree Strongly	Can't Say
I like the place the way it is	1	2	3	4	5
Adding anything to this area would just spoil the look of the place	1	2	3	4	5
I have no problem with adding new facilities to this area, so long as they blend in well with everything else there	1	2	3	4	5
New developments that dominate the area would be a concern to me	1	2	3	4	5
Looks like the area could do with a facelift	1	2	3	4	5

Wait here, please do not turn page until asked to.

Thanks

After Presented 'Future Option 1' Visual

Q23. What if this same coastal area looked like this in a few years time. Would it make this area visually better, the same or worse than it is today?

Considerably Better	1
Slightly Better	2
Much the Same	3
Slightly Worse	4
Considerably Worse	5
Undecided	6

Q24. Why do you say that? What do or don't you like about it?
(Please be as precise as possible. Your views are very important to us.)

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Q25. Would you say this new development blends in well with the whole surroundings or does it dominate the coastal area?

Blends in well with the whole surroundings	1
Dominates the coastal area	2
A bit of both	3

Wait here, please do not turn page until asked to.

Thanks

After Presented 'Future Option 2' Visual

- Q26. What if this same coastal area looked like this in a few years time. Would it make this area visually better, the same or worse than it is today?

Considerably Better	1
Slightly Better	2
Much the Same	3
Slightly Worse	4
Considerably Worse	5
Undecided	6

- Q27. Why do you say that? What do or don't you like about it?
(Please be as precise as possible. Your views are very important to us.)

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- Q28. Would you say this new development blends in well with the whole surroundings or does it dominate the coastal area?

Blends in well with the whole surroundings	1
Dominates the coastal area	2
A bit of both	3

Wait here, please do not turn page until asked to.

Thanks

Scenario 4

After Description & Visual Stimulus

- Q29. Given the photo just presented to you, do you support or oppose the idea of allowing low density development of residential or tourist uses along undisturbed areas of the coastline in your region? Is that ...?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

- Q30. Why do you say that? What do or don't you like about it?
(Please be as precise as possible. Your views are very important to us.)

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After Presented Alternative Visual & 'For & Against' Arguments

- Q31. What if more residential and tourist uses were allowed along this same stretch of coast, extended for say 1 km, as shown in the photo. How acceptable would you find this, taking into consideration the 'for and against' arguments? Is that ...?

Very Acceptable	1
Somewhat Acceptable	2
Neither Acceptable or Unacceptable	3
Somewhat Unacceptable	4
Very Unacceptable	5
Undecided	6

- Q32. Why do you say that?
(Please be as precise as possible. Your views are very important to us.)

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Thanks

Scenario 5

After Description & Isolated Visual Only

Q33. Based purely on the information just presented, do you support or oppose the presence of wind farms on coastal headlands? Is that ...?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

Q34. Why do you say that?
(Please be as precise as possible. Your views are very important to us.)

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After Presented Visual & 'For And Against' Arguments

Q35. How much do you support or oppose the concept of wind farms, taking into consideration the 'for and against' arguments?

Strongly Support	1
Mildly Support	2
Neither Support or Oppose	3
Mildly Oppose	4
Strongly Oppose	5
Undecided	6

Q36. Why do you say that?
(Please be as precise as possible. Your views are very important to us.)

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Q37. Do you regard these wind farms as tourist attractions?

Yes	1
No	2
Don't Know	3

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Thanks

Section E: A Little About Yourself and Your Use of the Coast

Q38. Are you?

Male	1
Female	2

Q39. Your age bracket?

Under 20 years old	1
20-29 years old	2
30-39 years old	3
40-49 years old	4
50-59 years old	5
60+ years old	6

Q40. Are you?

Single	1
Married or Living Together	2
Divorced/Separated	3
Widowed	4
Other (please write in below)	5

Q41. Do you have any of your own children under 18 years living with you?

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

Q42. Which of the following best describes your current employment status?

Employed full-time	1
Employed part-time	2
Student	3
Retired/Pensioner	4
Home Duties	5
Unemployed	6

Q43. Which town or suburb do you live in or closest to?

WRITE IN NAME

Q44. Approximately how many kilometres do you live from the nearest coastline, bay or ocean?

WRITE IN APPROXIMATE KMS

Now I would like you to think about the number of occasions you have visited the Victorian coast or coastal areas for recreation or leisure purposes in the last 12 months. A visit may have been a holiday, fishing trip, day trip or even just a cup of coffee at a seaside café.

- Q45. How many visits or day trips to the Victorian coast in the last 12 months where you didn't stay overnight?

WRITE IN APPROX. NO. OF TRIPS/VISITS

- Q46. And how many trips or visits to the Victorian coast in the last 12 months where you stayed away overnight?

WRITE IN APPROX. NO. OF TRIPS/VISITS
(NOT NUMBER OF NIGHTS)

- Q47. Which coastal area or town have you visited the most in recent years, either as a day trip or overnight stay?

WRITE IN NAME (ONE ONLY)

- Q48. Which parts of the Victorian coast would you say you are reasonably familiar with?

(Circle as many that apply)

Far West Coast (stretching from Nelson to Port Fairy)	1
Great Ocean Road (stretching from Port Fairy to Apollo Bay)	2
Great Ocean Road (stretching from Apollo Bay to Torquay)	3
Surf Coast area	4
Bellarine Peninsula	5
Port Phillip Bay	6
Mornington Peninsula	7
Western Port Bay	8
Wilsons Promontory	9
South Gippsland	10
Gippsland Lakes	11
Lakes Entrance to NSW border	12
Philip Island	14
Others (please write in)	13

Q49. Thinking specifically about your last visit to the Victorian coast, which of the following best describes what you did? (**Select one only**)

Spent lots of time on beach, swimming or surfing	1
Did lots of things, but fishing was a key reason for going	2
Did lots of things, particularly active recreation activities, and getting away from it all	3
Mainly spent time with family and taking it easy, without doing any particular activities	4
Went sightseeing, short walks, romantic break, picnic, cafes and restaurants	5
Other (please write in below)	6

Q50. If you wanted to access information on the Victorian coast, where or from whom would you expect to find it? (**Please write down as many information sources**)

- 1.....
- 2.....
- 3.....
- 4.....

