

# THE VICTORIAN COAST

## PUBLIC ATTITUDES AND BEHAVIOUR

### SECTION 2

## EXECUTIVE SUMMARY

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#### **FINDINGS BASED ON:**

- *Nine (9) Group Discussions involving general population, coastal residents, Coast Action Groups, Committees of Management, "boaties" and anglers, campers and outdoor types and coastal business people.*
- *703 telephone interviews with random sample of Victorians aged 15+ years.*
- *Six (6) in-depth interviews with Developers.*



DECEMBER 1996

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and  
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**MARKET RESEARCH REPORT:  
THE VICTORIAN COAST -  
PUBLIC ATTITUDES  
AND BEHAVIOUR  
DECEMBER 1996**

*Disclaimer - Conclusions drawn in this Report are those of the Authors, based on qualitative and quantitative market research conducted for this Project, and do not reflect Government policy.*

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## 2. EXECUTIVE SUMMARY

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**In a nutshell ...**

**The Victorian Coast is generally perceived as being well managed. The Coast is a very important part of many Victorians' lives.**

**Nevertheless, Victorians have serious concerns about the Coast - particularly with regard to poor aesthetics of building developments in coastal towns. Undoubtedly, preservation of the "atmosphere" of coastal towns is the No. 1 concern of the general public.**

**Victorians are emphatic in wanting to maintain the wilderness feel of the coast and protect and improve the coastal vista.**

**Both general public and Developers want controlled development away from identified "no-go" areas of pristine coastline. There is widespread latent demand for a statewide master plan for development on the Coast, including plans for each town and development node with a fixed set of guidelines with minimal latitude for "interpretation". The plan must stand the test of time.**

**Although not opposed to tasteful development of an appropriate scale in populated areas, Victorians perceive a need for very tight control - not the "*thin end of the wedge*" turning into free-for-all development.**

**There is strong support from all parties for a single body - such as the Victorian Coastal Council - to manage the Coast and deal with all interested parties, including Developers.**

**There is now a very clear picture of what Victorians want their Coast to be, and there is scope for appropriate controlled development to help Victorians get more out of their Coast.**

☐ The Coast - a vital part of life for most Victorians.

To most Victorians, the Coast is far more than just a geographical feature. It is synonymous with **escape and relaxation** - a means of getting *"away from the pressures and stress of modern life"*.

Almost nine in ten (87%) rate the Coast **IMPORTANT** in their life - particularly the elderly.

As the pace of life increases and our population ages, demand for what the Coast offers could be expected to increase accordingly - to many, the Coast is effectively "Nature's Valium".

IMPORTANCE OF VICTORIAN COAST TO YOU AND YOUR LIFE	
RESPONSE	%
VERY IMPORTANT	51%
FAIRLY IMPORTANT	36%
NOT TOO IMPORTANT	11%
NOT IMPORTANT AT ALL	2%
<b>NET IMPORTANT</b>	<b>87%</b>
<b>NET NOT IMPORTANT</b>	<b>13%</b>
TOTAL	100%

☐ "Drivers" for visiting the Coast.

The dominant "drivers", mentioned as **CRUCIAL** or **IMPORTANT** reasons for visiting the Coast by more than 70% of Coast visitors, are:

- ENJOYING THE COASTAL LANDSCAPE AND SIGHTSEEING
- BEING IN FRESH, CLEAN AIR AND A HEALTHY ENVIRONMENT
- ESCAPING FROM THE PRESSURE OF EVERYDAY LIFE
- GETTING A FEELING OF OPEN SPACE OR FREEDOM
- SPENDING TIME WITH THE FAMILY
- INEXPENSIVE LEISURE OR HOLIDAY

Most activities are not aquatic as such, but rather:

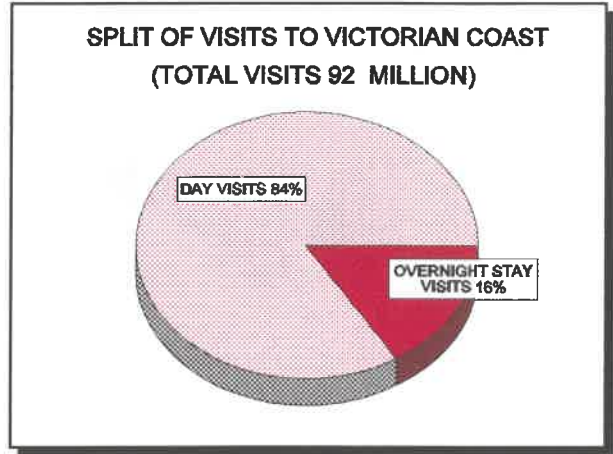
- SHORT WALKS AND STROLLS ALONG COAST
- SCENIC DRIVING
- VIEWING NATURE AND WILDLIFE
- VISITING SEASIDE CAFES OR RESTAURANTS
- PICNICKING
- LONGER WALKS OR HIKES OF 2 HOURS OR LONGER
- HAVING A ROMANTIC BREAK

Other significant activities include **FISHING** and **WALKING THE DOG**.

