



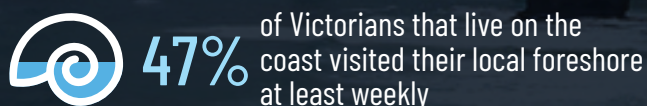
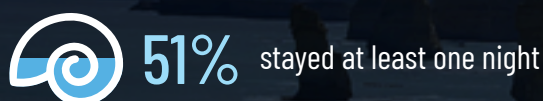
Marine & Coastal

COMMUNITY ATTITUDES & BEHAVIOURS RESEARCH

WAVE 5

This graphic presents the findings of the Victorian Marine and Coastal Community Attitudes and Behaviours Research. Conducted in 2018, it was the 5th iteration of the study and examined the views of 2,501 Victorians.

VISITATION



Top 10 coastal locations visited on most recent trip

- | | |
|--------------------|------------------|
| ① Phillip Island | ⑥ Lorne |
| ② St Kilda | ⑦ Apollo Bay |
| ③ Port Phillip Bay | ⑧ Lakes Entrance |
| ④ Torquay | ⑨ Rosebud |
| ⑤ Sorrento | ⑩ Anglesea |

ACTIVITY

Top 10 activities

% conducted activity in last 12 months



EXPERIENCE



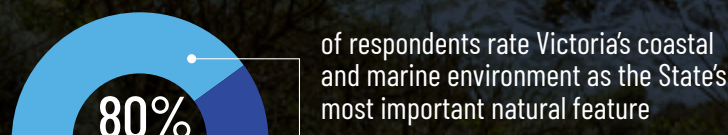
Top 5 contributors to a positive experience as reported by Victorians

- | | |
|----------------------|---------------------------------|
| No litter or rubbish | Good weather |
| Scenic view | A pristine, natural environment |
| Clean, clear water | |

VALUES

Top 5 values of Victoria's coastal and marine environment as reported by Victorians






- | | |
|------------------------|----------------------------|
| Natural Beauty | Accessibility & Facilities |
| Pristine Beaches | Quiet & Peacefulness |
| Wildlife / Marine life | |



FUNCTIONS








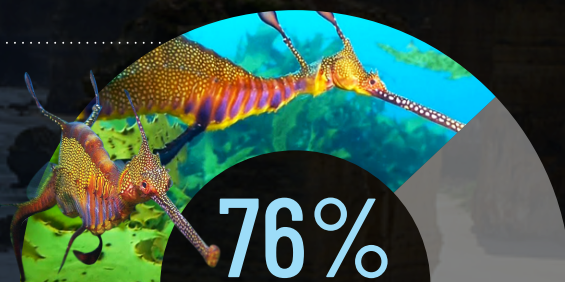
Top 5 functions of Victoria's coastal and marine environment as reported by Victorians

-  Providing habitat for flora and fauna
-  Providing a place people can experience nature
-  Providing a place for people to spend leisure time
-  Providing a physical buffer to protect the natural and built environment
-  Contributing to the economy via tourism

ISSUES / THREATS

Top 5 threats facing Victoria's coastal and marine environment as reported by Victorians

-  Pollution & Poor Water Quality
-  Overfishing
-  Rubbish & Litter
-  Climate Change
-  Inappropriate Development

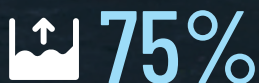


of respondents agreed that Victoria's marine environment is under real threat

CLIMATE CHANGE AND SEA LEVEL RISE



of respondents agreed that Victoria's marine environment is already being affected by climate change



of respondents agreed that sea level rise poses a threat to Victoria's coastal and marine environment in the coming decades



of respondents agreed the effects of climate change on the Victorian coast should be a key priority for government



of respondents agreed that individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk

POPULATION AND COASTAL CHARACTER

62% are concerned that Victorian coastal towns are increasingly looking more like ordinary Australian suburbs

42% of coastal residents moved to the coast after living inland or in an urban centre

13% of respondents that live away from the coast are considering making a move to the coast within the next 5 years

MANAGEMENT AND GOVERNANCE

58% agreed that the Victorian coast is well managed

55% agreed that the Victorian marine environment is well managed

85% agreed that Victoria's coastal and marine environment should be more carefully managed