OFFICE

Q51. Do you feel there is enough information available about the Victorian coast?

Yes	1
No	2
Don't Know	3

Q52. Do you currently have access to the Internet?

Yes, both at home and work	1
Yes, but only at work	2
Yes, but only at home	3
No	4

Q53. Do any of the following describe you or your views? (**CIRCLE IF YES TO EACH OF THEM**)

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
Have a keen interest in conservation	6
Have a physical condition that limits how much of the Coast can access	7

For the purposes of claiming your reimbursement, please supply your full name and telephone number:

Name:

Phone:

**TQA Research would like to thank you
on behalf of the Department of Natural Resources and Environment
for your valuable time in completing this questionnaire.**

DNRE COAST 2000 RESEARCH

QUALITATIVE FEEDBACK SESSIONS

TOPIC GUIDE

(Final 31/7/00)

The times allocated to each of the sections are a guide only. They are based on what the moderator feels is the time required to complete each section adequately. Maximum time available 1hr and 40 minutes.

1. Introduction

(7 mins)

- ⇒ Explain purpose of qualitative feedback session – *to explore important issues related to the Victorian Coast and discuss in more detail reaction to material presented earlier*
- ⇒ Define Victoria's coastal and marine environment as SA to NSW border, including bays and inlets (Port Phillip, Gippsland Lakes) – *beach, sand dunes, all waters up to 3 nautical miles off-shore, sea bed, all plants and animals, reefs/rocks etc.*
- ⇒ Participants to use completed questionnaires to help them with discussions – inform participants no more writing involved, but lots of probing from moderator on specific issues affecting the coast and their own views
- ⇒ Stress importance of participation and being open and frank with responses – no right or wrong answers
- ⇒ Reassure participants only recording sessions for own analysis purposes, then destroyed – assure confidentiality
- ⇒ Confirm duration of session (take up remainder of three hours allotted)
- ⇒ Whip Around:
 - Place of residence (proximity to coast)
 - How often use coast and when generally visiting coast
 - What use coast for (type of activities undertaken)
 - Victorian coastal areas most familiar with

2. The Coast Today and in the Future

(8 mins)

- ⇒ What does the coast mean to you?
- ⇒ How important is it and why?
- ⇒ What drives these feelings?
- ⇒ Are you now using the coast differently to before?
- ⇒ How would you like coast to be in say 20 years?
- ⇒ Would you like to see changes made to the coast and why/why not?
- ⇒ If would like changes, what specifically and where?

- ⇒ If don't want changes, how would like coast to remain?

3. Coastal Issues/Concerns

(12 mins)

For this section, important participants refer to questionnaire to avoid group bias. List all issues for group to see and discuss.

- ⇒ What see as the important issues affecting the coast?
- ⇒ How would you classify these into broad categories/themes?
- ⇒ What are the 'hot' or topical issues?
- ⇒ How are these issues being addressed?
- ⇒ What are areas of concern, things worried about, find annoying?
- ⇒ What issues feel remain unresolved? what requires urgent attention?

- ⇒ *Looking at this list are there any other issues we have missed out.*

4. Attitudes to Coastal Management

(20 mins)

- ⇒ **Current state of the Coast**
 - how compares to say 5 years ago?
 - whether now a better place and why/why not?
 - what are positives/negatives that have occurred?
- ⇒ **Satisfaction with way Coast being managed**
 - how compares to 5 years ago?
 - whether responsible authorities showing greater care towards Coast; if so, how? (how is this judged)
 - whether too many organisations looking after Coast? (overlap)
 - whether enough money being spent on Coast?
 - how funding compares to previous years?
 - how view community consultation process (being kept informed)?
 - how perceive planning processes in place (level of involvement)?
 - regulation of activities (effect on dev't)?
 - how well rest of coast being managed (national parks?)
 - is too much of coast protected? how much can and can't be used?
- ⇒ **Awareness of who is managing Coast and what they do**
 - Victorian Coastal Council
 - Regional Coastal Boards
 - Coast Action Groups
 - Committees of Management
 - Parks Victoria, DNRE
 - Local Government
- ⇒ **Impact of new State Government**
 - general approach to development vs conservation/preservation?
 - coastal management performance?
 - whether noticed difference in policies yet?
 - community expectations (e.g. consultation)?
 - future funding priorities?

⇒ **Coastal Access**

- amount of access want - how much should be open to public?, whether feel locked out of some areas?
- whether want increased access to remote coastal areas?
- facilities want greater access to?
- walking paths, bike paths and opportunity for cycling along Coast
- how much want to be able to use?

⇒ **Other Coastal Management Issues**

- **Camping**
 - what does camping mean to you?
 - what do you expect to find in a typical camping area/ground (e.g. facilities, allowable activities)?
 - what if had choice of tents, caravans, renting roofed cabin?
 - where expect to camp?
 - what about foreshore camping?
- **Coastal information**
 - range of information seek on coast?
 - whether current information sufficient?
 - are current distribution outlets adequate?
 - preferred sources for accessing information?
 - credible spokesperson?
- **Coastal activities**
 - what perceived to be unregulated?
 - what things need greater controls/guidelines?
 - how about jet ski control and licensing? fishing? aircraft joy flights?
 - what should be safe havens from water based recreation?
 - how tight dog restrictions should be? need for no dogs/dog leash policy?
 - is signage a problems? is it clearly interpreted?
- **Coastal safety**
 - how safe is coast?
 - how define safety?
 - what about syringes, toilets, signage?
 - quality and safety of launching ramps?
 - how clean is coast?
- **Water quality and pollution**
 - general view?
 - willingness to pay more rates to ban ocean outfall?
- **Great Ocean Road**
 - when likely to use?
 - how long a trip is it treated as, to say visit the Twelve Apostles?
 - is it a day trip or does it include an overnight stay?
 - route take when visiting Twelve Apostles?
 - view on tolling on Great Ocean Road?
 - what if toll \$2 or \$3 each way?
- **Indigenous attractions**

- aware of walking trails? aboriginal sites?
- whether visit such attractions or interested in visiting?
- **Marinas in Bay**
 - whether enough facilities for boating etc.?
 - ramp capacity vs big boat storage?