❑ High demand from Victorians for the Coast - more than 90 million visits last year.

Eighty-three percent (83%) of Victorians visited the Coast in the last 12 months.

The "average" visitor made 24 visits (30 visits for those aged 51-65 YEARS). This represents more than **90,000,000** visits to the Coast last year by Victorians - not taking into account interstate or overseas tourists. Of course, this visitation rate reflects coastal residents using the Coast for leisure and relaxation with high regularity (those living within 4 km of the coast average 62 visits p.a.).



The great majority of visits to the Coast are day visits (84%). For overnight visitors (16% of visits), **CARAVAN/ CAMPING PARKS** are the most popular form of accommodation (27% of overnight visitors using). Supply of adequate **CARAVAN/ CAMPING PARKS** is therefore very important.

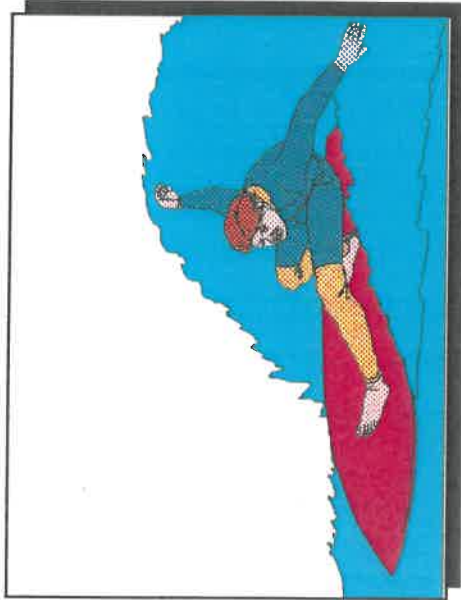
ACCOMMODATION	% USING
Caravan/camping park	27%
Hotel/motel/resort	23%
Home of friends/relatives	22%
Rented home/unit/cabin	13%
Own holiday home/unit	12%
Bed & breakfast/farm stay	2%
Other	2%
Don't know	1%
Total	100%

❑ The 6 key Coast Visitor Segments.

Based on the population's attitudes, activities and behaviour with respect to the Coast, TQA Research has derived six (6) key Visitor Segments - each with distinct characteristics and needs. These are presented in the two-page spread overleaf and more details are provided in Section 7.

# THE 6 KEY COAST VISITOR SEGMENTS

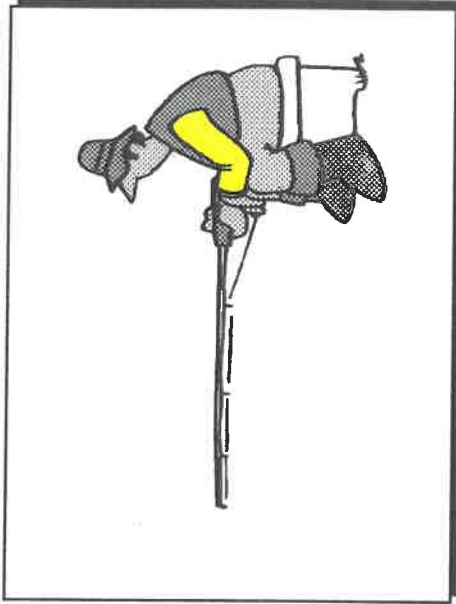
## #1 SURFERS & BEACH-GOERS



- ▶ Typically young singles (under 30 years).
- ▶ Higher levels in Melbourne Metro.
- ▶ Higher disposable income.
- ▶ Motivated by clean beaches and water quality.
- ▶ Higher visitation of West Coast.
- ▶ Prefer caravan/camping parks.