5. Attitudes to Coastal Development and Conservation

(25 mins)

For this section, important to explore reaction to prompts presented earlier and use other prompt material to help articulate 'dos' and 'don'ts'.

IMPORTANT: *Differentiate between development node/areas and remote areas.*

⇒ Coastal Development 'Mind Set'

- current attitudes and how formed (influential factors)?
- how feel about current and proposed dev'ts?
- what see as consequences of certain dev'ts?
- amount of dev't that should be allowed?
- whether need for more dev't; if so, what types of uses/dev'ts?
- whether accepting of new dev't and where?
- coastal towns/areas that could do with a facelift?
- recycling of old buildings?
- support for dev't out in the water?
- understanding of activity/dev't nodes?
- protection and preservation of coastal towns/areas?
 - what means
 - justifying importance
 - sensitive areas requiring careful monitoring
 - areas should be left alone
 - what if preservation means limited public access

⇒ Appropriate Coastal Development

- appropriate vs inappropriate coastal dev't?
 - examples of present and proposed
 - uses versus designs
 - on what grounds regard a dev't as inappropriate
 - what is appropriate dev't on foreshore
 - **commercial activity** (how much, where, how defined, what 'no commercial dev't means, realisation of impact)
 - **facilities/services** (what does/doesn't belong in coastal towns, acceptable visitor/tourist facilities, what makes pleasant day at beach – beyond, weather/surf, whether enough grassed picnic spots, restaurants/cafes/teahouses (e.g. not in dev't nodes), parking, general amenities and where should be)
- **hard edge boundaries on coastal townships?**
 - understanding of consequences (e.g. can't buy land?)
 - whether would support a new urban centre on the West Coast?

- whether need for more development capacity in existing urban areas or provide more capacity elsewhere (e.g. towns with 1,500 or so popn growing to say 10,000-20,000 people)?

⇒ **Coastal Dev't Aesthetics (Appeal/Atmosphere)**

- definition of aesthetically pleasing coastal dev't?
- what coastal town has to have to be aesthetically pleasing (appearance/atmosphere)
- what should be important considerations when evaluating a dev't proposed along the coast? what things should drive the decision process?
- what should be the guidelines for buildings in coastal towns re:
 - design and overall look
 - building height limits
 - building density
 - location
 - minimising visual impact
- what are the definite don'ts – what can spoil the character/appeal?
- what are willing to accept vs reject outright
- what things change the character/feel of a place?
- how maintain/improve coastal atmosphere of towns?
- what is best way forward in terms getting right blend of dev'ts?
- what coastal areas have the best and worse blend of dev'ts and why?
- how can car parks be made less intrusive?
- would vegetation between cars/cafes/toilets make a difference aesthetically?

⇒ **Community Consultation**

- how view current process?
- how best to consult community on coastal dev't?
- level of influence of local community action groups?
- how could authorities receive community feedback (e.g. internet 'chat line')?
- how involved willing to become (e.g. join a group)?
- how feel about resorting to volunteers?

6. Funding Priorities for Coast

(15 mins)

Participants need to refer to questionnaire

- ⇒ How would spend coastal budget and why? (Whip Around – justify decision taken re funding)
- ⇒ What see as top priority and why?
- ⇒ What see as the least important things that need funding?
- ⇒ How important is spending money on the coast relative to things like health, education, transport etc.? where does it rank and why?

- ⇒ Whether would be willing to help fund on-going management of coast (**test Friends of the Coast Club concept** – provide summary description and gauge likely ‘take up’)
- ⇒ Whether would like to see more people working on the coast (more funding for more permanent staff versus reliance on volunteers)?

7. Marine Environment

(15 mins)

- ⇒ awareness and understanding of marine environment?
- ⇒ perceived status of marine environment (e.g. healthy, threatened)? – what are the key issues?
- ⇒ whether a need to protect the marine environment and why? (motivations) – what is most compelling reason (e.g. fish on table, future generations)?
- ⇒ impact of human actions on marine environment? (e.g. rubbish)
- ⇒ how do we go about protecting the marine environment?
- ⇒ attitudes to constraints on some activities?
- ⇒ how best to communicate marine protection issues to wider audience?
- ⇒ waters in Bass Strait that border Victorian coastline
 - how described?
 - what claim to know about them?
 - how think these waters compare to other areas of Australia or world?
 - whether think they are threatened by human activities? – if so, what are key threats? how can these be addressed?

8. Understanding of Terms

(5 mins)

- ⇒ what following terms mean to people?
 - biodiversity
 - marine
 - oceans
 - shoreline
 - coast
 - protection
 - preservation
 - ecologically sustainable development
 - eco-tourism
 - habitat

9. Wrap Up

(2 mins)

- ⇒ Any other comments?

Thank and close.

Appendix 2

Clinic Workshop Funding Priorities Exercise Attachments



**On which of the following would
you spend your \$5 million?**

Toilet Blocks

Cost: \$150,000

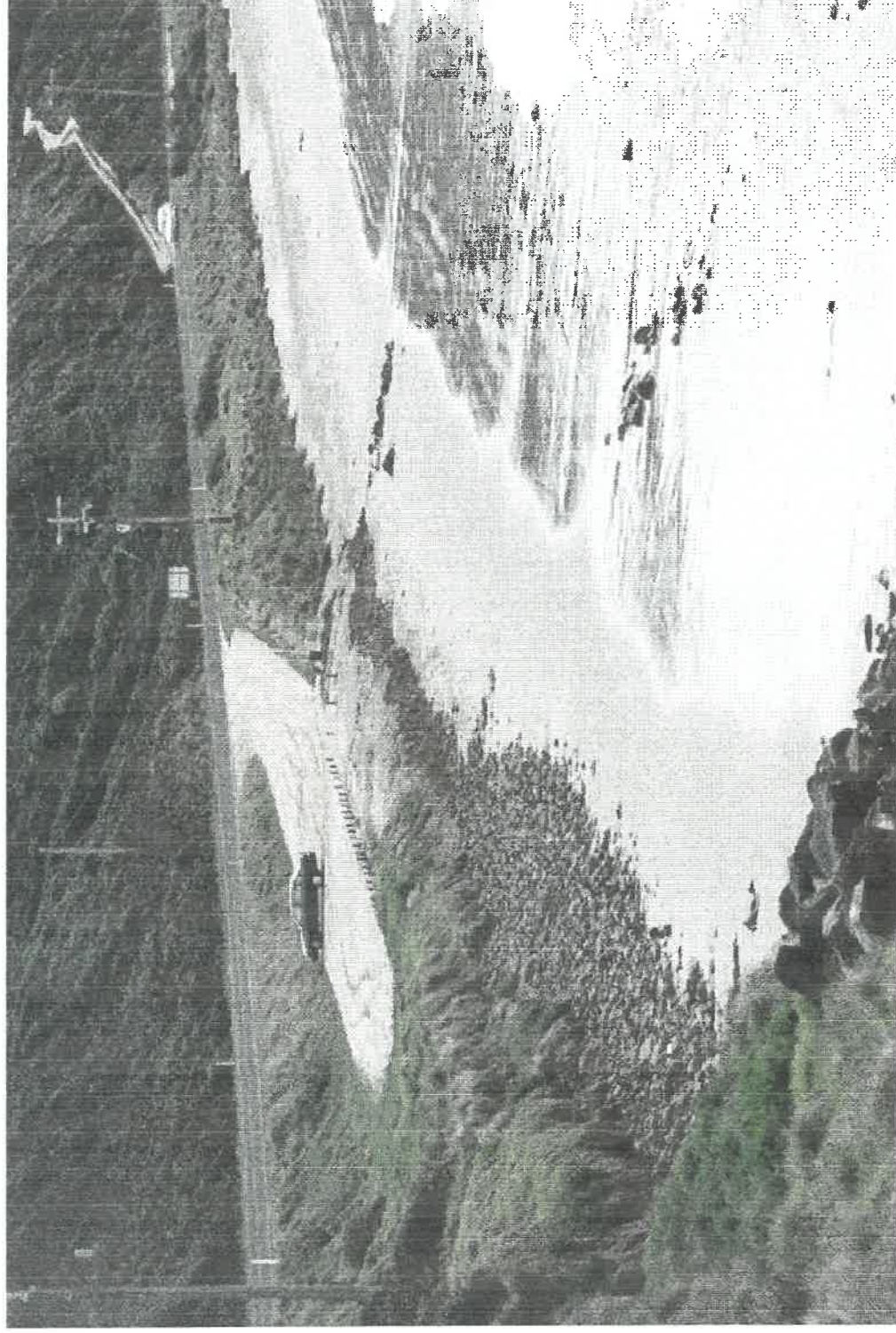
New, well designed, male/female sewerer public toilet facility and changing rooms with disabled access



Car Parks

Cost: \$200,000

Sealed car park with 20 formal car spaces, landscaping and drainage



Foreshore Improvements

Typical additions include pathways, BBQ facilities, shelter, seats and environmental works