**14%**  
of population

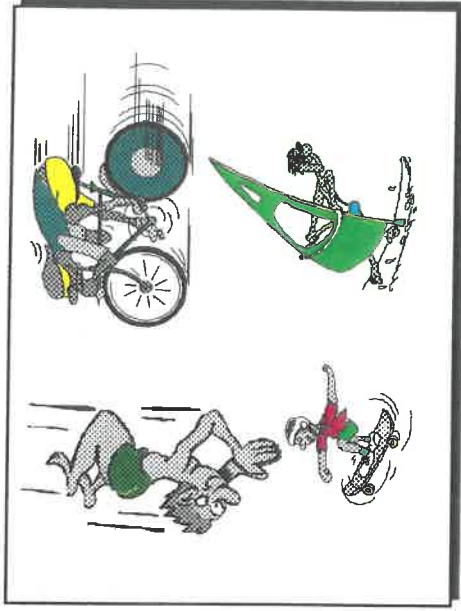
## #2 FISHING FRATERNITY



- ▶ Have highest visitation to Coast (27 visits p.a.).
- ▶ 76% male; also family groups.
- ▶ Tighter household budget.
- ▶ Higher tendency for day visits.
- ▶ Prefer caravan/camping parks with relatively strong preference for on-foreshore camping.
- ▶ 50% also into boating.
- ▶ Generally involved in several other activities on same trip.

**10%**  
of population

## #3 HIGH ACTIVITY DO-IT-ALL ESCAPERS

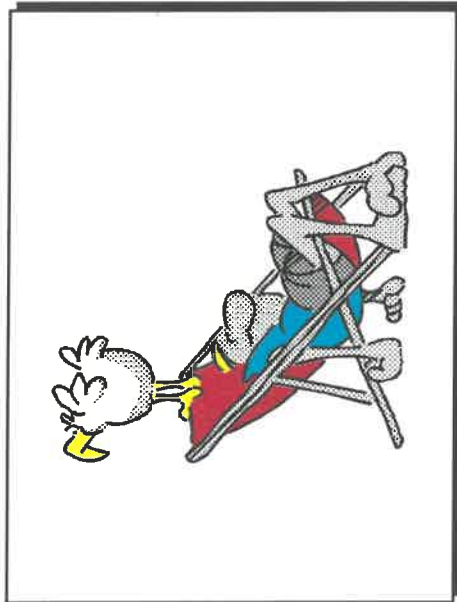


- ▶ Typically young singles and couples.
- ▶ Escaping from pressure of life (particularly Melbourne).
- ▶ Attracted to fresh, clean air and a healthy environment.
- ▶ Lead vigorous exercise lifestyle.
- ▶ Higher tendency to stay overnight.
- ▶ Keen on seaside cafés and restaurants.
- ▶ Have the highest passion for the Coast and love of the Great Outdoors.

**11%**  
of population

## #4

### LOW ACTIVITY RELAXERS

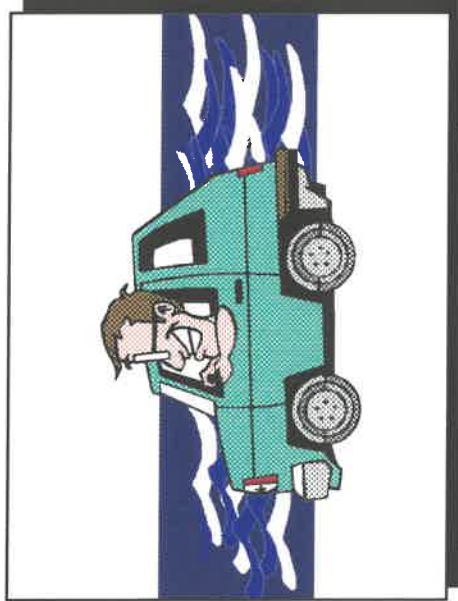


- ▶ Tend to be older, day-trippers.
- ▶ Stay in one spot and just take it easy.
- ▶ High visitation of Mornington Peninsula/Bayside areas.
- ▶ Relatively lower visitation.
- ▶ High tendency to stay at home of friend/relative.

**16%**  
of population

## #5

### SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS

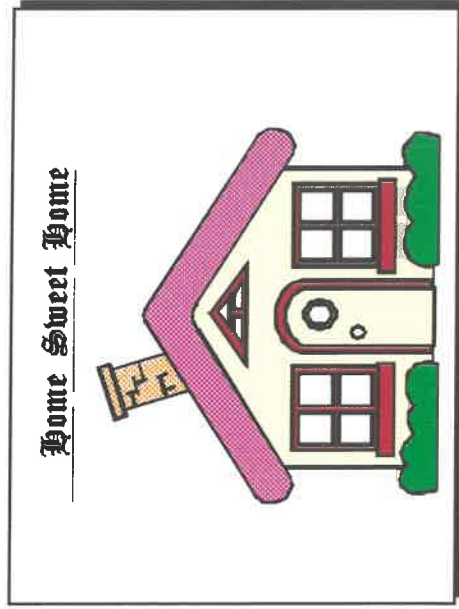


- ▶ Tendency to live in Melbourne.
- ▶ Not particularly attracted to the beach or aquatic sports.
- ▶ Less likely to have children under 10.
- ▶ Slightly older, but covering all age groups.
- ▶ Female bias.
- ▶ High visitation of Great Ocean Road.
- ▶ Prefer hotels, motels or resorts.