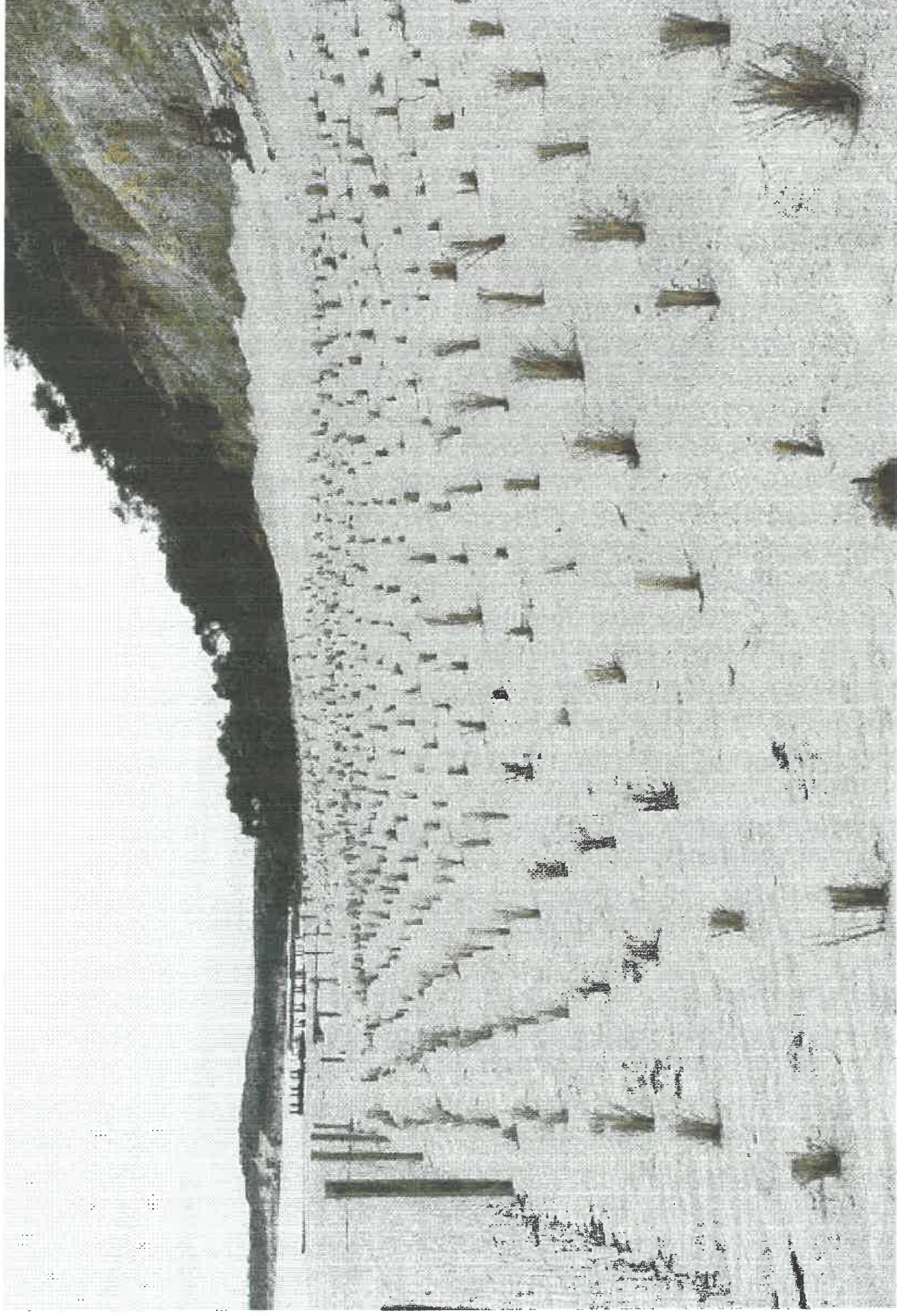
Cost: \$250,000



Vegetation Management and Improvements

Works may include removal of weeds, replanting of areas prone to erosion with native species and fencing

Cost: \$30,000



Reducing Pollution

Litter traps, improved treatment processes, water re-cycling stormwater improvements etc.

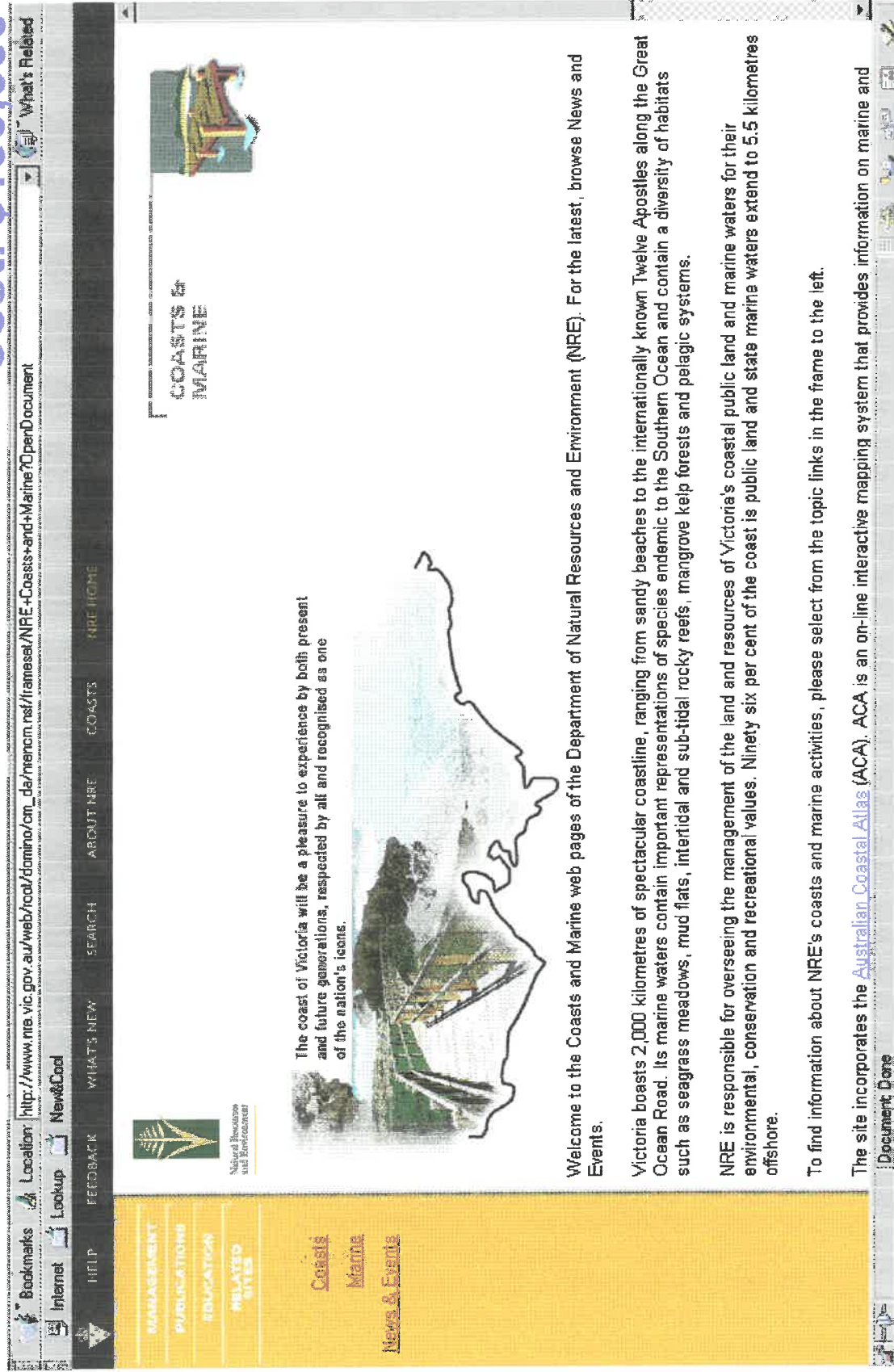
Cost: \$3 million



Information

Activities may include TV/newspaper advertisements, brochures, signage, public information sessions, specialty TV programs, Internet sites, etc

Cost: \$150,000

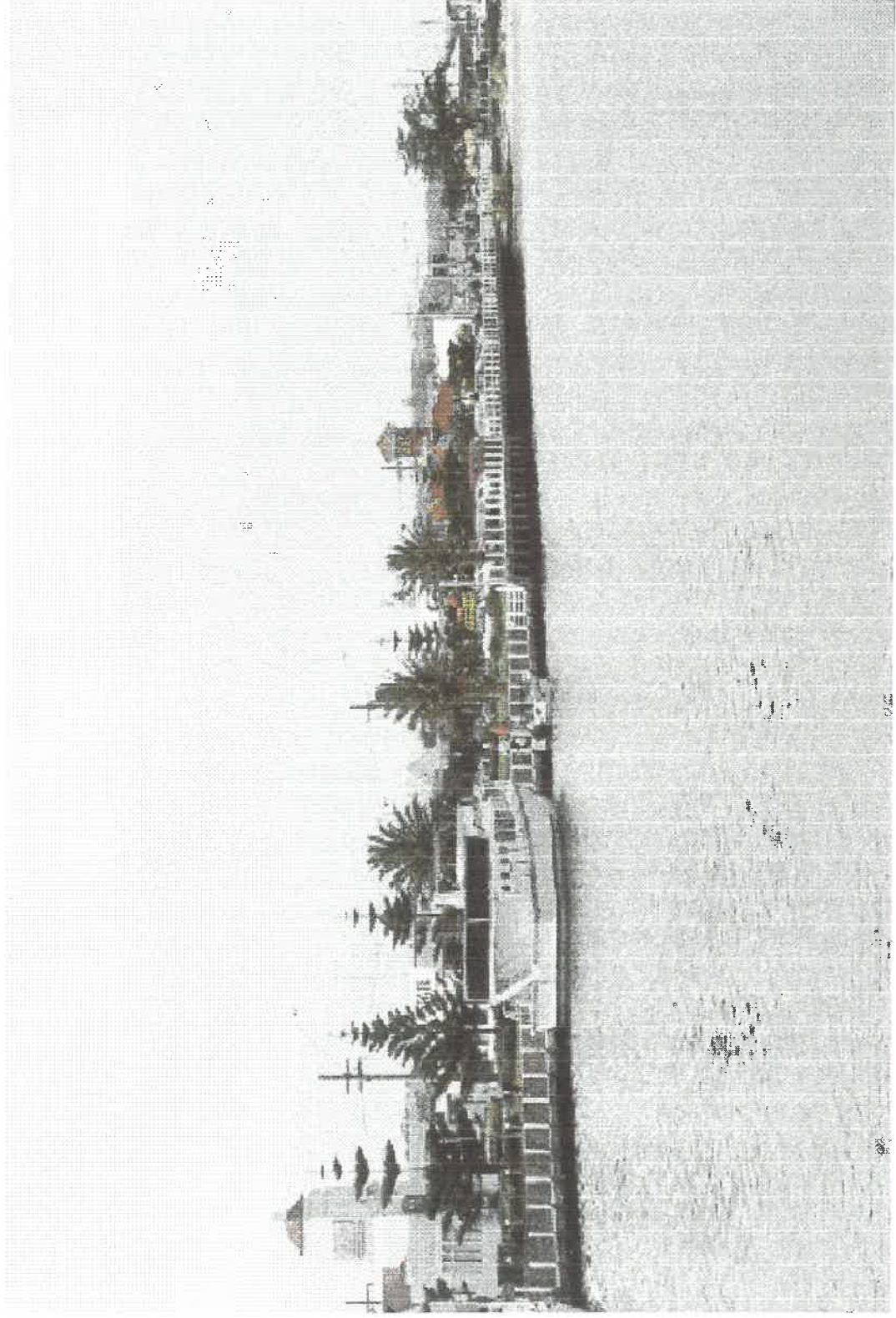


The screenshot shows the homepage of the NRE Coasts & Marine website. The browser's address bar displays the URL: http://www.nre.vic.gov.au/webroot/dmno/cm_da/intercom.nsf/frameset/NRE+Coasts+and+Marine?OpenDocument. The website has a yellow header with navigation links: [Home](#), [About NRE](#), [Coasts](#), [NRE Home](#), [What's New](#), [Search](#), [Feedback](#), [New & Cool](#), [Internet](#), [Lookup](#), and [What's Related](#). Below the header, there are four main sections: **MANAGEMENT**, **PUBLICATIONS**, **EDUCATION**, and **RELATED SITES**. The **RELATED SITES** section includes links to [Onsite](#), [Marine](#), and [News & Events](#). The main content area features a large image of a coastal landscape with a lighthouse and a boat. To the right of the image is a text box that reads: "The coast of Victoria will be a pleasure to experience by both present and future generations, respected by all and recognised as one of the nation's icons." Below this is a smaller image of a lighthouse. To the right of the lighthouse image is a text box that reads: "Welcome to the Coasts and Marine web pages of the Department of Natural Resources and Environment (NRE). For the latest, browse News and Events." Below this is a text box that reads: "Victoria boasts 2,000 kilometres of spectacular coastline, ranging from sandy beaches to the internationally known Twelve Apostles along the Great Ocean Road. Its marine waters contain important representations of species endemic to the Southern Ocean and contain a diversity of habitats such as seagrass meadows, mud flats, intertidal and sub-tidal rocky reefs, mangrove kelp forests and pelagic systems." Below this is a text box that reads: "NRE is responsible for overseeing the management of the land and resources of Victoria's coastal public land and marine waters for their environmental, conservation and recreational values. Ninety six per cent of the coast is public land and state marine waters extend to 5.5 kilometres offshore." Below this is a text box that reads: "To find information about NRE's coasts and marine activities, please select from the topic links in the frame to the left." Below this is a text box that reads: "The site incorporates the [Australian Coastal Atlas \(ACA\)](#). ACA is an on-line interactive mapping system that provides information on marine and..." The website footer includes the text "Document Done".