**32%**  
of population

## #6

### NON-VISITORS



- ▶ Tend to live in tight budget households.
- ▶ Generally older.
- ▶ More "indoor" types.
- ▶ Live further from Coast.

**17%**  
of population

❑ Victorian Coast generally perceived as well managed ... but few know who the Manager is.

Most people - we estimate 85%, based on Group Discussions - are **highly confused** about who manages the Victorian Coast, due to the multitude of bodies involved. There is **very strong** demand for one overriding body, preferably independent of Government, to *"pull all the policy and planning together"* and manage the Coast.

There is little awareness of the Victorian Coastal Council among the general public, at least at present, but there is strong implied support for a body of this sort.

Although most are unaware of who manages the Coast, a majority (60%) AGREE that the Coast is well managed. Coastal Managers can be pleased with this result - and the measure is worth tracking in future.

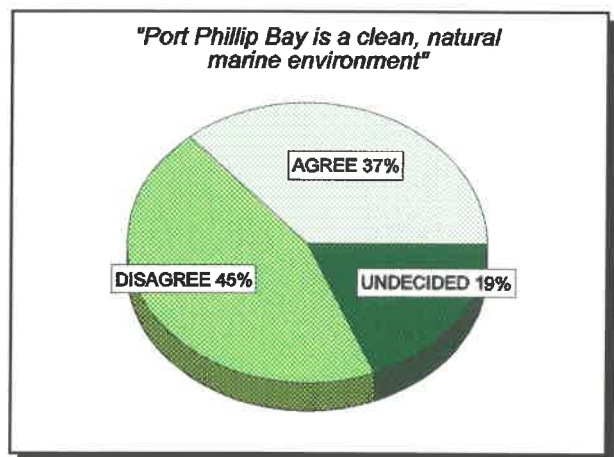
Further, almost three quarters (71%) AGREE that Victoria can take pride in the way it has managed its Coast - a strong endorsement.

"THE VICTORIAN COAST IS WELL MANAGED"	
RESPONSE	%
AGREE A LOT	22%
AGREE A LITTLE	37%
NEITHER AGREE NOR DISAGREE	17%
DISAGREE A LITTLE	12%
DISAGREE A LOT	12%
<b>NET AGREE</b>	<b>60%</b>
<b>NET DISAGREE</b>	<b>23%</b>

❑ Many are disappointed about the health of Port Phillip Bay.

The 37% AGREEING that Port Phillip Bay is a clean, natural marine environment is outweighed by the 45% DISAGREEING.

More public relations effort is required to convince the Victorian public of the Bay's true "health status", as found in a recent CSIRO study.





However, the overall statewide picture is much more positive, with 79% AGREEING that most of the Victorian Coast has been preserved in a very natural state.

With almost three quarters (72%) SUPPORTING a new Marine Park in Port Phillip Bay, there appears to be a firm mandate to proceed with this concept, with support strongest from the FISHING FRATERNITY (79%).

□ Concerns about and suggestions for Victorian Coast.

The following concerns were expressed unprompted, mostly in qualitative research, but also in quantitative research. These include:

"Great Concern" about:

- ❖ Limited consideration of **aesthetics** of new buildings in coastal towns - the No. 1 concern by far.
- ❖ Sewerage outfall and other pollution.
- ❖ Lack of co-ordination and integrated planning; strong latent demand for overlay plans.
- ❖ Too many management and control authorities.
- ❖ Lack of community consultation on development.
- ❖ Ministerial overrides of planning decisions.
- ❖ Plans always changing; "reinventing the wheel" (concern primarily among conservation bodies and Coast Action Groups).

"Considerable Concern" about:

- ✦ Too much private land near foreshore.
- ✦ Poor policing of people who breach planning guidelines.
- ✦ Distrust of Governments (State and Local) and State Government seen as too pro-development.
- ✦ Too easy for Developers to argue their case using "false economics".
- ✦ Too many developments on foreshore.
- ✦ Foreshore strips seen to be too narrow in many places.
- ✦ Promotion of tourism without adequate facilities to handle volume of tourists.
- ✦ Perceived poor control of fishing, particularly commercial fishing.

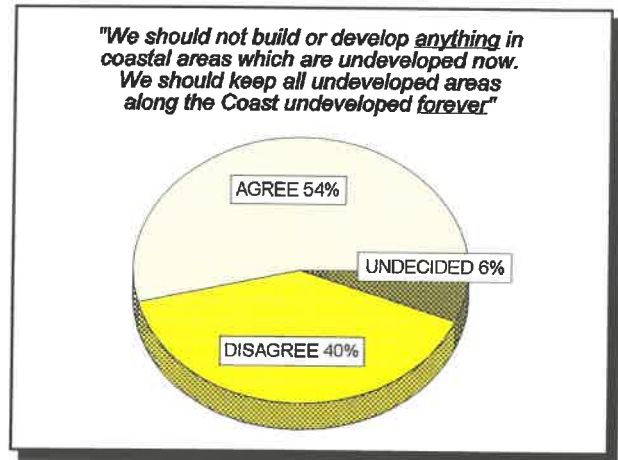
"Some Concern" about:

- Erosion and degradation of foreshore and dunes, particularly in remote areas (e.g. Johanna Beach).
  - Facilities for "Boaties" seen as poor outside Port Phillip Bay.
  - Camping grounds on foreshore in some places limiting use of land which should be public "open space".
- Attitudes towards development - most want undeveloped Coast to stay that way.

Group Discussions made clear that it is very difficult to talk about **development in general**. Rather, each development needs to be reviewed according to:

- nature of development
- location of development
- who benefits from development
- whether development is right in the long term.

A thin majority (54%) AGREE that we should not develop anything in coastal areas which are natural or undeveloped now and we should keep all undeveloped areas along the Coast undeveloped forever.



Accordingly, when asked whether we should allow more new development of places like tea-rooms, restaurants and cafés along the Victorian Coast, in natural areas where there are no developments now, a similar proportion (53%) DISAGREED.

However, when an aspect of control was introduced by asking whether we should allow a limited number of tea-rooms or cafés on public reserve land which is now part of the coastal strip in remote and undeveloped areas of the Victorian Coast, there was a mild reversal, with a narrow majority (56%) SUPPORTING the notion. However, resistance would still be vocal.

Again, including an element of control by asking whether we should allow controlled developments of resorts, cabins and other accommodation along the Victorian Coast, in natural areas where there are no developments or buildings now, a narrow majority (53%) AGREED. Clearly, the community is **very divided** on these issues.

Those with strong views in Group Discussions believe the Victorian Coast needs *"a tight overall strategy, combined with overlay plans for each town and developed area"*.

Feedback from both qualitative and quantitative research firmly indicates the need for a **cautious attitude** towards development of all kinds in coastal areas. There are no real objections to tasteful and controlled commercial initiatives around Port Phillip Bay (e.g. restaurants, tea-houses), but there was a consensus that unless rules and guidelines are put in place and plans developed for specific areas within suburbs, things could get out of hand.

Other findings from quantitative research on development included:

- Seventy-seven percent (77%) believing Victoria's Coast is so precious we should place size limits on coastal townships to maintain their existing character.
- Strong DISAGREEMENT (73%) with development of housing on ocean side of a coastal road.
- 59% believing there are already plenty of picnic areas along the Victorian Coast.

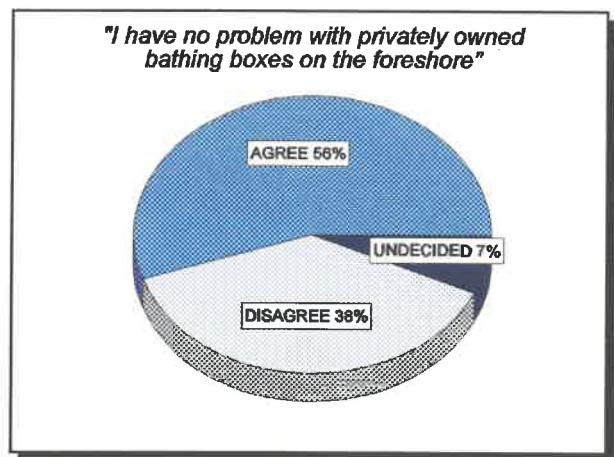
❑ Attitudes on topical issues.

**Foreshore camping.**

A majority (56%) believe camping and caravan parks should be allowed on selected foreshore areas. However, comments in Group Discussions suggest this indicates acceptance of existing on-foreshore camping areas rather than desire for more such areas, which would meet with strong disapproval.

**Bathing boxes.**

Similarly, most (56%) have no problem with privately-owned bathing boxes on the foreshore, but Group Discussions again reveal this indicates acceptance of what already exists, most not wanting to see any more.



**Horses.**

Most Respondents in Group Discussions are accepting of horses on some foreshore areas, especially more remote beaches, but prominent signage is required.

## **Dogs.**

Most participants in Group Discussions are also accepting of dogs on some foreshore areas, with time restrictions and/or requirement of a leash. This is ultimately a "balancing act" for Local Councils, but penalties for non-compliance should be applied.

However, quantitative research shows that over-tight dog legislation is likely to annoy the 17% of Coast Visitors for whom walking the dog is a crucial or important reason for visiting the Coast.

Generally, current policies are in line with public sentiments.

## **Four-wheel-drives and other vehicles.**

There is very strong support for maintaining the general ban on vehicles on beaches, with 95% agreeing with a ban (quantitative survey). Most recognise the legitimacy of vehicles on the foreshore for launching boats or emergency purposes, however.

## **Litter control.**

The community definitely requires more information and education on the "carry-in/carry-out" policy for litter control. Many perceive lack of rubbish bins as an oversight rather than a deliberate policy. Better signage is required at locations where the policy applies, and explanation is required in brochures about the Victorian Coast. Most importantly, a detailed, formal evaluation is required to determine which litter control method works best.

## **Public wants tighter control of fishing.**

Both qualitative and quantitative research shows the community is supportive of greater control and policing of fishing in Victorian coastal waters, particularly commercial fishing. Importantly, support is very strong among the FISHING FRATERNITY, some of whom suggested "no-fish" areas and tougher penalties for law-breakers.

- ❑ Division about current road access to the Coast ... but support for traffic and pedestrian control facilities.

The community is split on the issue of new roads being built to provide access to remote coastal locations - 51% DISAGREE and 44% AGREE. However, a general recognition that at least some parts of the Victorian Coast should remain pristine suggests the identification of "go" and "no-go" areas, with construction of new roads to improve access to "go" areas.

Group Discussions revealed that most perceive facilities like boardwalks as not only improving access on the coast but also constraining traffic:

*"These developments not only provide access but control visitors ... they are legitimate structures on the foreshore to protect it from people like ourselves ... it provides access and prevents people climbing around uncontrolled ... we need the walkways to control pedestrian traffic ... such developments are the lesser of two evils".*

- ❑ Most support extension of Great Ocean Road to Warrnambool.

There is quite firm community support (74%) for extension of the Great Ocean Road, with support being equally high among West Coast residents. Although a minority will be dissatisfied, no matter how carefully construction is handled, this idea merits serious consideration, even though those opposed will make a noisy objection.

- ❑ Awareness of what is HARMFUL to Coast - education needed.

Most people recognise that removing wildlife is HARMFUL to the coastal environment, but most do not appreciate the physical damage they cause by walking over dunes to get to the beach or moving rocks. Community awareness needs to be increased substantially and a significant education campaign is warranted - even among SEASIDE residents, and particularly among MALES.

☐ Attitudes of "Boaties" and Anglers (based on limited qualitative research).

Their main thoughts covered:

- Perceived lack of facilities (quality and quantity) for boat launching and retrieval, particularly outside Port Phillip and Westernport Bays.
- General preparedness to pay for boat driver's licences and fishing licences if funds put towards improved boating and angling facilities.
- An even stronger call for simplification, and *"one body to manage the Coast"*.
- Stronger desire to leave undeveloped areas undeveloped forever and limit development to existing areas of development.
- Full assessment of environmental impact of developments required (e.g. breakwaters and other man-made barriers).
- Serious concern about abalone poachers - due to lack of education and policing ... *"a real need to protect the inter-tidal zone"*.
- No necessity for good road access to all beach areas - *"as long as you can get there by foot or boat . . . that's fine"*.

☐ Attitudes of surfriders.

Based on Group Discussion feedback from two or three surfers and surfing peak body representatives, surfriders' views show concern for degradation of beaches, even in remote areas (e.g. Johanna Beach), a lack of adequate education of the general public on what causes damage to the coast and *"lip service"* and poor funding of these issues by State Government.

□ Additional sources of funding for coastal conservation and management.

Confronted with the proposition that more needs to be done to protect and manage coastal areas, but that the Government can't allocate money away from hospitals, education and the like, people generally regarded proposals to raise more revenue for the Coast as GOOD IDEAS. A majority was in favour of:

- 10% Bed Tax on all paid overnight accommodation in coastal Victoria (58% support) - although could have logistical difficulties in defining areas it applies to.
- \$6 Entry Fee for Port Campbell National Park (54% support).

These options could be seriously considered, but some noisy opposition can also be expected.

Although less than a majority (42%) were in favour of a \$5 Toll on the Great Ocean Road, this could also have majority support if "sold" to the public.

Other sources of funding for the Coast were suggested in Group Discussions:

- Boating and fishing licences – would generally be accepted.
- Charging for permits to use selected walking trails - general public not so keen on this idea, but could be accepted if limited to a small number of major trails.
- Levy paid on all new developments in coastal areas (say 5%) - perceived as a good idea by general public but a very bad idea by Developers, and perhaps administratively difficult.
- Charging for foreshore parking in selected areas (e.g. Lorne) - already a major earner on Mornington Peninsula, but unpopular with locals.
- Marginally increased Local Council rates for everybody (across State) - a favoured alternative to charging on a "user pays" basis:

*"But we want proof of where the money is going."*



❑ Interest in joining "Friends of the Victorian Coast".

More than one third (35%) of the general public say they are INTERESTED in joining an Association aimed at protecting and maintaining the Victorian Coast – having nothing to do with Government, managed by private Trustees, and offering membership at \$50 per year, 4 newsletters per year, updates on key issues, events in coastal areas and a "voice" with politicians. One in twenty (5%) are VERY INTERESTED - this is the better "acid test".

This "equates" to approximately 3% of Victorians actually joining such an Association<sup>1</sup>, resulting in 140,000 members and revenue of \$7 million. Longer term potential could be higher, with possibilities for corporate sponsorship. There is certainly sufficient interest to warrant a serious feasibility study and fine-tuning of the concept.

❑ Coast Action Groups.

Of those living within 30 kilometres of the Coast, a substantial 41% have heard of Coast Action Groups. Coast Action has achieved a higher profile in BASS Coast and SURF Coast regions - if there are any aspects of promotion unique to these areas, other groups should follow suit.

TQA Research recommends setting a goal of having 60% of those living within 30 kilometres of the Coast aware of Coast Action by 1999. Young coastal residents should be regarded as the primary target market.

Those who join Coast Action say they have "*a passion for the coast ... to protect it ... keep it for future generations*".

However, potential for Coast Action membership is substantial, evidenced by 7% of the population within 30 km of the Coast VERY INTERESTED in joining a body with Coast Action goals. An aggressive recruitment campaign and widespread promotion would be required to take advantage of this potential. Those NOT INTERESTED say availability of time and other commitments are the main reasons.

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(1) A good rule-of-thumb is to "believe" approximately three-fifths of those who say they would be VERY INTERESTED in "buying" a product or service.

Coast Action, or a separate body if necessary, should offer an option of financial contribution to engage the interest of those too busy to devote time, but very supportive of the concept.

Coast Action must also be prepared to counter the perception that it is an avenue for extremists to push their views.

Information about Victorian Coast.

Three sources of information dominate when Victorians plan a trip to the Coast:

- TOURISM VICTORIA/STATE TOURISM OFFICE (34% mention)
- TOURIST INFORMATION CENTRE AT DESTINATION (25%)
- RACV (24%)

Requested formats of information are:

- BROCHURES/LEAFLETS (GENERAL) (60% mention)
- SITE-SPECIFIC BROCHURES/LEAFLETS (26%)
- MAPS (23%)

One in six (17%) mention SPOKEN ADVICE. Apart from BOOKS (13%), there is limited interest in other printed information, and little interest in information via electronic media.

These findings are consistent with most of Coastal Managers' current activities in the information dissemination area.

Attitudes towards conservation, environment groups and Developers.

A great number of Victorians are "closet" conservationists and "greenies", with 50% considering themselves to be VITALLY INTERESTED IN CONSERVATION.

An appreciable minority (24%) regard environment groups as MAINLY RADICALS AND EXTREMISTS, but a slight majority (55%) regard Developers as GREEDY AND EXPLOITATIVE.

☐ Attitudes of Developers.

Of real interest, the declared attitudes of Developers were not markedly different to those of the general public. Most want to see the Coast remain as natural and undeveloped as possible, with development which fits in to help people enjoy the Coast. None want to see unrestricted development, and all want continued existence of pristine coastline.

Key Developer attitudes or "wants" included:

- The need for **one body** in charge of the Coast - a slow and bureaucratic system has sent some Developers broke while waiting for response.
- Current guidelines which are not clear and easy to understand, due to the multitude of bodies involved and the latitude for "*interpretation of regulations by bureaucrats*" - solved with a fixed statewide strategic plan for development on the Coast.
- Restricting development to existing developed areas, or perhaps pockets in remote areas.
- The need for more development of higher quality and greater variety on the Coast to help Victorians get the most out of their Coast - both commercial development proposals and non-commercial development of better, more numerous facilities (e.g. toilet blocks).
- The need to recognise that vexatious complaints can be raised by a vocal few to thwart developments which the majority want: "*In Victoria they only listen to knockers*".
- Ministers being "captives" of bureaucratic advice.
- Desire for development to be controlled "sensibly - not hysterically, as over the last ten years".

- Public buy-back of private land instead of simply preventing private owners from doing anything with the land.
- Active discouragement from previous long-standing anti-development attitudes - but concern that current pro-development attitude could prove too "free".

# SUMMARY OF IMPLICATIONS

## ("CHECK-LIST FOR ACTION")

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TQA Research believes the following to be **key implications** of the research, based on quantitative and qualitative feedback from the general public (primarily) and specific interest groups (secondarily).

Strength of community feeling is indicated on the following scale:

KEY	
★★★	VERY STRONG
★★	STRONG
★	MODERATE

### Development and Facilities on the Coast

- Ensure tighter control of building aesthetics in coastal towns to maintain their "atmosphere" (current planning guidelines considered too technical, with little consideration for aesthetics).  
Place size limits on coastal towns to maintain their existing character (★★★)
- Declare absolute "no-go", non-development zones to preserve the remote, "wilderness feel" of the Victorian Coast (★★★)
- Protect the coastal vista - buy back private land if necessary. Don't permit housing on the coast side of coastal roads (★★★)
- Adopt an integrated planning approach, with local overlay plans, for coastal development - a strategy which will stand the test of time and not be open to "interpretation. Police town planning guidelines, and enforce penalties for breaches (★★★)
- Take action on sewage and general water pollution (particularly West Coast) (★★★)

- Ensure **real** community consultation on coastal developments (★★★)
- Don't universally apply a "rebuild on same footprint" policy. In some cases, buildings would be better located further back (e.g. Surf Lifesaving Clubs) (★★)
- Permit **controlled** development of cafés and restaurants – including on piers – but only in built-up or developed areas (★★)
- Provide better infrastructure (e.g. toilets and sewerage) for tourists, whose numbers have increased due to tourist promotion (particularly West Coast) (★★)
- Maintain existing camping areas and bathing boxes on the foreshore, and apply and enforce strict maintenance requirements - but do not permit any more camping areas or bathing boxes on foreshore. Ensure that sufficient caravan and camping parks are available near the Coast to meet demand. This type of accommodation remains the most popular (★★)
- Provide more and better boating facilities (e.g. boat ramps, docking facilities, toilets, etc.) – many existing facilities considered inadequate and unsafe (★)
- Permit development of a very limited number of wilderness-style resorts which blend in with the Coast in undeveloped areas, but **not** in absolute “no-go” areas. (★)
- Ensure sufficient facilities (e.g. paths and trails) for the key activity of walking/hiking in coastal areas (★)
- Maintain piers, jetties and breakwaters (a source of pleasure to many) (★)
- Give consideration to extending the Great Ocean Road along the Coast between Peterborough and Warrnambool - promote public debate on this issue (★)

### Managing the Coast and other issues

- Assign responsibility for management of the Victorian Coast to **one body** and communicate this fact to target audiences (★★★)
- Increase control over fishing, particularly commercial fishing, and enforce rigorous penalties for breaches (★★)
- Determine the most effective form of litter control to ensure clean beaches. Publicise “carry in - carry out” policy (both locally and statewide) if this policy adopted (★★)
- Maintain the general ban on vehicles on the foreshore (★★)
- Encourage a balanced dogs-on-beaches policy, as over-tight legislation will annoy the 17% for whom walking the dog was an important aspect of a recent coastal visit (★★)
- Improve erosion control and revegetate dunes – including remote areas which are currently threatened (★)
- Consider wider publicity of CSIRO findings that Port Phillip Bay is a clean marine environment (most Victorians believe it isn't) (★)
- Educate the public about what is harmful to the coastal environment (e.g. traversing dunes, lifting rocks, removing shellfish). Many don't perceive these activities as harmful (★)
- Provide up-to-date information on the Victorian Coast via brochures and information shelters, with a regular newsletter for Tourism Victoria and other relevant organisations to distribute to consumers (★)
- Consider "seeding" an Association to protect and maintain the Coast, with emphasis on financial membership, rather than (but not excluding) active involvement. Would appeal to a much wider base than Coast Action (★)

- Give consideration to developing a new Marine Park in Port Phillip Bay (★)
  
- Consider new sources of funds for managing and protecting the Coast, including: (★)
  - 10% bed tax on paid overnight accommodation
  
  - fee for Port Campbell National Park
  
  - boat drivers' licences, salt water fishing licenses
  
  - trail use fees
  
  - must convince public that money is directly used for conservation and facilities