Streetscape Improvements

Road works, landscaping, lighting and consistent siting and design guidelines
for new structures

Cost: \$750,000



Camping Area Improvements

May include improvements to amenities (such as BBQ areas, on-site accommodation, recreation facilities), increasing the number of sites and landscaping of grounds

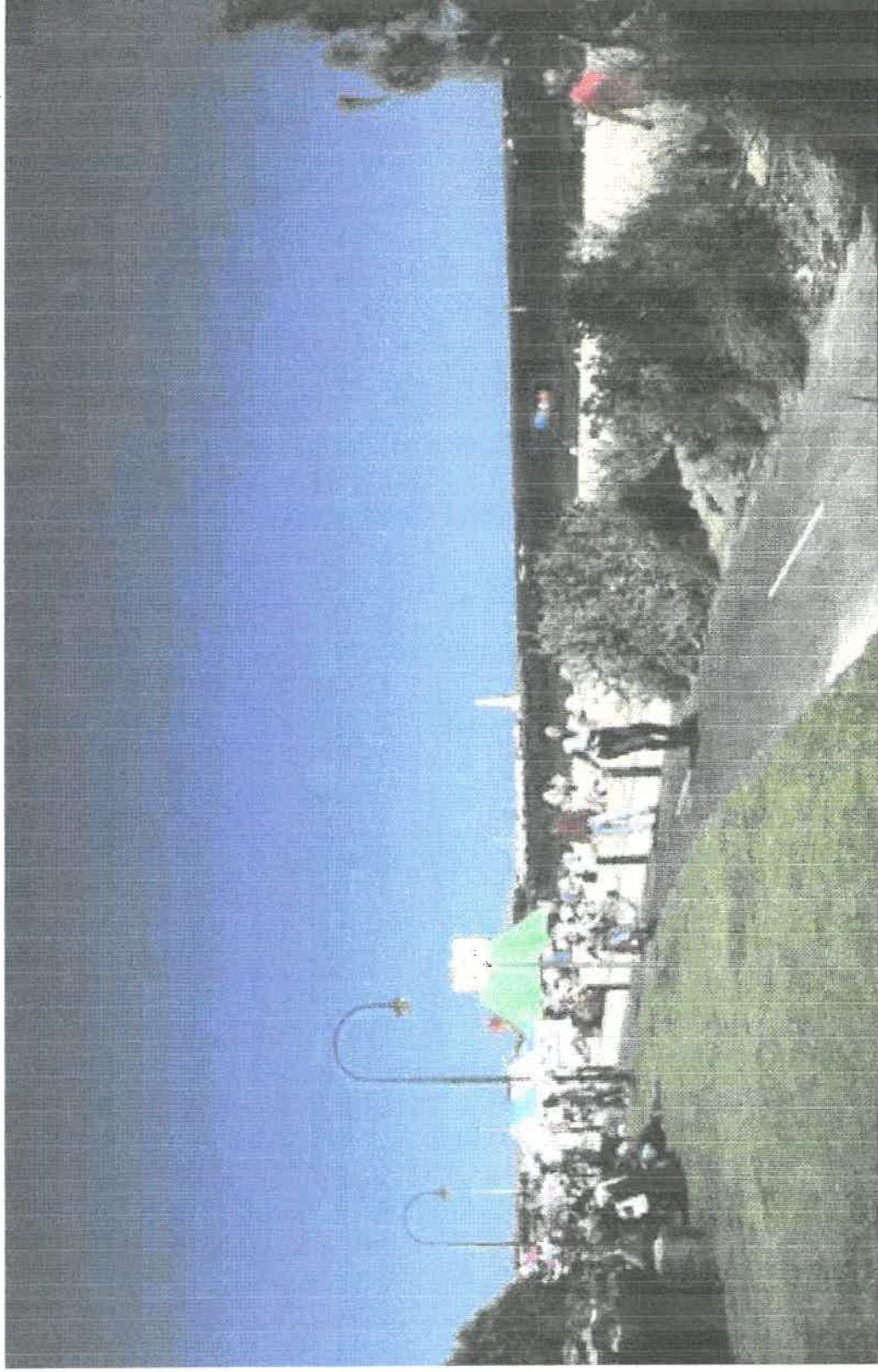
Cost: \$250,000



Shared Pathways (Paved)

Multi-purpose tracks providing access and an attraction for beach users and preserving vegetated areas by reducing erosion caused by trampling

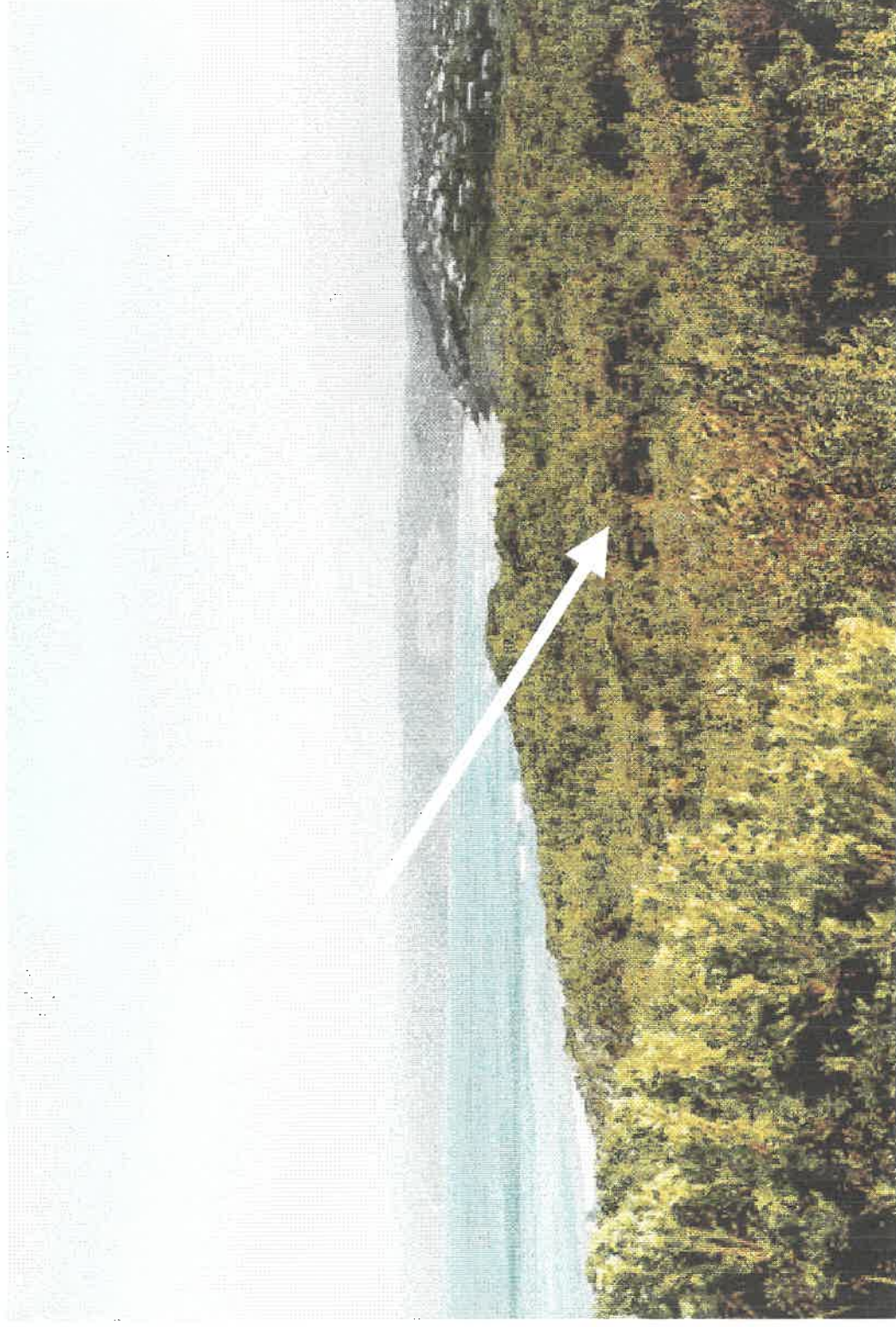
Cost: \$250,000



Land Purchase

Buying back private land in coastal areas helps to restore and protect the natural environment and increase the amount of coastal resources available for public enjoyment

Cost: \$800,000



Supporting Community Groups

Working on the Coast

The community plays an extremely important role in caring for our coast by completing projects such as weed removal, revegetation, education programs and construction of boardwalks and access tracks

Cost: \$60,000



Beach Renourishment

Sand can be transported to existing beaches to replenish areas that have been suffering from sand loss, increasing the amount of beach area available for public enjoyment and protecting other foreshore assets (e.g. paths, vegetation, walls)

Cost: \$500,000



Maintenance/ Restoration of Piers

Works can include new piles, deck, railing, lighting and lower landings

Cost: \$500,000



Other?

Appendix 3

Friends of the Victorian Coast Concept



Friends of the Victorian Coast

Victoria has one of the world's finest coastlines. It is a source of pleasure, relaxation, escape and inspiration for many of us. From remote wild areas of the coast, to our lovely coastal towns and a multitude of leisure spots around Port Phillip and Western Port Bays – it really is something to be proud of. But it must stay this way and be improved where possible.

Maintaining and preserving the coast takes effort and resources. While the government allocates significant resources, more support and funding is necessary. If you have a passion or interest in the Victorian Coast, the newly formed ***Friends of the Victorian Coast*** is open for membership and support.

Friends of the Victorian Coast is an independent, not-for-profit body which aims to:

- maintain the beauty and character of coastal areas and coastal towns
- assist in preservation works and funding
- assist works to improve quality of stormwater entering marine environments
- have an influence on government regarding developments which may occur along the coast
- where possible, improve coastal areas and coastal landscapes, so that they are as 'natural' as possible, with developments 'fitting in' with a coastal 'mood'
- all money raised spent on the coast

Membership of **Friends of the Victorian Coast** costs \$65 per year. For this you receive:

- quarterly newsletter on what's being done
- information on coastal attractions
- opportunity to have a say regarding coastal issues and development at special consultation meetings, aimed at assisting Federal, State and Local Government policy
- a true involvement in making sure our grandchildren's grandchildren have a coast to match any in the world
- discounts and special offers on 'short break' holidays along the coast

There is no need for active involvement (no compulsory meetings to attend or voluntary activities, etc.). Furthermore, your membership subscription will fund the above activities. You will be playing a role in preserving and improving our marvellous Victorian Coast.

If you have a passion for the coast, *now* is the time to join **Friends of the Victorian Coast**.

Would you join?

Thinking about all aspects, do you believe you would join Friends of the Victorian Coast?

Very Likely ----- 1

Fairly Likely ----- 2

Not too likely ----- 3

Not at all likely ----- 4

Why do you say that?

Appendix 4

2000 Victorian Coast Survey 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

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	Inexpensive 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*)

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Office

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**)

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Office

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
- 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
- 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
- Friends/colleagues -----10
- Other (specify) ----- 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*)

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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*)

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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*)

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.....
.....
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*)

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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?

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- 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?

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Thanks very much.

The Department of Natural Resources and Environment appreciates your help.

Respondent Name:

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

Interviewer Name:

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Signature: