

# THE VICTORIAN COAST

## PUBLIC ATTITUDES AND BEHAVIOUR

Report Authors: Tony Quint & Ian Woff

### **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.*



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# SECTION 3

## RESEARCH METHODOLOGY



**TABLE 1**

**PERCEPTIONS OF THE VICTORIAN COAST**

**GROUP DISCUSSION SPECIFICATIONS**

*9 Respondents invited to each Group*

GROUP	DESCRIPTION	VENUE	DATE
1	<b>COASTAL RESIDENTS - WEST COAST:</b> Broad cross-section of Residents living within 3 km of Coast along Lorne to Anglesea strip. Residents of Lorne (4), Aireys Inlet (2), Anglesea (3). Mixed age and sex.	Aireys Inlet	Monday 17 June
2	<b>COASTAL RESIDENTS - EAST COAST:</b> Broad cross-section of Residents living within 10 km of coast. Residents of Cape Patterson (3), Inverloch (4) and Venus Bay (2). Mixed age and sex.	Inverloch	Monday 17 June
3	<b>LOCAL COASTAL BUSINESS PEOPLE - WEST COAST:</b> Warrnambool (4), Killarney (2) and Port Fairy (3). Cross-section of business people involved in retail, accommodation, restaurant & hospitality, tourist attractions, building and construction and local Council representation (1 only). Mixed age and sex.	Warrnambool	Wednesday June 12
4	<b>RECREATIONAL ANGLERS AND BOATING USERS:</b> Melbourne based Anglers and "Boaties", at least two thirds of Group regularly fishing from boat in summer and at least 4 Group members also fishing in Victorian coastal waters other than Port Phillip and Westernport Bays. Predominantly male (attempt made to get one or two females as well).	Sandringham/Black Rock	Tuesday 25 June
5	<b>YOUNGER GENERAL POPULATION AND BEACH-GOERS (MELBOURNE):</b> Representative sample of persons aged 15-50 years; mixed sex; 50% visiting coastal areas other than Port Phillip/Westernport over the 1995/1996 summer. Residents of Eastern Suburbs.	Vermont	Thursday 10 June
6	<b>OLDER GENERAL POPULATION AND BEACH-GOERS (MELBOURNE):</b> As above, but 50+ years (50% over 60 years). Residents of Southern Suburbs.	Frankston	Thursday 20 June
7	<b>CAMPERS AND OUTDOOR TYPES:</b> Those who regularly camp in Coastal areas and seaside National Parks. Campers with experience of West Coast (3), East Coast (3) and Mornington Peninsula (2).	Nunawading	Wednesday 19 June
8	<b>COASTAL ACTION GROUP/COMMITTEE OF MANAGEMENT - WEST COAST:</b> Representatives of Coastal Action Groups, Committees of Management representing Apollo Bay, Lorne, Aireys Inlet, Anglesea and Jan Juc.	Lorne	Tuesday 11 June
9	<b>COASTAL ACTION GROUP/COMMITTEE OF MANAGEMENT - EAST COAST:</b> Representatives of Coastal Action Groups, Committees of Management representing Phillip Island, Bass Coast, Inverloch area and Venus Bay.	Inverloch	Tuesday 18 June

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### 3. RESEARCH METHOD

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The research was conducted in four (4) stages:

STAGE	DESCRIPTION
1	Focus Group Discussions (9).
2	Quantitative Survey - 703 telephone interviews with Victorians aged 15+ years.
3	In-depth interviews with Developers (6).
4	Survey of 22 Victorian coastal municipalities, to obtain a list of studies conducted into land use in coastal areas since 1992.

We will now discuss key elements of each stage.

#### **STAGE 1: FOCUS GROUP DISCUSSIONS.**

We conducted nine (9) Group Discussions, with 8-9 Respondents in each Group. The Groups were carefully "structured" to obtain the views of general population, coastal residents, coastal business people, campers and outdoor types, recreational anglers and boating users, Coast Action Groups and Committees of Management.

Groups conducted and location of same are provided in Table 1 (opposite).

The Groups were recruited by Wells Research Services, following strict guidelines outlined by TQA Research. Service Clubs (Lions and Rotary) assisted with recruitment of Groups in non-metropolitan areas.

Participants in "general public" groups received an appreciation fee of \$40, while Business and Coast Action/Committee of Management Respondents received \$60 (more travel involved).

**TABLE 2**

**SAMPLE STRUCTURE**

	RAW SAMPLE		WEIGHTED SAMPLE %
	NUMBER	%	
TOTAL	703	100	100
MELBOURNE METRO	350	50	65
OTHER AREAS OF VICTORIA	353	50	35
VISITED COAST IN LAST 12 MONTHS?			
YES	580	83	83
NO	123	17	17
LIVE WITHIN 15 KM OF COAST?			
YES	277	39	39
NO	426	61	61
AGE:			
15-30	200	28	29
31-50	305	43	43
51-65	122	17	17
OVER 65	75	11	10
SEX:			
MALE	352	50	50
FEMALE	351	50	50



The Groups were moderated by Tony Quint (7) and Ian Woff (2). Typical discussion duration was 2 hours and both the quality and quantity of feedback was excellent.

Issues covered in these Group Discussions are summarised in the Group Moderator's Check-List (Appendix 1).

Audio-tapes of the discussions are available.

## **STAGE 2: QUANTITATIVE SURVEY.**

A structured questionnaire (Appendix 2) formed the basis of 703 interviews with Victorians aged 15+ years. At 24 minutes (average), interview length was no problem and Respondent co-operation was excellent.

Quotas were set by region of Victoria to ensure the sample was slightly biased towards residents living in coastal areas, with the sample being re-weighted at data processing stage so that it reflected the "true" geographic spread of Victoria's population. Structure of sample is provided in Table 2 (opposite).

Within each region, households selected for interview were drawn at random from computerised telephone directories, while the person within the household interviewed was the person aged 15+ years whose birthday was next (up to three call-backs made if this person was not home at time of initial contact).

Fieldwork was conducted by Wells Research Services, utilising Computer Assisted Telephone Interviewing (CATI) facilities. Interviewers received a 90 minute briefing on the project.

Fieldwork was conducted 1-10 August 1996.

Many key findings of this Survey are outlined in this Report. For those requiring further detailed statistical information, refer to Appendix 6, Appendix of Computer Tabulations (separate document).

**STAGE 3: IN-DEPTH INTERVIEWS WITH DEVELOPERS.**

We conducted six (6) interviews with the following Developers/Planners. Interviews were conducted by Ian Woff (Senior Project Manager) on a face-to-face basis. The discussion agenda used for these interviews is listed in Appendix 3.

David Napier	NTMA Pty. Ltd., 140 Gladstone Street, South Melbourne
Vince Rizza	439 Tooronga Road, Hawthorn East
Brian Thompson	Rattray & Walker Pty. Ltd., Peninsula Avenue, Rye
Bud Graves	Sorrento Tea Room Restaurant, 3278 Nepean Highway, Sorrento
Ron Mason	Westernport Development Corporation, Suite 9/50 Robinson Street, Dandenong
Ron Trengove	Abalone Shellfish Enterprises Pty. Ltd., Apollo Bay

**STAGE 4: SURVEY OF VICTORIAN COASTAL MUNICIPALITIES.**

Telephone contact was made with 22 Coastal Municipalities, probing for the following details:

- Studies conducted into land use in coastal areas since 1992.
- Studies conducted relating to tourism or development along coastal areas since 1992.
- Other reports or Developer expressions of interest which may be relevant.

Pam Watson (Senior Research Assistant) interviewed the Planning Manager (or similar person) in each Municipality and constructed a database of completed Reports. This is contained in Appendix 5.



**SECTIONS 4 - 23**

**MAIN REPORT**





#### 4. WHAT DOES THE COAST MEAN TO VICTORIANS?

##### KEY FINDINGS.

- (i) The Coast is far more than a geographical aspect or part of nature. To many, the Coast is **escape and relaxation**, *"to get away from the pressures and stress of modern life"*, which have reached a very high level for most of the population.

In Group Discussions, it was evident that many people essentially don't like the stressful lives they are leading. Escapism and relaxation - aspects strongly associated with coastal visits - are "counterbalances" to stress. For many, the Coast is "Nature's Valium" (Researcher's words).

Furthermore, stress levels are perceived to be increasing ... *"life's faster ... more things to do ... things to do quicker than what our parents did"*. So demand for the Coast is **increasing**.

- (ii) When we asked people to "instantly" say what the Coast means to them, we heard:

*"Away from crowds and other people."*

*"Therapeutic effects of coastal landscape and sightseeing."*

*"Being in fresh, clean air and a healthy environment."*

*"It's freedom, relaxation, healthy lifestyle, peace and quiet."*

*"Tranquillity and beauty."*

*"Escape from the rat-race."*

*"An outlet from the pressure of everyday life."*

*"Getting a feeling of open space and freedom."*

*"The beach reduces stress ... takes away the anxieties of life ... there is no better cure for these stresses and anxieties than the Coast, boating and fishing."*

*"If you live near the Coast, it affords a lifestyle which you can't match inland ... I just have to live near the ocean."*

*"There is a diversity of things to do near the Coast ... to unwind."*

*"A great environment for a family to spend time in."*

*"Yes, so many activities ... recreation ... leisure ... adventure ... food ... driving along the coastline ... holidays ... walking."*

*"The Coast is my life's blood ... I never want to be away from it ... it's alive and not artificial."*

*"It's a part of the great Australian ideal ... always has been ... to get away to the Coast ... a place to take the kids ... you look back on your own childhood and the fond memories are often those of seaside places."*

*"If you live away from it (the Coast) you realise how much you miss it."*

And for businesspeople in coastal towns, the Coast means *"customers ... 70% of my motel occupancy ... tourism."*

(iii) **Is the Victorian Coast different?**

Many believe it is. In Group Discussions, comments made it clear that the Victorian Coast is perceived as *"very special"* and, for some, *"unique"*:

*"It is still very much a wilderness Coast ... most of it anyway ... very natural."*

*"Look what they've done to many parts of Queensland and New South Wales ... allowed too much development in the wrong places ... often the wrong sort of development ... too close to great stretches of Coast."*

*"Uncontrolled tourism development has destroyed many beautiful coastal places in Queensland and New South Wales."*

Several observers, particularly those associated with Coast Action Groups and Committees of Management, believe that *"the weather in Victoria effectively protects the Coast for a large part of the year ... we will never have a year-round tourist season on the Victorian Coast ... there just isn't the demand for the tourism developments ... not many of them anyway"*.

*"I agree, our weather will preserve the Coast more than anything else."*

Regardless of the weather, there was a very strong feeling in Group Discussions among the general public - not just Coast Action and other "biased" groups - that the Coast **should be preserved at all costs**. It is a vital part of Victoria and greatly appreciated by all.



# TABLE 3

1 Key Analysis \*BY\* 01b Importance of Victorian Coastline in respondent's life  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP		GENDER													
	WITHIN 15kms		ALL SEA SIDE -4km	-30	31-100	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No	U1B	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale							
	All	West Cent-ral	East																										
<b>Total</b>																													
RESPONDENTS	703	277	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351			
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239			
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%		
<b>01b Importance of Victorian Coastline in respondent's life</b>																													
Very important (100)	2293	1044	71	915	58	578	1473	563	257	1490	803	277	587	1429	2015	2293	599	1480	813	549	1379	901	535	984	490	279	1118	1175	
	51%	59%	60%	59%	79%	71%	56%	45%	43%	51%	51%	36%	39%	64%	54%	59%	51%	51%	51%	50%	53%	48%	41%	50%	62%	61%	49%	52%	
Fairly important (67)	1620	586	48	523	15	200	937	494	189	1057	563	254	632	734	1366	1620	37%	1072	548	374	868	744	564	732	218	106	849	771	
	36%	33%	40%	33%	21%	25%	35%	39%	32%	36%	35%	33%	42%	33%	37%	41%	37%	37%	34%	34%	33%	40%	43%	38%	28%	23%	38%	34%	
Not too important (33)	507	108	108	77	7	25	199	189	119	325	182	192	261	55	315	507	10%	294	213	145	306	201	179	197	68	63	249	258	
	11%	6%	7%	7%	20%	3%	8%	15%	20%	11%	11%	25%	17%	2%	8%	86%	10%	10%	13%	12%	11%	14%	10%	10%	9%	14%	11%	12%	
Not important at all (0)	83	17	17	17	1	8	42	9	32	42	41	51	23	8	31	83	62	62	21	21	50	32	28	38	8	8	47	36	
	2%	1%	1%	1%	5%	1%	2%	1%	5%	1%	3%	7%	2%	0%	1%	14%	2%	2%	1%	2%	2%	2%	2%	2%	1%	2%	2%	2%	
NET IMPORTANT	3913	1630	119	1437	73	778	2410	1057	446	2547	1366	532	1219	2162	3381	3913	88%	2552	1360	923	2246	1644	1099	1715	707	386	1967	1946	
	87%	93%	100%	92%	100%	96%	91%	84%	75%	87%	86%	69%	81%	97%	91%	100%	88%	88%	85%	85%	86%	88%	84%	88%	90%	84%	87%	87%	
NET NOT IMPORTANT	589	125	125	88	8	33	241	198	151	366	223	243	283	63	346	589	12%	356	234	166	356	233	207	234	76	72	296	294	
	13%	7%	8%	8%	25%	4%	9%	16%	25%	13%	14%	31%	19%	3%	9%	100%	12%	12%	15%	14%	12%	16%	12%	10%	10%	16%	13%	13%	
Mean	79	84	87	83	93	89	82	76	71	79	78	66	73	87	81	86	28	79	78	78	79	78	74	79	84	81	78	79	
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**4.1 RATING OF IMPORTANCE OF VICTORIAN COASTLINE IN PEOPLE'S LIVES.**

(Table 3)

**Question asked:**

**Q1b. Thinking broadly, how important is the Victorian Coast to you and your life?  
Would you say ...**

**VERY IMPORTANT  
FAIRLY IMPORTANT  
NOT TOO IMPORTANT  
NOT IMPORTANT AT ALL**

**KEY FINDINGS.**

(i) A very high 87% of Respondents believe the Victorian Coast to be **IMPORTANT** in their life.

The 51% deeming the Coast to be **VERY IMPORTANT** is particularly noteworthy.

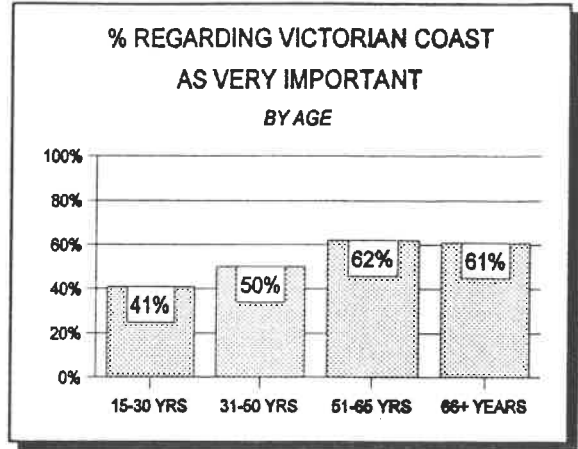
<b>DEEMED IMPORTANCE OF COAST</b>	
<b>RESPONSE</b>	<b>%</b>
VERY IMPORTANT	51%
FAIRLY IMPORTANT	36%
NOT TOO IMPORTANT	11%
NOT IMPORTANT AT ALL	2%
<b>NET IMPORTANT</b>	<b>87%</b>
<b>NET NOT IMPORTANT</b>	<b>13%</b>
<b>TOTAL</b>	<b>100%</b>

(ii) It is not only persons living near the Coast deeming it important.

Three quarters (75%) of those living more than 100 km from the Coast deem it **IMPORTANT**.

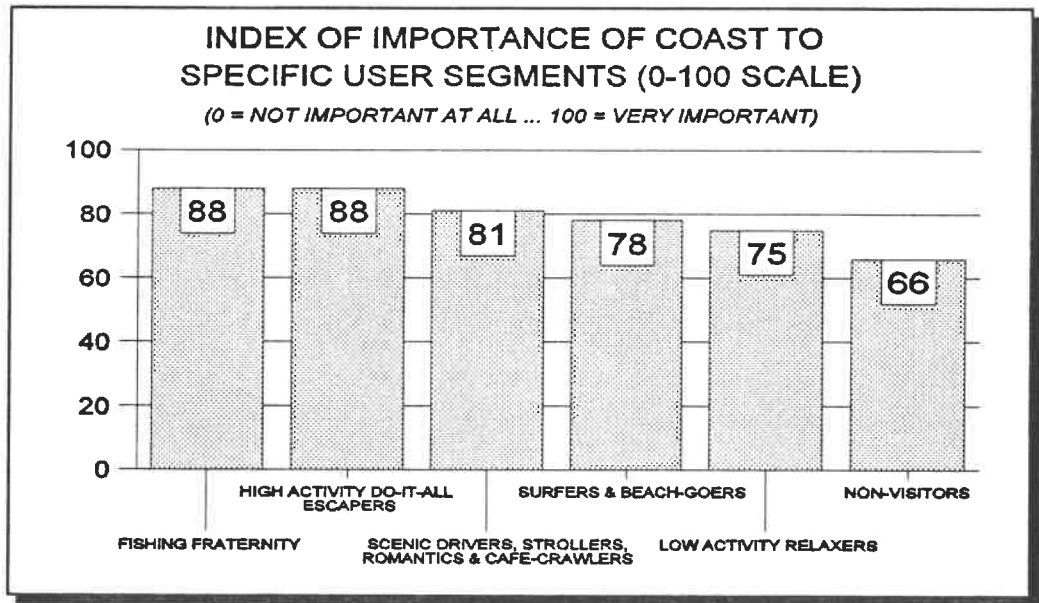
(iii) Even for people who haven't visited the Coast in the last 12 months, it is still important (69% saying **IMPORTANT**).

- (iv) People have a greater tendency to regard the Coast as VERY IMPORTANT as they get OLDER. With Australia's ageing population, it is likely that the Coast will become more important in the future.



Examining the Coast User Segments Analysis (fully discussed in Section 7),

we see that the FISHING FRATERNITY and HIGH ACTIVITY DO-IT-ALL ESCAPERS deem the Coast to be most important in their lives - but essentially, the Coast is important to all Segments.



- (v) Cross-check: Do Victorians have a real passion for the Coast?

In a self-classification question (Q18. of Quantitative Survey), we asked Respondents whether they associated themselves with ten statements or attributes, one of these being "Have a real passion for the Coast".

A majority (56%) declared they do have a **real passion** for the Coast, ranging from 68% of those living within 4 km of the Coast to (still high) 43% of those living more than 100 km of the Coast.

Fifty-eight percent (58%) of Metropolitan Melbourne residents claim to have a passion for the Coast, versus 53% for Respondents in other areas of Victoria - the difference is not significant.

Even 38% of NON-VISITORS to the Coast in the last 12 months say they have a real passion for the Coast - so clearly **latent demand** for the Coast is very high.

Among Coast User Segments, it is the **HIGH ACTIVITY DO-IT-ALL ESCAPERS** who have the greatest passion for the Coast (87%).

## IMPLICATIONS.

The Coast plays a **vital role** in the lives of a majority of Victorians. It clearly warrants nurturing and preservation for generations to come. Increasing stress levels and an ageing population are likely to see demand for the Coast increase over coming decades. This will make **protection** of the Coast even more relevant.



## 5. VISION OF COAST FOR YEAR 2016.

While many different words were used (in Group Discussions), the views of the general public, coastal residents, Coast Action Groups, Committees of Management and coastal business people were essentially the same.

In 20 years' time, Victorians want the Coast to be ...

*"Pristine, clean, undeveloped ... maintain a sense of remoteness ... like it was 50 years ago, but get rid of a few eyesores."*

*"It is essential they maintain the wilderness feel between the towns ... you only need one or two buildings and you can lose that wilderness feel."*

*"It's rugged and natural, with a sense of wilderness ... keep it that way ... look at how they ruined the Coast in other parts of Australia."*

*"Some say keep the Coast as it is now ... I say keep it as it was 100 years ago."*

*"You need a master plan that will stand the test of time ... it should not be related to political whims in any way ... a consensus of how we should manage the Coast, coastal town development, the coastal land-strip, fisheries and water management."*

The above attitudes are virtually **unanimous** among the population.

In an acid-test question, many people in Group Discussions supported the notion of Government revenue being used to remove eyesores and buy back private land in coastal areas to protect it **forever**:

*"People will always like to have a house overlooking the ocean ... but if the land is owned by the State, the seascape and coastal landscape is protected."*

## IMPLICATIONS.

In essence, most people don't want any developments in areas which are undeveloped now. The key goal should be to maintain the **wilderness feel** of large areas of Coast. This has implications for many aspects of planning policy and we discuss some of these under the heading of **Development Issues** in Section 10.



# TABLE 4

Key Analysis \*BY\* Q2i/ii TOTAL Number of visits to Victorian coast in last 12 months  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA Melb Other Metro	VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP		GENDER											
	Total	WITHIN 15kms		ALL SEA SIDE -4km	-30		31-100	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale				
		All	West Cent-ral																						East			
RESPONDENTS	703	277	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351		
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	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q2i/ii TOTAL Number of visits to Victorian coast in last 12 months																												
Nil	775	140	2	133	4	56	226	277	271	333	442	775	1044	406	863	780	83	591	272	169	157	271	184	163	370	404		
	17%	8%	2%	9%	6%	7%	9%	22%	46%	11%	28%	100%	70%	18%	23%	20%	14%	20%	17%	20%	12%	14%	23%	36%	16%	18%		
1-3	1044	264	5	251	8	75	513	334	198	649	395	1044	1044	406	863	819	225	565	479	356	260	557	168	60	472	572		
	23%	15%	4%	16%	11%	9%	19%	27%	33%	22%	25%	100%	70%	18%	23%	21%	38%	19%	30%	33%	20%	29%	21%	13%	21%	26%		
4-7	863	323	28	282	14	105	498	299	66	616	247	775	457	406	863	780	83	591	272	169	157	271	184	163	370	404		
	19%	18%	23%	18%	19%	13%	19%	24%	11%	21%	16%	100%	30%	18%	23%	20%	14%	20%	17%	20%	12%	14%	23%	36%	16%	18%		
8-20	955	421	21	381	19	174	677	232	46	707	247	775	955	43%	26%	925	30	606	349	260	492	463	394	130	49	491	464	
	21%	24%	17%	24%	27%	21%	26%	19%	8%	24%	16%	100%	43%	26%	24%	5%	21%	22%	22%	24%	19%	25%	20%	17%	11%	22%	21%	
21-30	335	198	16	177	5	123	275	57	3	266	69	775	335	15%	9%	335	335	229	106	52	165	169	92	176	45	23	193	
	7%	11%	13%	11%	7%	15%	10%	5%	1%	9%	4%	100%	15%	9%	9%	9%	8%	7%	7%	5%	6%	9%	7%	9%	6%	5%	9%	
31-100	320	201	11	174	16	117	255	53	13	225	95	775	320	14%	9%	312	8	213	107	68	188	132	87	131	62	39	158	
	7%	11%	10%	11%	22%	14%	10%	4%	2%	8%	6%	100%	9%	14%	9%	8%	1%	7%	7%	6%	7%	7%	7%	7%	8%	9%	7%	
Over 100	209	207	37	164	6	161	207	2	0	117	93	775	209	9%	6%	209	209	167	42	25	100	101	80	41	75	14	133	
	5%	12%	31%	10%	8%	20%	8%	0%	0%	4%	6%	100%	9%	6%	5%	5%	6%	6%	3%	2%	4%	5%	6%	2%	10%	3%	6%	3%
Average ALL PEOPLE	19.7	38.1	99.2	33.3	40.9	62.1	29.1	7.6	3.3	18.7	21.5	22.1	2.8	37.9	23.8	22.1	3.3	22.2	15.0	15.8	17.2	21.6	20.3	14.5	30.4	21.5	21.3	18.0
Average of ALL VISITORS	23.8	41.4	101.1	36.4	43.5	66.7	31.8	9.7	6.1	21.1	29.7	25.6	2.8	37.9	23.8	25.6	5.6	27.2	17.7	18.5	21.5	25.1	23.1	16.9	39.7	33.4	25.5	22.0

## 6. COAST VISITATION BEHAVIOUR.

### 6.1 FREQUENCY OF VISITATION AND TOTAL VISITS TO COAST. (Table 4)

Questions asked:

**Q2. Thinking carefully, on how many occasions in the 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.**

- (i) How many visits or day trips to the Victorian Coast in the last 12 months where you didn't stay overnight?
- (ii) And how many trips or visits to the Victorian Coast in the last 12 months where you stayed away overnight?

**Q4b. FOR MOST SIGNIFICANT VISIT, PROBE: How many nights, if any, did you stay at ...?**

#### KEY FINDINGS.

- (i) Eighty-three percent (83%) of Victorians have visited the Victorian Coast in the last 12 months. Demand is clearly high.
- (ii) Total visits to Victorian Coast.

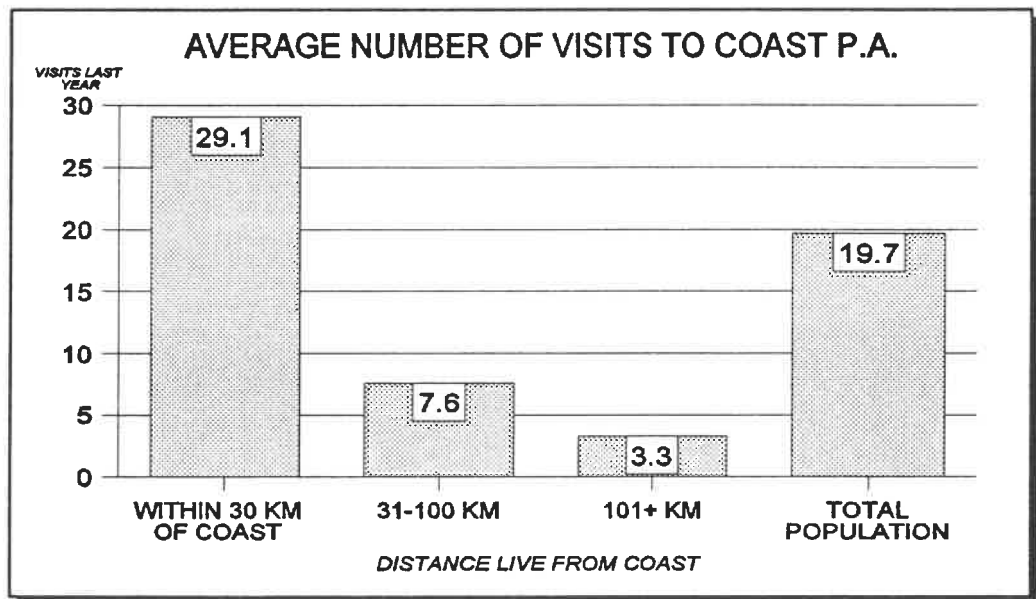
The "average" Victorian (aged 15+ years) visited the Coast twenty (20) times in the last 12 months, with 12% of all Victorians visiting on more than 30 occasions. The average visitor makes 24 visits.

Based on Survey response, we estimate Victorians made 91,840,800 visits to the Victorian Coast in the last year. This figure could be biased upwards a little, because Respondents with a greater interest in the Coast may have been more inclined to participate in the Survey.

These high visitation rates are greatly boosted by residents living near the Coast who visit the Coast for leisure or recreational purposes more than three times per week. A typical Victorian living within 4 km of the Coast will have visited the Coast on 62 occasions in the last year.

West Coast residents living within 15 km of the Coast averaged 99 visits to the Coast in the last 12 months. Their East Coast counterparts averaged a much lower 41 visits, while Central Coast residents average 33 visits.

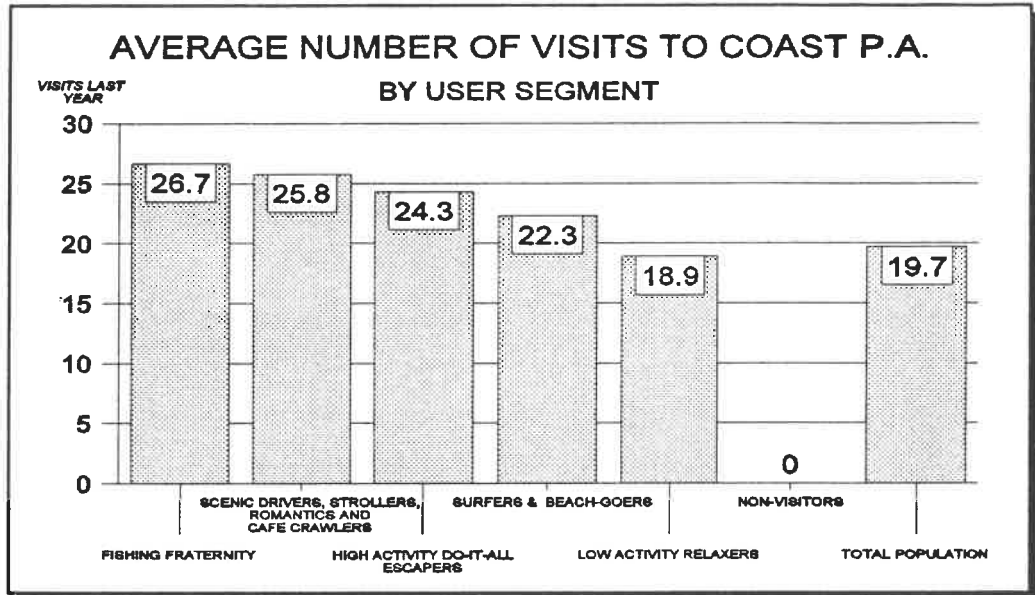
Even people living more than 100 km from the Coast made an average of 3.3 visits.



People living outside the Melbourne Metropolitan area averaged slightly more visits (22) than residents of the State Capital (19).

While we associate the Coast with children, an important finding is that it is young singles and couples and mature age people without children who tend to visit the Coast more.

Of the key User Segments discussed in Section 7, the FISHING FRATERNITY has the highest overall visitation rate, averaging 27 visits in the last year, of which 2 were overnight stays.



We estimate the Victorian FISHING FRATERNITY made 11.4 million visits to the Victorian Coast in the last 12 months.

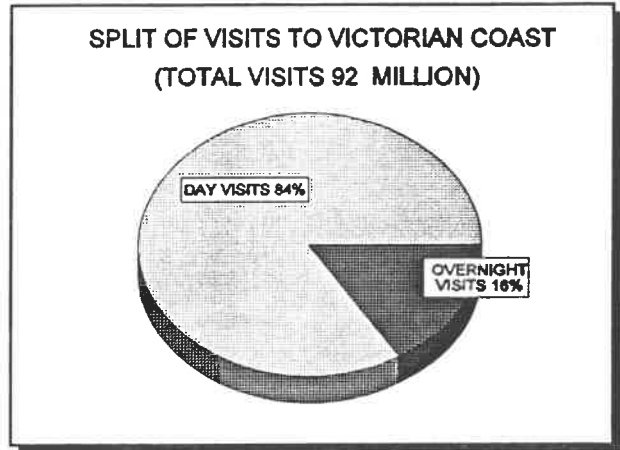
Person aged 51-65 years also have higher visitation frequency (averaging 30 visits in last year).

MALES (21 visits in last year) have slightly higher visitation than FEMALES (18 visits).

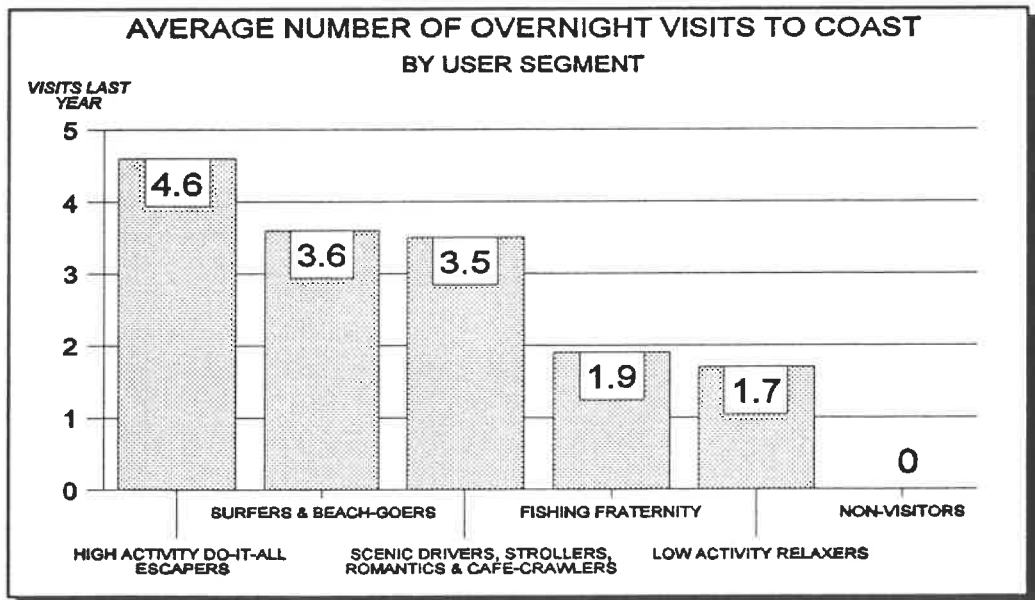
- (iii) Visitors to Melbourne suburban Bayside beaches visited the Coast an average of 43 times last year.

- (iv) Day trips versus overnight trips.

Day trips and short visits represent 84% of all visits.



Average number of visits among whole Victorian Population in last 12 months	
Average number of day visits to coast	17.1
Average number of overnight visits (1+ night)	2.6
<b>TOTAL</b>	<b>19.7</b>



The average duration of overnight visits is 5 nights.

**☛ IMPLICATIONS.**

- Huge demand for the Coast.
- Day visits particularly popular.
- High demand for overnight accommodation from:

HIGH ACTIVITY DO-IT-ALL ESCAPERS

SURFERS & BEACH-GOERS

SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS



## 6.2 COASTAL REGION VISITED.

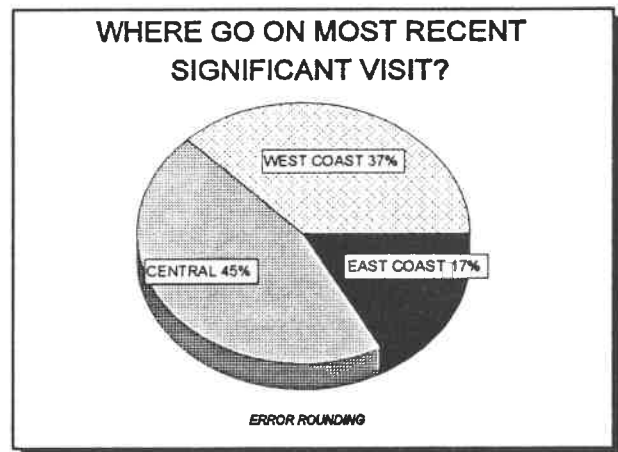
**Question asked:**

**Q4a. Think about what you would consider to be your most significant, important 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.**

**What area or town did you visit?**

Including day and overnight visits to the Coast, the Central Coast and Bays (Point Lonsdale to San Remo) account for 45% of "last significant visits" (see Chart opposite).

A higher 58% of all day visits in Victoria are to the Central/Bays Region.



*(For more detailed analysis, see Table 7, Appendix of Computer Tabulations)*

## **👉** IMPLICATIONS.

There is high usage of all accommodation types, but clearly it will be important to ensure adequate supply and quality of CARAVANS/CAMPING PARKS and HOTELS/MOTELS/RESORTS.

# TABLE 5

TABLE 9 (CONT.) Key Analysis \*BY\* Q4c Type of accommodation stayed in  
 HEIGHTS: Location by STD Codes  
 FILTERS: STAYED OVERNIGHT

	SEGMENTATION ANALYSIS				REGION VISITED	AREA VISITED					MAIN VISIT						
	Total -*** POPULATION ( '000s)	Surf- Beach goers	Fish- Frat- ern.	High Acti- vity		Low Drives & Strol	Non Visi- tors	Far West Coast	Great Ocean Road	Surf Coast Geel.	Bell- arine North South Bay	Cent- ral Penin- sula	Morn Phil. Coast	Wport Isl.	East Gipps -land	Day Visit	1-2
RESPONDENTS	306	61	32	49	115	134	68	38	20	6	38	29	25	51	141	165	
WTD.	2077	407	223	346	298	923	463	290	140	44	298	203	162	291	945	1132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Q4c Type of accommodation stayed in																	
Caravan/ Camping park	564 27%	138 34%	95 43%	156 45%	54 18%	121 15%	289 31%	120 17%	150 35%	31 22%	52 17%	37 18%	68 42%	82 28%	265 28%	299 26%	
Hotel/Motel/ Resort	480 23%	48 12%	33 15%	58 17%	71 24%	270 34%	272 30%	144 20%	56 13%	30 21%	42 14%	52 25%	20 12%	44 15%	322 34%	158 14%	
At the home of friends/ relatives	452 22%	85 21%	31 14%	21 6%	107 36%	207 26%	143 15%	268 38%	42 10%	35 25%	17 43%	72 36%	33 21%	25 9%	178 19%	274 24%	
Rented home/ unit/cabin	276 13%	56 14%	28 13%	52 15%	34 11%	107 13%	154 17%	31 4%	89 21%	8 6%	12 4%	5 2%	14 8%	75 26%	53 6%	223 20%	
Own holiday home/unit	245 12%	59 14%	21 10%	51 15%	14 5%	100 12%	86 9%	100 14%	59 14%	24 17%	55 18%	21 11%	11 7%	49 17%	73 8%	172 15%	
Bed & Breakfast/ Farm stay	49 2%	5 2%	8 2%	11 4%	25 3%		8 1%	15 2%	25 6%	5 3%	11 4%	8 5%	17 6%		19 2%	30 3%	
Other (Specify)	40 2%	17 4%	8 2%	15 5%			6 1%	33 5%		8 6%	8 19%	17 8%			23 2%	17 1%	
Don't Know	13 1%	4 1%	8 4%				4 0%		8 2%	4 1%			8 5%		13 1%		



**6.3 ACCOMMODATION ON OVERNIGHT VISITS.** (Table 5)

**Question asked:**

**Q4c. Where did you mainly stay on that visit - what type of accommodation was it?  
(OK TO PROMPT)**

**KEY FINDINGS.**

- (i) For Respondents' most significant overnight visit to the Coast in the last 12 months, accommodation used was:

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%

- (ii) **FISHING FRATERNITY** and **HIGH ACTIVITY DO-IT-ALL ESCAPERS** have a particularly high propensity to stay in **CARAVAN/CAMPING PARKS** (43% and 45% respectively), as do **MALE** Respondents (35%). For more details, see Section 7 (Segmentation).
- (iii) Surprisingly, tightness of household budget has relatively little influence on tendency to use **CARAVAN/CAMPING PARKS** - these are used by all cross-sections of the community.

However, those living in tight budget households have a higher tendency to stay at **HOME OF FRIENDS/RELATIVES** (27%).

- (iv) Visitors to Surf Coast and Bass Coast are far more likely to use CARAVAN/ CAMPING PARKS and less likely to use HOTELS/MOTELS/RESORTS.

The Great Ocean Road is very popular for RENTED HOMES/UNITS/CABINS, while the Mornington Peninsula and Southern Port Phillip Bay areas have high usage of OWN HOLIDAY HOMES/UNITS.

*(For more details, see Table 9, Appendix of Computer Tabulations)*



**TABLE 6**

**MOTIVATION TO VISIT THE COAST**

<b>MOTIVATING FACTOR</b>	<b>% MENTIONING</b>
Scenery/views/beauty/sightseeing	22%
Relaxing/peaceful/quiet/remote/get away from City	20%
Beach/ocean/sea	18%
Visiting family/friends	18%
Specific water-based activities (several)	14%
Holiday/recreation (general)	12%
Close to home/have holiday house there	10%
Clean beaches	5%
Unspoilt/undeveloped/still wild	4%
Non-water-based activities	4%
Wildlife/penguins/birds/whales	4%
National park/forest/bush	3%
Just for a drive	3%
Walking tracks/new tracks	3%
Restaurants/cafés	2%
Good accommodation	2%
Tradition/have always gone there	2%
Fresh air	2%
Lots of shops/market	2%

*For more details see Table 10, Appendix of Computer Tabulations*



**6.4 FACTORS MOTIVATING COAST VISITS.** (Table 6)

**Question asked:**

**Q5. What motivated you to make that visit to the Coast? Why did you want to go?  
Any other reasons? (PROBE FULLY)**

**KEY FINDINGS.**

- (i) Many people say they go to the Coast just to "*be there*". The key "motivating factors" are summarised in the Table opposite, with high mention rates for:

SCENERY/VIEWS/BEAUTY/SIGHTSEEING

RELAXING/PEACEFUL/QUIET/REMOTE/GET AWAY FROM THE CITY

BEACH/OCEAN/SEA

VISITING FAMILY AND FRIENDS

SPECIFIC WATER-BASED ACTIVITIES (MANY)

HOLIDAY/RECREATION

- (ii) Of note, 24% of YOUNGER persons (15-30 years) mentioned RELAXING/PEACEFUL/QUIET/REMOTE/GET AWAY FROM THE CITY - emphasising the need for these younger people to **escape**. Today's YOUNG feel the stress as much as, if not more than, mature-aged groups.
- (iii) OLDER persons (OVER 65 YEARS) had significantly higher mention rate for VISITING FAMILY AND FRIENDS (25%).
- (iv) We discuss specific reasons for visiting the Coast overleaf.

TABLE 7

**CRUCIAL AND IMPORTANT REASONS  
FOR VISIT TO COAST**

FACTORS	% MENTIONING AS	
	CRUCIAL FACTOR	CRUCIAL OR IMPORTANT FACTOR
Enjoying a coastal landscape and sightseeing	40%	90%
Being in fresh, clean air and a healthy environment	53%	89%
Escaping from the pressure of everyday life	52%	86%
Getting a feeling of open space or freedom	44%	81%
Short walks and strolls along the coast or trails	29%	79%
Spending time with the family	44%	77%
Inexpensive leisure or holiday	29%	70%
Being away from crowds and other people	36%	69%
Scenic driving	25%	66%
Spending time with friends outside the family	25%	60%
Walking along a pier, jetty or breakwater	18%	57%
Viewing nature and wildlife	14%	53%
Visiting seaside cafés or restaurants	15%	48%
Picnicking	13%	45%
Swimming	16%	44%
Longer walks or hikes of 2 hours or more	13%	39%
Lying on the beach	11%	37%
Having a romantic break	17%	36%
Camping or caravanning near the beach	13%	35%
Finding out about Victoria's maritime history	7%	30%
Fishing (net)	13%	25%
- land-based	8%	21%
- boating-based	5%	12%
Bird-watching	3%	19%
Surfing or body-boarding	7%	19%
Going on a ferry or paid boating ride or excursion	5%	17%
Walking the dog	6%	17%
Involvement in conservation, Friends of the Foreshore or Coast Action Group	6%	14%
Participating in or watching an organised sporting event	3%	12%
Finding out about Victoria's Aboriginal heritage and culture along the coast	2%	11%
Bike-riding	3%	11%
Private power boating	3%	8%
Playing golf	3%	8%
Lifesaving or Coast Guard activities	4%	8%
Snorkelling	1%	6%
Water-skiing	0%	4%
Horse-riding	1%	4%
Hang-gliding, abseiling or caving	1%	3%
Scuba diving	1%	3%
Private yachting or sailing	1%	3%
Jet-skiing or power-skiing	1%	2%
Wind-surfing or sailboarding	0%	3%
None	13%	0%

**6.5 CRUCIAL AND IMPORTANT REASONS FOR VISITING COAST.** (Table 7)

After many hours of Group Discussions, we highlighted 41 reasons or "drivers" why people visit the Victorian Coast. These formed the basis of the following question in the Main Survey.

**Question asked:**

**Q7. 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*)**

The factors prompted in this analysis, together with the proportion rating each factor **CRUCIAL** or **IMPORTANT**, are listed in the Table opposite. It warrants close perusal.

**KEY FINDINGS.**

- (i) While many specific activities or motivating factors are mentioned, the dominant "drivers", mentioned as **CRUCIAL** or **IMPORTANT** factors by 70% or more 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**

- (ii) Most activities are not aquatic activities as such, but rather:

SHORT WALKS AND STROLLS ALONG THE 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

- (iii) An important finding - and one reinforced in Group Discussions - is that the Coast provides inexpensive leisure or holidays:

*"It's really the only family holiday you can have where most of the entertainment is free, or close to it."*

A substantial 79% of Respondents with children aged under 10 said INEXPENSIVE LEISURE OR HOLIDAY was a crucial or important factor behind their most significant recent visit to the Coast. Too much "5-star" development will not suit the population.

- (iv) LONGER WALKS OR HIKES OF 2 HOURS OR MORE are important for almost four in ten (39%), making provision of tracks and trails away from "beach" areas a real issue.
- (v) The importance of SCENIC DRIVING (66%) makes provision of car parking, toilets and cafés particularly important.
- (vi) More than half (57%) consider WALKING ALONG A PIER, JETTY OR BREAKWATER important, justifying maintenance of these coastal structures.
- (vii) VISITING SEASIDE CAFES OR RESTAURANTS is important to almost half (48%). Supply and variety of same is important, providing seaside ambience is not lost.

- (viii) **CAMPING OR CARAVANNING NEAR THE BEACH** is important to more than one third (35%), indicating the necessity for facilities of sufficient quantity and quality.
- (ix) There is appreciable interest in finding out about Victoria's **MARITIME HISTORY** (30%) and **ABORIGINAL HERITAGE AND CULTURE ALONG THE COAST** (11%), indicating that further efforts in these regards would be appreciated.
- (x) Almost one in five (19%) consider **BIRD-WATCHING** important, revealing potential demand of provision for specific facilities, such as hides.
- (xi) **WALKING THE DOG** is an important reason for visiting the Coast to more than a few people (17%).
- (xii) Tables 12-59, Appendix of Computer Tabulations, contain a great deal of information on importance of specific factors in motivating Coast visits. Pertinent findings include:
- Those **50 YEARS AND UNDER** have the highest propensity to mention **ESCAPING FROM THE PRESSURE OF EVERYDAY LIFE** (89%), followed by **MELBOURNE** residents and **FEMALES** (87%) each.
  - **FEMALES** are also slightly more interested in **GETTING A FEELING OF OPEN SPACE OR FREEDOM** and **BEING AWAY FROM CROWDS AND OTHER PEOPLE**.
  - **FISHING** is popular across all segments of the community, but even more so among Respondents aged **15-30 YEARS** (29% mentioning fishing as crucial or important factor) and **TIGHT BUDGET HOUSEHOLDS** (28%).
  - Among the **Fishing Fraternity**, more are involved in **land-based fishing** than **boating-based fishing**, although clearly both are important.
  - There are clearly many people "seriously" into longer walks or hikes of **2 hours or more**, mentioned by 39% of Coast visitors as a crucial or important factor - and significantly higher for **FEMALES** (44%) than **MALES** (34%). Paths and trails are thus clearly important.



- The Coast also plays a significant role in socialising and romance/courting among young singles and couples.
- There are many DOG WALKERS among coastal visitors, with 17% mentioning this as a crucial or important factor. Weighted up to total population, there were 652,000 people in Victoria saying walking a dog was a crucial or important factor in their most significant visit to the Coast in the last 12 months. WALKING THE DOG is more important for FEMALES.

Clearly, this should be kept in mind when framing legislation or regulations for dogs, as many people will be annoyed by "over-tight" dog legislation.

- FEMALES are significantly more interested in HISTORY, ABORIGINAL HERITAGE AND CULTURAL ASPECTS, VIEWING NATURE AND WILDLIFE, VISITING SEASIDE CAFES AND RESTAURANTS, PICNICKING and LONGER WALKS, whereas MALES are more inclined to be involved in FISHING, SURFING OR BODY-BOARDING, POWER BOATING and CAMPING/CARAVANNING NEAR THE BEACH.

These crucial and important factors formed the basis of the Coast User Segmentation Analysis (discussed next Section).



## **7. COAST USER SEGMENTATION.**

### **7.1 HOW WE DERIVED THE SEGMENTS.**

In some markets or industries, segmentation is easy. Customers or users fall into virtually "natural" segments. However, the Segmentation Analysis for Coast Users proved to be quite difficult, due to:

- Many Respondents citing a multitude of factors as crucial or important motivating influences behind their most significant visit to the Coast over the last 12 months.
- Simplistic methods of segmenting visitors (e.g. short stay vs. long stay; young market vs. mature market, etc.) would not generate an analysis which would assist Coastal Managers in really understanding its market better or planning for the future.

The technique we applied to derive the segments is summarised in Appendix 4 - however, this is for "statisticians". For the layman we did the following:

**Step 1:** We used Factor Analysis<sup>2</sup> on the 41 motivating factors listed in Q7 to analyse which drivers moved "in harmony" with each other for each Respondent. This effectively reduced the number from 41 individual drivers to eight groups, each containing from one to seven drivers. This is effectively a "driver-shrinking" process.

**Step 2:** These key driver groups were then put through a Cluster Analysis Program,<sup>3</sup> which sorts Respondents into logical clusters depending on the extent to which driver groups were important motivators in the visit to the Coast being discussed.

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<sup>2</sup> *SPSS Version 6.0.*

<sup>3</sup> *Callaghan Cluster Analysis.*

**Step 3:** After conducting the initial Cluster Analysis (resulting in eight clusters or segments), some of the clusters (or segments) appeared to be very similar to each other - differences were often too subtle. So segments without adequate differentiation were merged together.

The end result was six (6) Coast User Segments, outlined below.

## **7.2 THE 6 SEGMENTS.**

The six (6) segments of Coast Visitors are:

<b>SEGMENT</b>	<b>% OF TOTAL POPULATION</b>
1. Surfers & Beach-Goers	14%
2. Fishing Fraternity	10%
3. High Activity Do-It-All Escapers	11%
4. Low Activity Relaxers	16%
5. Scenic Drivers, Strollers, Romantics and Café-Crawlers	32%
6. Non-Visitors	17%

We will now discuss these in more detail, looking at characteristics of each.

## **7.3 BEHAVIOUR, ATTITUDES AND CHARACTERISTICS OF EACH SEGMENT.**

The following pages provide a summary of behaviour and views of each segment.

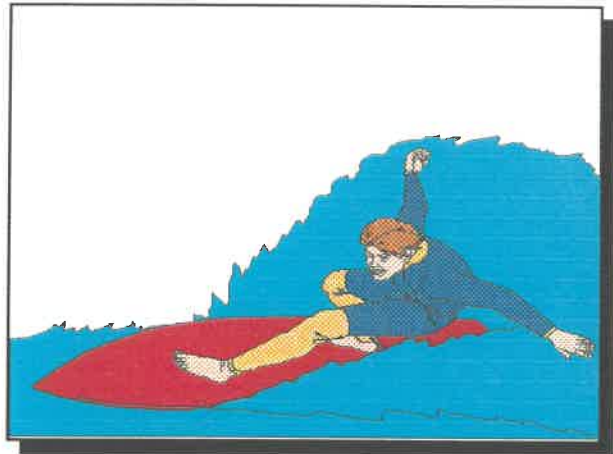
## SEGMENT # 1

### SURFERS & BEACH-GOERS

*Spend lots of time on beach, swimming or surfing*

#### Characteristics

- Don't necessarily live near beach
- Have higher disposable income
- 53% aged up to 30 - significantly younger than other Segments
- Relatively high propensity to come from Melbourne Metro area
- Slight male bias (53% MALE)
- Relatively high propensity to visit WEST COAST (particularly SURF COAST)
- Often visiting in peer groups



**14% OF POPULATION**

**15% OF ALL COASTAL VISITS**

#### Higher tendency to be driven by:

- Swimming
- Surfing or body-boarding
- Lying on the beach
- Spending time with friends outside the family

#### Main Concerns<sup>(1)</sup>

1. Sewage/water pollution
2. Maintain natural environment
3. Cleaner beaches/litter control

#### Lower tendency to be driven by:

- Walking the dog
- Fishing
- Viewing nature and wildlife/bird-watching
- Walking along a pier, jetty or breakwater
- Finding out about Victoria's maritime history
- Power boating
- Finding out about Victoria's Aboriginal heritage and culture along the Coast

#### Overnight accommodation preferences

Caravan/camping park (34%)  
At the home of friends/relatives (21%)  
Own holiday home/unit (14%)  
Rented home/unit/cabin (14%)  
Hotel/motel/resort (12%)

<sup>(1)</sup> These are main concerns identified in quantitative research.

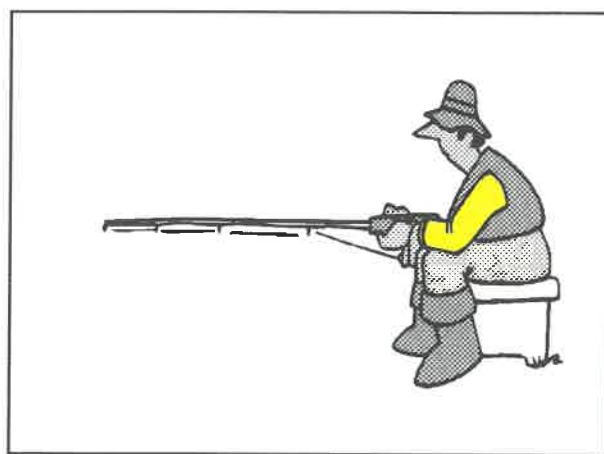
## SEGMENT # 2

### FISHING FRATERNITY

*May do lots of things, but fishing is the key “driver”*

#### Characteristics

- Generally more family-oriented, but still cover all age Segments
- Lower disposable income
- Highest proportion of males (76%) of any Segment
- Highest visitation of any Segment (27 times p.a.)
- Relatively high visitors to East Coast (37% of all visits, versus 14% for overall population)
- Heavily involved in boating (50%)
- Tendency to be day-trippers



**10% OF POPULATION**

**13% OF ALL COASTAL VISITS**

#### **Higher tendency to be driven by:**

- Boat-based and land-based fishing
- Private power boating
- Camping or caravanning near the beach
- Walking the dog
- Participating in or watching an organised sporting event
- Walking along a pier, jetty or breakwater

#### **Lower tendency to be driven by:**

Nothing in particular - have “average” tendencies in other aspects (e.g. escapism)

#### **Main Concerns<sup>(1)</sup>**

1. Stricter fishing controls
2. Sewage/water pollution
3. Maintain natural environment

#### **Overnight accommodation preferences**

Caravan/camping park (43%)  
Hotel/motel/resort (15%)  
At the home of friends/relatives (14%)  
Rented home/unit/cabin (13%)  
Own holiday home/unit (10%)  
Bed & Breakfast/farm stay (2%)

<sup>(1)</sup> These are main concerns identified in quantitative research.

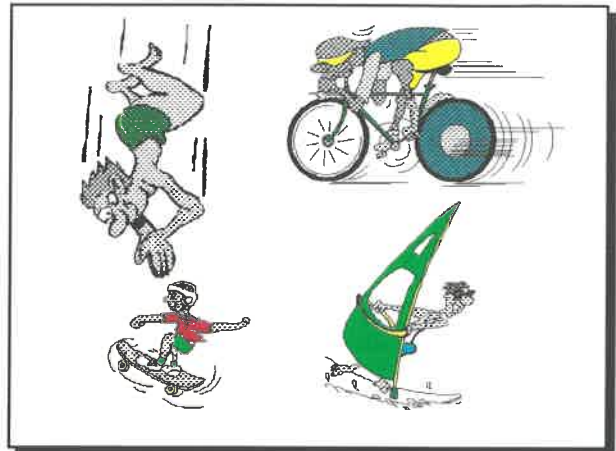
### SEGMENT # 3

## HIGH ACTIVITY DO-IT-ALL ESCAPERS

Into *everything*, particularly active pursuits and “getting away from it all”

### Characteristics

- Live a little closer to Coast than average
- Younger (40% aged up to 30); few over 50 years of age
- Tendency to live in Melbourne (and want to escape from it)
- Strongest tendency of all Segments to regard Coast as **IMPORTANT** in their life
- Slight female bias (54% - not significant)
- High tendency to visit West and East Coast, but particularly Great Ocean Road
- Higher tendency to stay overnight



**11% OF POPULATION**

**14% OF ALL COASTAL VISITS**

### **Higher tendency to be driven by:**

Virtually all activities drive them more than other Segments, particularly:

- Escaping from the pressures of everyday life
- Being in fresh, clean air and healthy environment
- Participating in or watching an organised sporting event
- Longer walks or hikes of 2+ hours
- Involvement in Conservation, Friends of Foreshore or Coast Action Groups
- Picnicking
- Having a romantic break
- Finding out about Victoria’s maritime history
- Camping or caravanning near the beach
- Bird-watching
- Going on a ferry or paid boating ride

### **Lower tendency to be driven by:**

Nothing - any activity will act as a “driver”

### **Main Concerns<sup>(1)</sup>**

1. Cleaner beaches/litter control
2. Maintain natural environment
3. Stricter fishing controls

### **Overnight accommodation preferences**

Caravan/camping park (45%)  
Hotel/motel/resort (17%)  
Rented home/unit/cabin (15%)  
Own holiday home/unit (15%)  
At the home of friends/relatives (6%)  
Bed & Breakfast/farm stay (2%)

<sup>(1)</sup> These are main concerns identified in quantitative research.

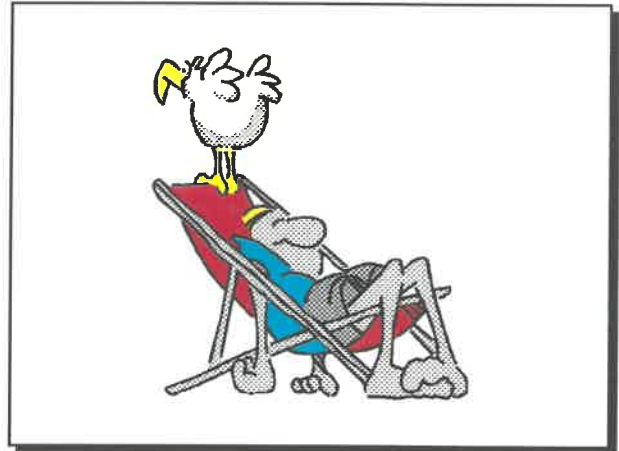
## SEGMENT # 4

### LOW ACTIVITY RELAXERS

Mainly into spending time with family and “taking it easy” - not heavily involved in any activities

#### Characteristics

- Tend to just go away and not do much
- “Sit on the chair and read the paper” types
- Melbourne resident going to holiday house on Mornington Peninsula is typical
- Lowest visitation of any segment
- Tend to be older day-trippers



**16% OF POPULATION**

**16% OF ALL COASTAL VISITS**

#### **Higher tendency to be driven by:**

- The desire to do nothing
- More sedate activities (e.g. short walks, scenic driving, but still to a lesser degree than other segments)

#### **Main Concerns<sup>(1)</sup>**

Generally not as concerned about anything as other Segments - more laconic attitudes

#### **Lower tendency to be driven by:**

- Virtually all activities and emotional “drivers”
- Need to escape

#### **Overnight accommodation preferences**

At the home of friends/relatives (36%)  
Hotel/motel/resort (24%)  
Caravan/camping park (18%)  
Rented home/unit/cabin (11%)  
Own holiday home/unit (5%)  
Bed & Breakfast/farm stay (4%)

<sup>(1)</sup> These are main concerns identified in quantitative research.

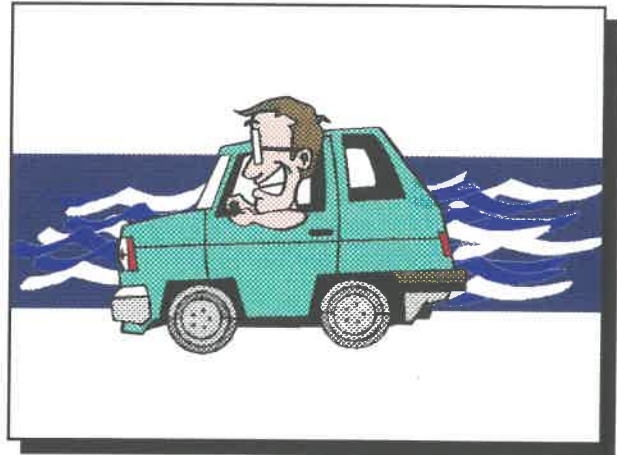
## SEGMENT # 5

# SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS

*Into sightseeing, short walks (often with a dog), romantic breaks, cafés and restaurants*

### Characteristics

- Tend to be Melbourne-based
- Less attracted to the “beach/aquatic” aspects
- Great Ocean Road a major attraction
- Slightly older, relatively few having children aged under 10 years
- Segment with highest proportion of females (57%)



**32% OF POPULATION**

**43% OF ALL COASTAL VISITS**

### **Higher tendency to be driven by:**

- Enjoying coastal landscape and sightseeing
- Escaping from pressures of everyday life
- Getting a feeling of open space or freedom
- Short walks and strolls
- Walking the dog
- Scenic driving
- Walking along a pier, jetty or breakwater
- Viewing nature and wildlife, including bird-watching
- Visiting seaside cafés or restaurants
- Having a romantic break

### **Lower tendency to be driven by:**

- Swimming
- Lying on the beach
- Fishing
- Surfing or body-boarding
- Private power boating
- Snorkelling

### **Main Concerns<sup>(1)</sup>**

1. Sewage/water pollution
2. Maintain natural environment
3. Better access to beaches

### **Overnight accommodation preferences**

Hotel/motel/resort (34%)  
 At the home of friends/relatives (26%)  
 Caravan/camping park (15%)  
 Rented home/unit/cabin (13%)  
 Own holiday home/unit (12%)  
 Bed & Breakfast/farm stay (3%)

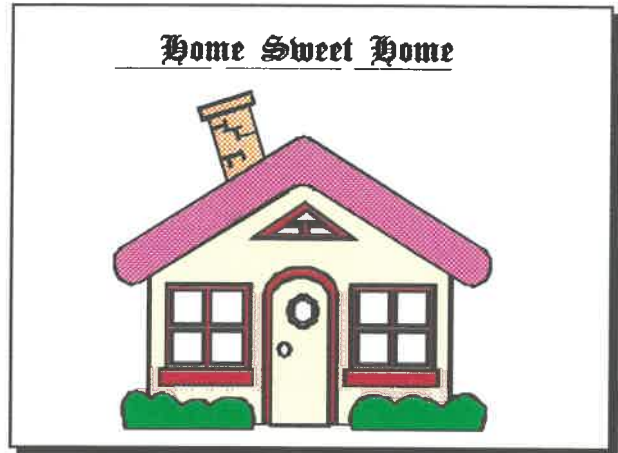
<sup>(1)</sup> *These are main concerns identified in quantitative research.*



## SEGMENT # 6

### NON-VISITORS

*Not visited Coast in last 12 months*



**17% OF POPULATION**

#### Characteristics

- Stay-at-home types
- Lower disposable income, tight budget households
- Typically older
- Still like the Coast
- Live much further away from Coast

#### **Main Concerns<sup>(1)</sup>**

1. Sewage/water pollution
2. Maintain natural environment
3. Cleaner beaches/litter control

#### **Overnight accommodation preferences**

Not applicable

<sup>(1)</sup> *These are main concerns identified in quantitative research.*

**7.4 A GLANCE ACROSS ALL SEGMENTS - VISITATION, DEMOGRAPHICS AND ATTITUDE ON SELECTED SEGMENTS.** (Table 8 overleaf)

Table 8 (2-page spread overleaf) summarises demographics, behaviours and key attitudes of Coast User Segments.

While variations among Segments will also be discussed in future Sections of the Report, highlights of the Table overleaf include:

- **FISHING FRATERNITY** are the most frequent visitors to Coast (27 visits p.a.). The feelings and opinions of these people should not be ignored.
- **HIGH ACTIVITY DO-IT-ALL ESCAPERS** have highest tendency for overnight visits (averaging 4.6 overnight visits in last 12 months).
- **SURFERS & BEACH-GOERS** and **HIGH ACTIVITY DO-IT-ALL ESCAPERS** tend to stay longer when they stay overnight (5.7 and 5.2 nights, respectively).
- **SURFERS & BEACH-GOERS**, **FISHING FRATERNITY** and **HIGH ACTIVITY DO-IT-ALL ESCAPERS** tend to prefer **caravan and camping parks**, while **LOW ACTIVITY RELAXERS** stay more at **homes of friends/relatives** and **SCENIC DRIVERS**, **STROLLERS**, **ROMANTICS** & **CAFE-CRAWLERS** prefer **hotels/motels/resorts**.

Among all overnight visitors, **caravan/camping park** is most popular, mentioned by 27%. Clearly, supply of these facilities needs to be adequate.

- Visitation is related to disposable income, with 30% of **NON-VISITORS** living in **VERY TIGHT BUDGET HOUSEHOLDS** (18% for the overall population).

**TABLE 8**

**DEMOGRAPHICS, BEHAVIOUR AND KEY ATTITUDES OF COAST VISITOR SEGMENTS**

MEASUREMENT	SEGMENT						TOTAL POPULATION
	SURFERS & BEACH-GOERS	FISHING FRATERNITY	HIGH ACTIVITY DO-IT-ALL ESCAPERS	LOW ACTIVITY RELAXERS	SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS	NON-VISITORS	
% of Population	14%	10%	11%	16%	32%	17%	100%
Average number of visits to Victorian Coast in last year (Q2.)	22.3	26.7	24.3	18.9	25.8	NIL	19.7
Average number of <u>overnight</u> visits to Coast in last year (Q2.)	3.6	1.9	4.6	1.7	3.5	NIL	2.6
Average nights stay when stay overnight (Q4.)	5.7	4.5	5.2	3.2	3.6	N/A	4.3
Most popular accommodation (Q4c.)	Caravan/ Camping (34%)	Caravan/ Camping (43%)	Caravan/ Camping (45%)	Home of friends/ relatives (36%)	Hotel/ Motel/ Resort (34%)	N/A	Caravan/ Camping (27%)
<u>Main</u> activity - unprompted (Q6.)	Swimming (28%) Surfing (16%)	Fishing (45%)	Walking/ Bushwalking (34%)	Walking (29%)	Walking (45%)	N/A	Walking/ Bushwalking (34%)
% male	53%	76%	46%	53%	43%	48%	50%
% live in <u>VERY TIGHT</u> budget households	18%	24%	15%	13%	13%	30%	18%
Average age (years) <sup>(1)</sup>	31	41	35	47	42	47	41
% marital status = married/living together	44%	71%	64%	64%	61%	61%	60%
% with children living at home	35%	51%	42%	37%	31%	31%	-
Average kilometres live from Coast	38	42	36	61	39	123	57

MEASUREMENT	SEGMENT							TOTAL POPULATION
	SURFERS & BEACH-GOERS	FISHING FRATERNITY	HIGH ACTIVITY DO-IT-ALL ESCAPERS	LOW ACTIVITY RELAXERS	SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS	NON-VISITORS		
% AGREE "We should not build or develop <u>anything</u> in coastal areas which are natural or undeveloped now" (Q9.)	47%	54%	57%	57%	52%	61%	54%	
% AGREE "Port Phillip Bay is a clean, natural marine environment" (Q9.)	29%	46%	41%	41%	41%	25%	37%	
% AGREE "There is insufficient control of commercial fishing in Victorian Coastal Waters" (Q9.)	45%	83%	61%	61%	52%	49%	53%	
% AGREE "Camping and caravan parks should not be allowed on any foreshore areas" (Q9.)	34%	31%	40%	37%	39%	46%	39%	
% AGREE "The Victorian Coast is well managed" (Q9.)	65%	59%	56%	59%	67%	45%	60%	
% believe lifting up a rock and looking for crabs and other marine life is HARMFUL (Q15b.)	30%	39%	45%	39%	44%	35%	39%	
% believe walking over dunes to get to beach NOT HARMFUL (Q15b.)	41%	54%	44%	34%	33%	52%	41%	
Top 3 suggestions/concerns	<ol style="list-style-type: none"> <li>1. Sewage/ water pollution.</li> <li>2. Maintain natural environment.</li> <li>3. Cleaner beaches/ litter control.</li> </ol>	<ol style="list-style-type: none"> <li>1. Stricter fishing controls.</li> <li>2. Sewage/ water pollution.</li> <li>3. Maintain natural environment.</li> </ol>	<ol style="list-style-type: none"> <li>1. Cleaner beaches/ litter control.</li> <li>2. Maintain natural environment.</li> <li>3. Stricter fishing controls.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sewage/ water pollution.</li> <li>2. Stricter fishing controls.</li> <li>3. Cleaner beaches/ litter control.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sewage/ water pollution.</li> <li>2. Maintain natural environment.</li> <li>3. Better access to beaches.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sewage/ water pollution.</li> <li>2. Maintain natural environment.</li> <li>3. Cleaner beaches/ litter control.</li> </ol>	<ol style="list-style-type: none"> <li>1. Sewage/ water pollution.</li> <li>2. Maintain natural environment.</li> <li>3. Cleaner beaches/ litter control.</li> </ol>	

(1) Persons 15+ years interviewed.

- Ironically, NON-VISITORS to the Coast are most in favour of not building or developing **anything** in coastal areas which are natural or undeveloped now.
- While a majority of all Coast Visitor Segments believe the Victorian Coast is well-managed, only 45% of NON-VISITORS are of this view.

Two thirds of SURFERS & BEACH-GOERS and SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS believe the Victorian Coast to be well managed.

- Disappointingly, only a minority of all segments believe Port Phillip Bay is a clean, natural marine environment.
- A very high 83% of the FISHING FRATERNITY believe there is insufficient control of commercial fishing in Victorian coastal waters. Two thirds (67%) of them also believe there is insufficient control of recreational fishing.

The FISHING FRATERNITY is also more in favour of allowing camping and caravan parks on foreshore areas. Given the significant numbers in the FISHING FRATERNITY, this is a significant reason why camping should not be banned from all foreshore areas.

- Only a minority of all segments believe lifting up a rock and looking for crabs and other marine life to be HARMFUL. So "education" is required across the board.
- While 41% of the total population believe walking over dunes to get to the beach is NOT HARMFUL - and this should be of concern - a significantly higher 54% of the FISHING FRATERNITY are of this view.

## 7.5 WHAT'S IMPORTANT TO THE VARIOUS SEGMENTS?

Table 9 (overleaf) shows the factors which are crucial or important in motivating visits for each Visitor Segment.

It also shows the extent to which a particular Segment differs from remaining Segments on the key factors motivating coastal visitation (pluses denote a factor motivating a Segment significantly more than it does remaining Segments; minuses denote significantly less motivation).

This not only indicates the relative importance of specific activities and facilities for different Segments, but also provides clear guidance about marketing the Coast to **each segment**.

- **HIGH ACTIVITY DO-IT-ALL ESCAPERS** are simply motivated by activity - any activity! - and are attracted to the Coast by activity - the more, and the more diverse, the better.

To encourage visitation to the Coast, focus on range of activity.

- Conversely, **LOW ACTIVITY RELAXERS** are **not** motivated by activity - their idea of a good time is not doing something, but just being there.

They can best be "reached" by presenting the Coast as a place where one is free to do nothing and relax.

- Not surprisingly, the **FISHING FRATERNITY** are most highly motivated to visit the Coast by FISHING and related activities, including PRIVATE POWER BOATING and CAMPING/CARAVANNING.

They are also quite interested in other activities, particularly family-oriented (e.g. SPENDING TIME WITH THE FAMILY, WALKING THE DOG), but the best access to this segment is through their interest in fishing.

**Table 9**

**CRUCIAL OR IMPORTANT FACTORS MOTIVATING VISIT**

**KEY:** + + + = Significantly more important factor at 99.9. % confidence level  
 ++ = Significantly more important factor at 99% confidence level  
 + = Significantly more important factor at 95% confidence level  
 - = Significantly less important factor at 95% confidence level  
 -- = Significantly less important factor at 99% confidence level  
 --- = Significantly less important factor at 99.9. % confidence level

FACTOR		PROPORTION OF SEGMENT MENTIONING AS CRUCIAL OR IMPORTANT						TOTAL VISITORS
		SURFERS & BEACH-GOERS	FISHING FRATERNITY	HIGH ACTIVITY DO-IT-ALL ESCAPERS	LOW ACTIVITY RELAXERS	SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS		
1	Enjoying a coastal landscape & sightseeing	88%	94%	97% +	69% ---	98% +++	90%	
2	Being in fresh, clean air & healthy environment	92%	95%	100% +++	66% ---	94% ++	89%	
3	Escaping from the pressure of everyday life	91%	90%	98% +++	58% ---	92% +++	86%	
4	Getting a feeling of open space or freedom	78%	88%	93% ++	51% ---	92% +++	81%	
5	Short walks & strolls along the coast or trails	75%	79%	97% +++	51% ---	90% +++	79%	
6	Spending time with the family	66%	84%	91% ++	71% -	77%	77%	
7	Inexpensive leisure or holiday	70%	76%	87% +++	45% ---	74% +	70%	
8	Being away from crowds & other people	60%	74%	89% +++	34% ---	83% +++	69%	
9	Scenic driving	62%	65%	84% +++	34% ---	77% +++	66%	
10	Spending time with friends outside the family	70% +	62%	75% ++	43% ---	59%	60%	
11	Walking along a pier, jetty or breakwater	40% ---	68% +	75% +++	25% ---	70% +++	57%	
12	Viewing nature & wildlife	32% ---	56%	79% +++	24% ---	68% +++	53%	
13	Visiting seaside cafés or restaurants	37%	59%	75% +++	19% ---	55% ++	48%	
14	Picnicking	36%	54%	73% +++	22% ---	47%	45%	
15	Swimming	82% +++	49%	86% +++	10% ---	30% ---	44%	
16	Longer walks or hikes of 2 hours or more	31%	34%	72% +++	13% ---	45% ++	39%	
17	Lying on the beach	68% +++	37%	76% +++	10% ---	25% ---	37%	
18	Having a romantic break	24%	31%	74% +++	5% ---	44% ++	36%	

FACTOR		PROPORTION OF SEGMENT MENTIONING AS CRUCIAL OR IMPORTANT						TOTAL VISITORS
		SURFERS & BEACH-GOERS	FISHING FRATERNITY	HIGH ACTIVITY DO-IT-ALL ESCAPERS	LOW ACTIVITY RELAXERS	SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS		
19	Finding out about Victoria's maritime history	11% ---	39%	61% +++	9% ---	36% +	30%	
20	Fishing (net)	1% ---	100% +++	60% +++	15% --	6% ---	25%	
	- land-based	1% ---	86% +++	53% +++	12% --	6% ---	21%	
	- boat-based	0% ---	71% +++	26% ++	3% ---	1% ---	12%	
21	Camping or caravanning near the beach	28%	43% +++	51% +++	5% ---	18% --	25%	
22	Surfing or bodyboarding	45% +++	25%	47% +++	3% ---	6% ---	19%	
23	Bird-watching	4% ---	18%	35% +++	8% --	26% ++	19%	
24	Walking the dog	---	29% ++	27%	---	27% +++	17%	
25	Going on a ferry or paid boating ride or excursion (excluding fishing)	6% --	21%	40% +++	5% ---	18%	17%	
26	Involvement in Conservation, Friends of the Foreshore or Coast Action Groups	6%	12%	55% +++	4% ---	10% -	14%	
27	Participating in or watching an organised sporting event	9%	19% ++	34% +++	3% ---	7% --	12%	
28	Finding out about Victoria's aboriginal heritage & culture along coast	3% --	16%	37% +++	1% ---	10%	11%	
29	Bike-riding	8%	15%	43% +++	0% ---	5% --	11%	
30	Private power boating	1% --	30% +++	23% +++	3% -	2% ---	8%	
31	Playing golf	12%	11%	20% ++	1% --	5%	8%	
32	Life Saving or Coast Guard activities	2%	8%	31% +++	1% --	5%	8%	
33	Snorkelling	4%	8%	28% +++	--	2% ---	6%	
34	Water-skiing	3%	6%	16% +++	0% -	1% -	4%	
35	Horse-riding	3%	7%	15% +++	1% -	1% -	4%	
36	Hang-gliding, abseiling or caving	4%	3%	14% +++	-	1% -	3%	
37	Private yachting or sailing	0%	5%	14% +++	2%	0% -	3%	
38	Scuba diving		4%	18% +++	-	--	3%	
39	Windsurfing or sailboarding	5%	3%	8% +++	-	1%	3%	
40	Jet-skiing or power skiing	4%	3%	8% +++	-	1%	2%	



- Similarly, SURFERS & BEACH-GOERS are most highly motivated by the “obvious” activities - SWIMMING, LYING ON THE BEACH and SURFING/BODY-BOARDING.

They are clearly less interested in nature, history and fishing, and see the Coast as a place to engage in specific “beach and surf” activities with FRIENDS OUTSIDE THE FAMILY.

A younger segment, they will be attracted to “beach” images of the coast - sun, sand, friends and independence.

- The **largest** segment, SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS, are most motivated by the scenic and “escape” aspects of the Coast, AWAY FROM CROWDS AND OTHER PEOPLE.

Relatively leisurely, affluent and childless (“Double Income, No Kids”), they are not particularly interested in “beach and surf” activities or anything aquatic.

They will be most attracted by scenic beauty and good facilities (e.g. RESTAURANTS, HOTELS/MOTELS - definitely no “roughing it”).



## 8. GENERAL ATTITUDES TOWARDS COAST AND COASTAL MANAGEMENT.

### 8.1 PERCEPTION OF WHO MANAGES THE COAST.

Most people are **highly confused** on this aspect. Only those closely associated with coastal management (e.g. members of Coast Action Groups and Committees of Management) or persons involved in local Government have any firm ideas.

Based on Group Discussions alone, we would estimate that 85% of the general population have absolutely **no idea** of who manages the Coast.

Some people were totally perplexed ... *"It's Crown Land, so I guess the Government has a say in it ... but is it Federal or State Government? ... No, I think it would be State Government ... but then again, I know the Shire Council is responsible for the local boat ramp ... so who knows?"*

Those who did have something to say on this issue were generally very critical:

*"There are just so many bodies and authorities involved."*

*"You have State Government, Local Government, Committees of Management ... a bureaucratic jungle."*

Those with seemingly good knowledge of coastal issues - particularly Members of Coast Action Committees - tended to be negative and quite emotional on this point:

*"The Coast ... subject to far too many authorities ... Local Councils ... Department of Natural Resources ... Coastal Committees ... other planning authorities ... nobody knows who is running what."*

This aspect is discussed further in Section 9 under the heading of "Concerns".

**8.1.1 AWARENESS OF VICTORIAN COASTAL COUNCIL AND ATTITUDE TOWARDS SAME.**

Awareness of the Victorian Coastal Council is close to zero among the general population, although those who do know about the Council - typically Members of Coast Action Groups or Committees of Management - **strongly support the notion of an independent council being the prime policy maker and "watchdog".**

It is primarily a distrust of politicians and large Government departments which makes the concept of an **independent** council appeal to these people.

*"There needs to be one body pulling all the policy and planning together."*

Strong support for a single body in charge of the Coast was reinforced by the plethora of perceived changes and new policies which have occurred over the last decade. These are also discussed in Section 9, under the heading of "**Concerns**".

There is implied strong support for the Victorian Coastal Council - or some single overriding body - even though awareness of the Victorian Coastal Council is very low at present.



# TABLE 10

72 Key Analysis \*BY\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA		VISITOR CLASSIFICATION			COAST IS...		HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP			GENDER				
	Total	WITHIN 15kms		-30	31-100	Melb Metro	Other	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale	
		All	West Cent-ral																					East
RESPONDENTS	703	277	39	210	28	141	353	123	229	351	580	615	88	448	255	174	419	280	200	305	122	75	352	351
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements (The Victorian Coast is well managed)																								
Agree a lot (100)	1009	365	37	310	18	200	343	98	353	558	911	944	64	671	337	228	515	482	306	406	195	101	530	479
	22%	21%	31%	20%	25%	25%	22%	13%	23%	25%	24%	24%	11%	23%	21%	21%	20%	26%	23%	21%	25%	22%	23%	21%
Agree a little (75)	1685	726	44	655	28	284	586	253	541	891	1432	1489	196	1103	581	347	950	755	484	739	287	175	847	838
	37%	41%	37%	42%	38%	35%	37%	33%	36%	40%	38%	38%	33%	38%	36%	32%	36%	39%	37%	38%	37%	38%	37%	37%
Neither agree nor disagree (50)	763	207	16	189	2	54	305	272	290	201	491	507	256	479	284	230	487	276	180	326	155	102	288	475
	17%	12%	14%	12%	3%	7%	19%	35%	19%	9%	13%	13%	43%	16%	18%	21%	19%	15%	14%	17%	20%	22%	13%	21%
Disagree a little (25)	526	256	14	229	14	150	209	61	195	269	464	494	32	329	196	148	311	212	161	248	79	38	272	253
	12%	15%	11%	15%	19%	18%	13%	8%	13%	12%	12%	13%	5%	11%	12%	14%	12%	11%	12%	13%	10%	8%	12%	11%
Disagree a lot (0)	520	200	9	180	11	124	146	90	124	306	430	479	42	325	195	136	340	172	177	231	68	40	325	195
	12%	11%	8%	11%	16%	15%	9%	12%	8%	14%	12%	12%	7%	11%	12%	12%	13%	9%	14%	12%	9%	9%	14%	9%
NET AGREE	2693	1091	80	965	46	484	929	351	893	1449	2342	2433	260	1775	919	575	1465	1217	790	1145	482	276	1377	1317
	60%	62%	67%	62%	63%	60%	58%	45%	59%	65%	63%	62%	44%	61%	58%	53%	56%	65%	60%	59%	62%	60%	61%	59%
NET DISAGREE	1046	456	23	408	25	274	355	152	319	575	894	972	74	654	391	284	651	384	337	479	146	79	597	448
	23%	26%	19%	26%	34%	34%	22%	20%	21%	26%	24%	25%	12%	23%	25%	26%	25%	20%	26%	25%	19%	17%	26%	20%
Mean	62	61	68	61	59	59	62	57	63	63	63	62	59	63	61	59	60	65	61	61	65	64	61	63
TOTALS	4502	1754	119	1562	73	812	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**8.2 PERCEPTION OF HOW WELL COAST IS MANAGED. (Table 10)**

**Question asked:**

**Q9/07. I am going to read out a statement - tell me whether you AGREE or DISAGREE with it. (PROBE FOR DEGREE)**

*"The Victorian Coast is well managed."*

**KEY FINDINGS.**

(i) While very few are aware of who manages the Coast, a majority (60%) AGREE that the Victorian Coast is well managed, with 22% AGREEING A LOT.

(ii) NON-VISITORS are significantly less inclined to AGREE (45%) that the Coast is well managed.

(iii) Very little difference in response between MELBOURNE Respondents and others.

(iv) Cross-checks show that all segments of Coast Users AGREE that the Coast is well managed - highest for SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS (67%).

"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%
NET AGREE	60%
NET DISAGREE	23%
TOTAL	100%

There is also a tendency for people visiting coastal locations for longer periods to believe the Victorian Coast is well managed.

- (v) The Index of Agreement on this issue, currently 62 on a 0-100 scale (DISAGREE A LOT = 0 ... AGREE A LOT = 100), is definitely worth monitoring in future.

A realistic goal would be to achieve an index of 66 within a 3-year period.

### IMPLICATIONS.

While not perceived as directly responsible by many people, Coastal Managers can be pleased with the above result - it shows a clear majority believing the Coast is well managed.

It is recommended that this question be used in future **tracking** research.



# TABLE 11

	SEGMENTATION ANALYSIS				REGION VISITED		AREA VISITED						MAIN VISIT									
	Total	Surf- Fish- ers & Beach goers	High Acti- vity	Low Scen- Drives vity & Relax Strol	Non Visi- tors	West Cent- ral Coast	East Coast	Far West Coast Road	Great Ocean Bay	Surf Bell- Geel. North Bay	Central Penin- sular South Bay	Morn Uport Phil. Coast Isl.	Bass Coast	East Gipps -land	Day Visit	1-2	3+					
RESPONDENTS	703	92	72	73	130	213	123	220	228	128	48	115	57	46	38	87	50	60	75	274	141	165
WTD.	4502	614	428	497	728	1461	775	1390	1672	641	225	749	417	329	301	661	339	289	393	1650	945	1132
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* 09 Statements (Victoria can take pride in the way it has managed its coast)																						
Agree a lot (100)	1412	164	136	202	172	536	202	473	526	200	115	207	151	125	105	189	99	84	125	515	283	411
	31%	27%	32%	41%	24%	37%	26%	34%	31%	31%	51%	28%	36%	38%	35%	29%	29%	29%	32%	31%	30%	36%
Agree a little (75)	1769	312	143	121	270	605	318	525	692	234	49	313	163	140	117	284	146	93	147	698	371	383
	39%	51%	33%	24%	37%	41%	41%	38%	41%	37%	22%	42%	39%	43%	39%	43%	43%	32%	37%	42%	39%	34%
Neither agree nor disagree (50)	537	35	57	53	134	103	156	149	157	75	13	88	47	35	29	75	11	16	67	148	130	103
	12%	6%	13%	11%	18%	7%	20%	11%	9%	12%	6%	12%	11%	10%	10%	11%	3%	6%	17%	9%	14%	9%
Disagree a little (25)	440	65	44	55	104	110	61	104	160	102	33	42	29	8	33	68	40	60	52	161	73	144
	10%	11%	10%	11%	14%	8%	8%	7%	10%	16%	15%	6%	7%	3%	11%	10%	12%	21%	13%	10%	8%	13%
Disagree a lot (0)	343	38	48	66	48	107	37	140	136	31	15	98	26	21	17	46	44	36	3	127	88	91
	8%	6%	11%	13%	7%	7%	5%	10%	8%	5%	7%	13%	6%	7%	6%	7%	13%	12%	1%	8%	9%	8%
NET AGREE	3182	476	278	323	443	1141	520	998	1218	434	164	520	314	265	222	472	245	177	271	1213	654	794
	71%	78%	65%	65%	61%	78%	67%	72%	73%	68%	73%	69%	75%	80%	74%	71%	72%	61%	69%	74%	69%	70%
NET DISAGREE	783	103	92	121	152	217	98	243	296	132	47	140	56	30	50	114	84	96	55	289	161	235
	17%	17%	22%	24%	21%	15%	13%	17%	18%	21%	21%	19%	13%	9%	17%	17%	25%	33%	14%	17%	17%	21%
Mean	69	70	66	67	64	73	69	70	70	68	74	66	73	76	72	69	66	61	71	70	68	69
TOTALS	4502	614	428	497	728	1461	775	1390	1672	641	225	749	417	329	301	661	339	289	393	1650	945	1132
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**8.3 CROSS-CHECK: CAN VICTORIA TAKE PRIDE IN THE WAY IT HAS MANAGED ITS COAST?**

(Table 11)

**Question asked:**

**Q9/10. Do you AGREE or DISAGREE with ...**

*"Victoria can take pride in the way it has managed its Coast."*

**KEY FINDINGS.**

- (i) In a very pleasing result, the great majority (71%) AGREE, while only 17% DISAGREE.
- (ii) In particular, SURFERS & BEACH-GOERS and SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS are most likely to AGREE (78%), while LOW ACTIVITY RELAXERS are least likely to AGREE (61%).
- (iii) Visitors to the Bellarine Peninsula, Surf Coast and West Coast are also slightly more inclined to AGREE.
- (iv) No significant difference in response from Melbourne versus other areas.



# TABLE 12

Victorian Coast Survey - August 1996

66 Key Analysis \*BY\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA	VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP			GENDER				
	Total	WITHIN 15kms		-30	31-100		Melb Metro	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	Impor -tant	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale
		All	West Cent-ral																			
RESPONDENTS	703	277	39	210	93	350	353	123	229	351	580	448	255	174	419	280	200	305	122	75	352	351
WTD.	4502	1754	119	1562	73	2913	1589	775	1502	2225	3727	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2339
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements (I think most of the Victorian coast has been preserved in a very natural state)																						
Agree a lot (100)	1786	765	39	696	30	1248	537	222	597	967	1564	1133	653	418	1029	754	450	792	322	216	942	843
	40%	44%	33%	45%	41%	43%	34%	29%	40%	43%	42%	39%	41%	38%	40%	40%	34%	41%	41%	47%	42%	38%
Agree a little (75)	1762	643	58	550	35	1040	722	361	558	843	1401	1135	627	447	990	764	577	745	275	166	897	865
	39%	37%	48%	35%	48%	36%	45%	47%	37%	38%	36%	39%	39%	41%	38%	41%	44%	38%	35%	36%	40%	39%
Neither agree nor disagree (50)	449	147	9	134	3	300	150	120	193	137	329	293	156	114	292	157	98	191	106	54	130	320
	10%	8%	8%	9%	4%	10%	9%	15%	13%	6%	9%	10%	10%	10%	11%	8%	8%	10%	14%	12%	6%	14%
Disagree a little (25)	267	121	9	109	2	175	92	43	88	136	224	177	90	65	156	108	103	113	44	7	174	93
	6%	7%	8%	7%	3%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	6%	8%	6%	6%	2%	8%	4%
Disagree a lot (0)	238	79	4	72	2	150	88	29	67	142	209	170	68	45	136	93	78	108	37	15	120	118
	5%	5%	4%	5%	3%	5%	6%	4%	4%	6%	6%	6%	4%	4%	5%	5%	6%	6%	5%	3%	5%	5%
NET AGREE	3548	1408	97	1246	65	2289	1259	583	1155	1811	2965	2269	1279	865	2018	1518	1027	1538	597	382	1839	1709
	79%	80%	81%	80%	90%	79%	79%	75%	77%	81%	80%	78%	80%	79%	78%	81%	79%	79%	76%	84%	81%	76%
NET DISAGREE	505	200	14	182	4	325	180	72	155	278	432	346	159	109	293	202	181	221	81	21	294	211
	11%	11%	11%	12%	6%	11%	11%	9%	10%	12%	12%	12%	12%	10%	11%	11%	14%	11%	10%	5%	13%	9%
Mean	75	77	75	77	80	76	74	73	75	76	76	75	77	76	75	76	73	76	76	81	76	75
TOTALS	4502	1754	119	1562	73	2913	1589	775	1502	2225	3727	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2339
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Processed by WELLS ADMS for TOA Research Pty. Ltd.

**8.4 HAS VICTORIAN COAST BEEN WELL PRESERVED?** (Table 12)

**Question asked:**

**Q9/01. Do you AGREE or DISAGREE with ...**

*"I think most of the Victorian Coast has been preserved in a very natural state."*

**KEY FINDINGS.**

- (i) In a strong result, 79% AGREE that the Coast has been preserved in a very natural state, with a substantial 40% AGREEING A LOT.

Of note, only 5% of Respondents DISAGREE A LOT with the statement.

- (ii) SEASIDE residents (living within 4 km of the Coast) have a slightly higher tendency to AGREE with the statement - a pleasing result.

As we will see on several "environmental" issues in this Report, FEMALES display greater environmental sensitivity, and are slightly less inclined to AGREE that the Coast has been preserved in a very natural state.

- (iii) YOUNGER Respondents are more inclined to DISAGREE with the statement (14%).

**IMPLICATIONS.**

Strong commendation from the general public that the Victorian Coast has been well preserved.

This result is worth publicising.

# TABLE 13

Victorian Coast Survey - August 1996

67 Key Analysis \*8Y\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS		Kms FROM COAST		AREA	VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP			GENDER											
	WITHIN 15kms		-30	31-100+		Non Visit -ors	Light Visit -ors	Heavy Visit -ors	ALL VISIT -ors	Impor -tant	Not Impor -tant	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale						
	All	West Cent-ral	SEA SIDE -4km	101+		Melb Metro	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%					
RESPONDENTS	703	277	39	210	28	141	400	210	93	353	123	229	351	580	615	88	448	255	174	419	280	200	305	122	75	352	351	
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	2651	1255	596	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements(Port Philip Bay is a clean, natural marine environment)																												
Agree a lot (100)	501	237	2	233	2	133	325	136	39	375	69	188	244	432	471	29	374	127	55	309	192	109	144	139	109	286	215	
	11%	14%	2%	15%	3%	16%	12%	11%	7%	13%	9%	13%	11%	12%	12%	5%	13%	8%	5%	12%	10%	8%	7%	18%	24%	13%	10%	
Agree a little (75)	1164	459	33	416	11	191	745	293	126	766	125	431	608	1039	1045	118	777	387	307	600	564	326	486	272	80	573	591	
	26%	26%	28%	27%	14%	23%	28%	23%	21%	26%	16%	29%	27%	28%	27%	20%	27%	24%	28%	23%	30%	25%	25%	35%	18%	25%	26%	
Neither agree nor disagree (50)	833	207	34	149	25	118	293	330	211	375	223	310	301	611	636	197	543	290	209	541	280	297	293	113	130	311	522	
	19%	12%	28%	10%	34%	15%	11%	26%	35%	13%	29%	21%	14%	16%	16%	33%	19%	18%	19%	21%	15%	23%	15%	14%	29%	14%	23%	
Disagree a little (25)	912	335	33	282	20	164	554	274	84	616	178	296	438	734	809	103	542	370	265	538	366	252	438	149	73	486	425	
	20%	19%	28%	18%	28%	20%	21%	22%	14%	21%	23%	20%	20%	20%	21%	17%	19%	23%	24%	21%	19%	19%	22%	19%	16%	21%	19%	
Disagree a lot (0)	1092	516	18	483	15	206	733	222	137	782	180	277	635	912	951	142	673	420	253	616	475	323	589	111	64	606	486	
	24%	29%	15%	31%	21%	25%	28%	18%	23%	27%	23%	18%	29%	24%	24%	24%	23%	26%	23%	24%	25%	25%	30%	14%	14%	27%	22%	
NET AGREE	1664	697	35	649	13	323	1071	429	165	1140	194	619	852	1471	1517	148	1150	514	362	908	756	435	630	410	190	859	806	
	37%	40%	29%	42%	17%	40%	40%	34%	28%	39%	25%	41%	38%	39%	39%	25%	40%	32%	33%	35%	40%	33%	32%	52%	41%	38%	36%	
NET DISAGREE	2004	851	51	765	35	371	1288	496	220	1398	358	573	1073	1646	1759	245	1215	790	518	1153	840	576	1026	260	137	1093	912	
	45%	48%	43%	49%	48%	46%	49%	40%	37%	48%	46%	38%	48%	44%	45%	42%	42%	50%	48%	44%	45%	44%	53%	33%	30%	48%	41%	
Mean	45	44	43	44	38	46	44	47	44	44	41	49	43	46	45	41	47	41	42	45	45	43	39	56	55	44	46	
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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## 8.5 PERCEPTION OF PORT PHILLIP BAY MARINE ENVIRONMENT. (Table 13)

Question asked:

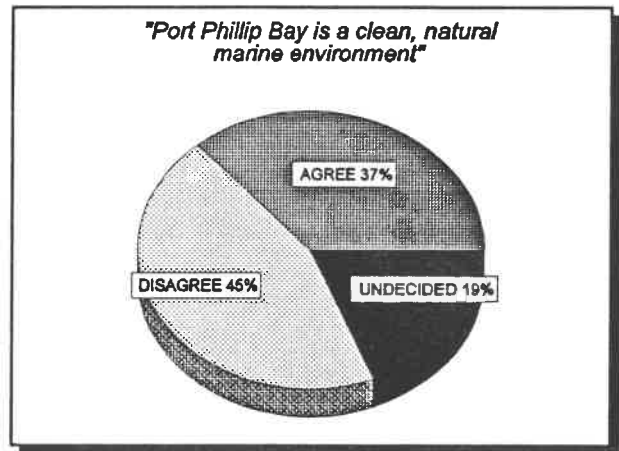
Q9/02. Do you AGREE or DISAGREE with ...

*"Port Phillip Bay is a clean, natural marine environment."*

### KEY FINDINGS.

(i) Disappointingly, the proportion AGREEING (37%) is outweighed by those DISAGREEING (45%) - remainder undecided.

(ii) Of some concern, 24% of all Respondents DISAGREE A LOT with the statement.



(iii) Result among Residents of Melbourne Metropolitan area is similar (39% AGREE).

(iv) Only among one segment - FISHING FRATERNITY - does the proportion AGREEING that *Port Phillip Bay is a clean, natural marine environment* (46%) outweigh those DISAGREEING (43%).

SURFERS & BEACH-GOERS are far more likely to DISAGREE (53%) than AGREE (29%).

Furthermore, only 25% of NON-VISITORS agree with the notion.

**IMPLICATIONS AND RECOMMENDATIONS.**

These results show many perceive Port Phillip Bay not to be a clean, natural marine environment.

Clearly, a significant amount of further public relations activities will be required to **convince** the Victorian and Melbourne publics of the Bay's "health status".



# TABLE 14

85 Key Analysis \*BY\* Q12 Whether support or oppose  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS				Kms FROM COAST		AREA	VISITOR CLASSIFICATION			COAST IS... Impor Not -tant Impor	HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP			GENDER									
	WITHIN 15kms		ALL SEA SIDE -4km	-30	31-100	101+		Melb Metro	Non Visit -ors	Light Visit -ors		Heavy Visit -ors	ALL	No U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Female					
	All	West Cent-ral																						East				
<b>Total</b>	703	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	419	280	200	305	122	75	352	351	
RESPONDENTS	4502	1754	119	1562	73	812	2651	1255	596	596	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
<b>*AND* Q12 Proposals(A new Marine Park in Port Phillip Bay)</b>																												
Support	3249	1221	87	1073	61	568	1882	947	420	420	531	1104	1614	2718	2873	376	2053	1196	877	1881	1359	1057	1438	525	224	1684	1565	
	72%	70%	73%	69%	83%	70%	71%	75%	70%	70%	69%	74%	73%	73%	73%	64%	71%	75%	81%	72%	72%	81%	74%	67%	49%	74%	70%	
Oppose	1011	447	23	412	12	217	644	245	122	122	169	343	499	842	853	157	677	333	184	581	419	212	409	210	181	481	529	
	22%	25%	19%	26%	17%	27%	24%	20%	20%	20%	22%	23%	22%	23%	22%	27%	23%	21%	17%	22%	22%	16%	21%	27%	40%	21%	24%	
Don't Know	242	87	9	77	27	27	125	63	54	54	75	55	113	167	186	56	178	64	28	140	99	38	103	48	52	97	145	
	5%	5%	8%	5%	3%	3%	5%	5%	9%	9%	10%	4%	5%	4%	5%	9%	6%	4%	3%	5%	5%	3%	5%	6%	11%	4%	6%	
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	596	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## **8.6 SUPPORT FOR A NEW MARINE PARK IN PORT PHILLIP BAY. (Table 14)**

### **Question asked:**

**Q12/4. Would you SUPPORT or OPPOSE a new Marine Park in Port Phillip Bay?**

Note: Such a question tends to invite a SUPPORT response, but it is the strength of support we are interested in.

### **KEY FINDINGS.**

- (i) Around three quarters (72%) support a new Marine Park for the Bay, with even stronger support among YOUNGER age groups (81% of those aged 15-30 years SUPPORT the concept).
- (ii) Very little difference in support levels between MELBOURNE residents (71%) and residents of other areas (74%).
- (iii) Of relevance, a high proportion (79%) of the FISHING FRATERNITY support the Marine Park.

Highest support comes from SURFERS & BEACH-GOERS (84%) and HIGH ACTIVITY DO-IT-ALL ESCAPERS (83%). Less support from LOW ACTIVITY RELAXERS (63%) - but these people will be more "apathetic" on any issue.

### **IMPLICATIONS.**

While the question is simplistic and definitely not a thorough analysis of the issue, there appears to be a firm mandate to proceed with a new Marine Park in Port Phillip Bay.

## 9. CONCERNS FOR THE COAST.

The following concerns and perceptions are based primarily on qualitative research carried out in Group Discussions - the most suitable means for obtaining in-depth information on these issues and discussing them at length.

The summaries which follow represent the Consultants' careful interpretation, as well as direct quotes.

We now summarise these concerns and use the following key to denote the level of concern among the community:

KEY	
★★★	GREAT CONCERN
★★	CONSIDERABLE CONCERN
★	SOME CONCERN

### KEY FINDINGS.

(i) Limited consideration of aesthetics of new buildings in coastal towns. (★★★)

This is by far the No. 1 concern.

There is widespread agreement that many planners and authorities have got things **wrong** with rules and regulations for new buildings. Emphasis is perceived to be on *"Engineering aspects and height limits ... but the aesthetics of the buildings ... how they will fit in ... design ... what set-backs from the street should be required ... colours ... don't seem to be taken into account"*.



In most of the Group Discussions, there was strong unprompted condemnation of the Cumberland Resort development at Lorne, which is almost universally seen as a "disaster":

*"It (the Cumberland) is like a huge block of flats ... all concrete ... set right in the middle of a beautiful coastal town."*

*"You can see that bloody building (the Cumberland) from Aireys Inlet ... it sticks out horribly."*

*"The colour of it exacerbates the situation."*

*"Even though I think it helped the economy of Lorne and the general area, it should never have been allowed."*

*"The Cumberland ... it's still sitting there as an absolute eyesore ... a disaster ... it just shows what men with money can do to destroy the coastal charm of a great coastal town. If it had been sited better ... taken back off the street a bit more ... change the way it faces the beach ... it could have achieved the same goals without the down-sides ... it just doesn't fit in with our concept of a coastal townscape."*

Several strong arguments were made along the lines ... *"You need architecture to suit the area ... streetscape too"*.

*"Blend-in policies are desperately required ... precise, not broad."*

These comments generally applied to both residential and commercial developments and included criticism of multi-storey residential developments where "offsetting" was not used to maintain the streetscape.

In the most vocal Group Discussion (Coast Action and Committee of Management Group at Lorne) it was strongly stated that *"You need to identify the values you are trying to achieve ... if you don't do that it's all too grey ... you need to state your building profile (vertical) can't be so many metres higher than street level ... must be tiered if multi-storey ... there should be off-sets which can be landscaped"*.

*"That's right, there needs to be a prescription ... someone with the planning smarts needs to be able to put the prescription down on paper. I don't think it should be what 'thou shalt do', rather what 'thou shalt not interfere with'. For example, nothing should interfere with the ridge line. Trees should always be on top of a hill."*

*"They need to take a leaf out of the Dandenongs. There, they decree what colour you can paint your house, I believe ... down to that sort of detail. That's what we need in the coastal towns."*

*"You only need a horrible concrete block of flats or an edifice or somebody's idea of a mansion which is really just a great big brown dunny block to spoil the whole thing."*

Many of these views are also related to the next point on Planning Schemes.

(ii) **Lack of co-ordination and integrated planning; strong latent demand for overlay plans.**

(★★★)

Several people in Group Discussions were very negative ... *"We have planning schemes for urban areas being imposed right across the state".*

*"Kennett River has the same controls as Apollo Bay, which are essentially the same as Blackburn in suburban Melbourne ... it's just ridiculous. A lot of damage has been done."*

*"They are only just now starting to talk about overlay plans ... to treat coastal towns and areas as special ... but it might be too late."*

*"The medium density provisions ... they apply to Anglesea too, not just Melbourne ... so you can put two dwellings on a block of 800 m<sup>2</sup> ... you can have 60% site coverage, that means much less trees ... it just shouldn't happen in Anglesea."*

Those in our Group Discussions with an obvious passion for the Coast said detailed planning was required, taking into account the characteristics of every coastal town and open space along the Coast:

*"We need overlay plans to encapsulate the character of the towns ... if there is no overlay, we'll lose it."*

(iii) **Too many management and control authorities.** (★★★)

People closer to coastal management - typically Members of Coast Action Groups, Committees of Management and those involved in local Government and coastal planning - are **very critical** of the number of bodies involved in the whole coastal planning and management process.

Several State Government Departments (including NRE), local Government, Committees of Management, Coastal Councils, "friends" and other bodies are all involved in management of the Coast. The plethora of management bodies is perceived to cause **major problems**.

The solution is perceived to be **one** management authority that is accountable. This authority should *"set up a strategy ... define the actions which are needed to make the strategy work ... and not bend one inch"*.

A **few** people at Group Discussions perceive this is what the recently established Victorian Coastal Council was trying to achieve. The same people tended to believe that NRE should **not** have ultimate control ... *"because it's a Government Department ... very bureaucratic ... subject to all sorts of pressure"*. It was generally perceived that a Coastal Council with a limited number of the right people involved ... *"who couldn't be influenced by short-term political pressure"* ... would be the answer.

Comments thus imply strong support for the Victorian Coastal Council to be a **peak and umbrella** authority. However, a few were sceptical that this would just *"add to the problem ... just be yet another authority"*.

(iv) **Plans always changing: "reinventing the wheel".** (★★★)

It was in the Coast Action and Committees of Management Group Discussion at Inverloch that two people (with long-term experience in Coast planning) were very critical:

*"There have been countless strategies done ... but not followed through ... being changed ... reports and Bay Strategies galore."*

*"We have an excellent plan for our area (Phillip Island) and the Department (NRE) has it, but they ring up (in 1995) and ask us if we have a plan."*

*"As volunteers, you get sick and tired of doing this and having to start again ... it's the things changing ... the political issues ... a Department which is constantly being turned on its head."*

*"A lot of reports, but not much action."*

*"Every time someone new comes in or the Department is re-shuffled, it appears they start again."*

*"We continually keep reinventing the wheel ... just when we get to the stage where we start kicking goals, somebody thinks 'let's start again'."*

It should be pointed out that the above comments come from people with a specific interest in the Coast and definitely not the general public, who generally have no idea of plans that exist for the Coast and how these are put together.

*"Most of the constructive management and planning was done ... 7-8 years ago, a lot of it, and very well done too, but I don't know who took any notice of it ... the key steps were certainly not made in the last 2-3 years."* (member of Conservation Group - Phillip Island)

The multitude of bodies involved in coastal management is perceived as partially responsible for *"a plethora of plans and reports which have been drawn up and not acted upon"*:

*"I've been involved with and I've heard about many other coastal plans for particular areas ... there are just hundreds of them and they get redone every four years ... it's just a joke ... but, there is no overall picture - the blueprint everyone should fall into ... it's just lots of different people in lots of different places doing their own thing ... the co-ordination is abominable."* (stated by person closely involved with coastal development and conservation)

*"Even the people in the Department (NRE) don't really know what's gone on. They ring us up and ask about reports we've done and we tell them they already have a copy ... there seems to be some internal problems in the Department in terms of communication and overlapping responsibilities. I can't speak for now, but that's the way it has been over the last decade."*

(v) **Perceived lack of community consultation on development.** (★★★)

Coastal residents were most critical and sometimes very emotional on this issue. Many perceive community consultation is given lip service. The strongest criticisms we heard concerned an aquaculture development at Apollo Bay:

*"The development was announced before the last State election ... there were no impact studies ... no consultation ... no discussion with the Local Council or local community ...the Minister just announced it ... a \$22 million development for Apollo Bay Harbour ... absolutely zero consultation ... no one knows a thing about it, apart from the Developers ... only the 'Ministry for Fast-tracking' knows about it ... it's very frightening if you're a local resident ... it gets emotions so high ... but who do you complain to?"*

*"It's a classic case that one ... people just say it's going to happen. The residents of Apollo Bay have just been brushed over."*

*"What's the point of plans and guidelines? They just get overridden."*

*"The smart Developers know that they start their project with the Minister ... get an informal rubber stamp first and then work on the idea ... it's all about political lobbying and big dollars." (much the same comment was also made by a Developer whose company went broke after "starting at the bottom").*

(vi) **Perceived ministerial overrides** (★★★)

Members of Coast Action Groups and some coastal residents were very critical of ministerial overrides, allowing development against the wishes of local communities or public interest. It is generally perceived that if the guidelines were workable, such overrides would not be necessary or allowed:

*"Take the Loch Sands development at Loch Sport ... there is community and local opposition to the resort and the Department (NRE) opposed it ... but all that was overridden by the Minister who gave in to a strong lobby. It's in too sensitive an area - it's private land, but surrounded by natural park and coastal park ... it's got the green light from the Minister and that's it."*

*"Developers promise the world (to Ministers), but 99% of them are shonky or speculators ... they take advantage of community goodwill ... the big dollar rules."*

At the Group Discussion involving Coast Action, Committee of Management and Conservation Groups at Inverloch, it was stated that a coastal plan for the Inverloch and Bass Coast area was *"changed for political reasons ... the conservation issues were taken out or watered down because it was believed the Minister would not go along with that way of thinking. People bent to what they thought the political flavour should have been, or closer to it"*.

There were also complaints about the Administrative Appeals Tribunal (AAT) and the way it overrides some Local Council decisions.

A case in Inverloch where a housing approval had been knocked back by the Local Council, but later overridden by the AAT, drew some emotional comment:

*"It was about height limits and the Council didn't like it ... somebody who knows how things work went to the AAT, which reversed the decision ... it's clear the AAT is just an instrument of the Minister."*

(vii) **Sewerage outfall and other pollution.** (★★★)

Perceived as a major concern at Gunnamatta, Phillip Island, Surf Coast and Warrnambool. Representative of the Surfriders Association made mention of the *"known fact that surfers catch infections and encounter other health problems at Gunnamatta and some parts of Phillip Island"*:

*"Thirteenth Beach is just getting worse."*

*"On some days I think the Coast in that area (Thirteenth Beach) is fighting for its survival."*

*"The concerns have become immediate, rather than threatening ... it's changed."*  
(Surf Coast)

*"The current takes the effluent along the Coast from Lorne to Aireys Inlet ... plenty of ear, nose and throat infections as a result."*

(viii) **Too much private land near foreshore.** (★★)

This problem is perceived as occurring right across the State.

Many believe there is a strong need to protect the **coastal vista** - not just the foreshore. This included buildings along roads, design of public toilets, poorly designed shopping strips and housing which is near the foreshore.

There were calls to buy back private land in certain areas (e.g. housing estate on headland at Kilcunda), although many believe this would be expensive and possibly against civil liberties.

*"If some of the private land is bought back, it will be protected forever ... yes, I agree."*

There were specific mentions of *"hideous buildings and houses near the foreshore or cliff-face on land which should never have been allowed to go into private hands"*. Specific examples were given in Apollo Bay, Lorne and Warrnambool.

(ix) **Poor policing of people who breach planning guidelines.** (★★)

In two of the Group Discussions, there was considerable criticism of "soft" treatment of residents breaching planning guidelines:

*"A senior executive from (company stated) put plans in to Council to build here at Aireys Inlet. His house was built up on extended stumps to get a view over the tree-line. The Council said that the floor of his house could not be more than a certain distance above the ground. So all he did was bring in countless numbers of truckloads of fill ... he raised his whole block by about a metre. There was protest, but nothing was done. It stands there today and still looks out over the tree-line."*

*"If you break the guidelines ... some get away with it."*

There was a strong call for more rigid enforcement of planning regulations.

(x) **Distrust of Governments (State and Local).** (★★)

Certain aspects of current State Government were distrusted by many in Group Discussions - particularly those associated with Coast Action, but also by members of the general public.



The current State Government is perceived as having an *"anything goes ... we're open to all offers ... let's get this State going, to hell with the consequences philosophy"*. It is perceived to be pro-development, but without taking necessary precautionary steps.

*"It's business by association."* (reference to being able to get things done if you know a politician)

*"The Minister won't listen to ecological arguments."* (note: statement was made just before Cabinet re-shuffle and Mrs. Tehan's appointment as Minister)

*"There has been a shift with the new (State) Government from an environmental thing to a focus on commercial development ... that's OK as long as the commercial development is in the right area and managed correctly."*

*"I agree with that ... the focus has really gone from Coast protection to Coast access."*

*"The Government doesn't see the environment as making money ... it's just beaches to them."*

Local Governments are met with almost universal scepticism ... *"too many vested interests ... people are trying to push their own cause ... tending to lean towards economic development regardless of the consequences"*.

(xi) **Too easy for Developers to argue their case using "false economics".** (★★)

There were several concerns expressed that it is easy for Developers to make economic arguments for developments (job creation, etc.), but the real costs of development, including loss of natural environment or coastal village atmosphere, are never adequately taken into account:

*"The equation is always about jobs, economic multipliers and all that stuff ... but nobody really looks at the costs associated with losing the natural environment and the pleasure people can get from that for many generations to come."*

*"I agree with that ... spot on."*

(xii) **Too many developments on foreshore.** (★★)

Many agree that there are existing developments on foreshores which could be moved back so that they're not visible from the beach or waterline. The concept of rebuilding on the same footprint was often disagreed with because of the perceived need to *"move buildings that don't need to be on the foreshore further back ... many Surf Lifesaving Clubs are in that category"*.

(xiii) **Inadequate control of commercial and recreational fishing.** (★★)

Keen amateur fishermen in the Group Discussions mentioned professional fishermen *"catching whole schools of spawning fish in Westernport ... drag-netting the channels where the spawning fish are ... wiping out the lot ... interfering with the total reproduction cycle."*

Coastal Managers were perceived by several Group Respondents to be *"giving lip service to the problem"*.

There was also widespread criticism of abalone poachers and *"totally inadequate policing of what's going on ... a lack of penalties ... no worthwhile fines at all ... people get a \$200 fine for poaching \$200 worth of abalone. ... just ridiculous"*.

We examine this issue in more detail in Section 12.

(xiv) **Foreshore strips seen to be too narrow in many places.** (★★)

Some regarded it as a pity that wider buffer zones along the Coast were not adopted (in many areas of Victoria, including Port Phillip Bay). However, there is perceived to be a need to preserve wider buffer zones now, before it is too late.

A few Group Respondents believe private land should be bought back now in areas where wider buffer zones could be created ... *"once they build on that land, it's gone forever"*.

As well, virtually no one wants development on the ocean side of the closest road.

(xv) **Tourism promotion without adequate facilities to handle volume of tourists.** (★★)

This was perceived to be a particular problem along the Great Ocean Road:

*"The Government has spent millions promoting this area, but the infrastructure to handle the tourists just isn't in place."*

*"We don't have the sewerage treatment facilities we should have ... they were OK before the tourist boom." (Lorne)*

*"You can go for miles along the Great Ocean Road and there are no public toilets ... you often see people just piddling beside the road."*

*"The local Shire is hell-bound to get people (tourists) down here ... but the facilities aren't really here."*

There is a clear need to better match infrastructure with projected tourist numbers.

(xvi) **Erosion and degradation of foreshore and dunes.** (★)

Perceived as a problem in both remote and non-remote areas, particularly caused by too many visitors and free access to dune areas (also see Section 13.2).

(xvii) **Facilities for "Boaties" seen as poor outside Port Phillip Bay.** (★)

There is strong demand from the boating and fishing fraternities for more and better launching facilities, including safer ramps, improved docking facilities, parking, toilets and security lighting.

In a Group Discussion involving "Boaties" and Anglers, it was evident that users **would** pay a fee for improved facilities (discussed further in Section 16).

Boat ramps were seen to be inadequate in most areas of the State, although some excellent facilities were mentioned (e.g. Sorrento). Some were seen as unsafe while others were suitable only for small craft.

(xviii) **Perceived lack of Government commitment and funding for coastal conservation and protection.**

This aspect was mainly mentioned by Coast Action Groups and Committees of Management. They felt quite strongly on the issue and see themselves as "*cheap labour*".

*"I feel there is plenty of money available - it's just not spent in this area."*

*"The environment is not really high on the Government's priority list ... doesn't seem that way anyway."*

(xix) **Too many camping grounds on foreshore.** (★)

This is discussed further in the next section (Development Issues), but suffice to say that a vocal minority of people believe camping grounds should not be on the foreshore:

*"Keep foreshore areas as open space."*

But a majority support some foreshore camping (discussed in Section 11.1).



**TABLE 15**

**SUGGESTED IMPROVEMENTS, CHANGES OR POLICIES FOR  
VICTORIAN OCEAN COAST AND BAYS**

	% MENTIONING FOR	
	EAST AND WEST COAST	PORT PHILLIP & WESTERNPORT BAYS
Less sewerage effluent/industrial outfall/water pollution	12%	28%
Maintain natural environment/restrict development	9%	7%
Stricter fishing control/curtail abalone/scallop fishing	7%	15%
Cleaner beaches/stricter litter control	6%	13%
Better access to beaches	4%	1%
Better erosion control/revegetate dunes	4%	1%
Better/wider roads	2%	0%
Better public education/more awareness of conservation issues	1%	2%
Don't allow high rise buildings along shore	1%	2%
More restaurants/cafés	1%	1%
More walking tracks	1%	0%
More/better toilets	1%	1%
Extend Great Ocean Road	1%	-
More accommodation	1%	-
More BBQ/picnic areas	1%	0%
Restrict use of power/jet skis	1%	1%
More information of facilities available	1%	-
More bike paths/rollerblading tracks	0%	2%
More marinas/better boating facilities	0%	1%
Build marine parks/aquariums	0%	1%
<i>Nothing mentioned</i>	56%	44%

**9.1 SUGGESTED IMPROVEMENTS, CHANGES OR POLICIES FOR VICTORIAN COAST.** (Table 15)

**Questions asked:**

**Q16a. 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)**

**Q16b. ASK IN MELBOURNE AND ENVIRONS ONLY (STD 03, 052, 059):  
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)**

**KEY FINDINGS.**

- (i) There was no shortage of suggestions, with more than 25 different suggestions made.
- (ii) The Table opposite shows unprompted suggestions/comments made by 1% or more of Respondents for each of the above questions.

There are effectively six (6) main suggestions which apply to both the Ocean Coast and Bays:

<b>SUGGESTION/COMMENT</b>	<b>PARTICULARLY RELATES TO:</b>
Less sewerage, effluent and industrial outfall/water pollution	Bays & Central Coast
Maintain natural environment/restrict development	Ocean and Bays
Stricter fishing controls/curtail abalone/scallop fishing	Bays
Cleaner beaches/stricter litter control	Bays
Better access to beaches	Ocean Coast
Better erosion control/re-vegetate dunes	Ocean Coast

(iii) **Differences among Coast Visitor Segments.**

Most suggestions were spread evenly among the Visitor Segments. Exceptions were:

- SURFERS & BEACH-GOERS and FISHING FRATERNITY had a lower propensity to mention SEWERAGE EFFLUENT/INDUSTRIAL/WATER POLLUTION in respect of the Bays. Ironically, it is people not actively involved in water-based activities who have a greater concern about this aspect.
- FISHING FRATERNITY have strong feelings on the need for STRICTER FISHING QUOTAS/CURTAIL SCALLOP FISHING in the Bays. Not surprisingly, this Segment would also like to see MORE MARINAS/ BETTER BOATING FACILITIES and BETTER ACCESS TO BEACHES (both 5% unprompted mention rate).
- OLDER Respondents (65+ years) have twice the mention rate for MAINTAIN NATURAL ENVIRONMENT/RESTRICT DEVELOPMENT/PROTECT WILDLIFE HABITATS as other Respondents.
- YOUNGER Respondents are more concerned about SEWERAGE/ EFFLUENT/WATER POLLUTION and CLEANER BEACHES/ STRICTER LITTER CONTROL.

(iv) Suggestions for the Ocean Coast are uniform across Victoria, with only slight variations in the following areas:

- BETTER ACCESS TO BEACHES mentioned more by West Coast residents (8% unprompted).
- BETTER EROSION CONTROL/REVEGETATE DUNES mentioned more along East Coast (6% unprompted).
- The call for MORE RESTAURANTS/CAFES coming totally from MELBOURNE (but still only mentioned by 2% unprompted).

(v) There were surprisingly few (unprompted) mentions - hardly any at all - for:

BAN/CONTROL DOGS/HORSES/CATS  
BAN CAMPING ON FORESHORE  
MORE INFORMATION ON FACILITIES AVAILABLE/  
BETTER PROMOTION  
RESTRICT USE OF POWER BOATS/JET SKIS  
MORE BBQs/PICNIC AREAS

**IMPLICATIONS.**

Comments made in this Section provide a firm basis for reviewing **actions and strategies and communicating with the target market.**

From a public perception point of view, there is no doubt that the **SEWERAGE/ EFFLUENT/WATER POLLUTION** is quite serious - particularly in the Bays/Mornington Peninsula.

Unless these perceptions can be changed significantly, it is unlikely that a majority of Victorians would perceive the Bays/Mornington Peninsula to be a healthy marine environment. Of course, this begs the question - is the problem **real or perceived?**

Findings in this Section also support **maintenance of the natural environment and restriction of development in coastal areas.**

The perceived need for stricter control of fishing is also at high levels (further discussed in Section 12).



## 10. DEVELOPMENT ISSUES.

### 10.1 GENERAL ATTITUDES ON DEVELOPMENT.

Feedback from all Group Discussions firmly indicates that a cautious attitude needs to be adopted towards development of all kinds in coastal areas. There is certainly a high degree of **genuine** concern among the general public about the Coast. The silent majority are essentially "greenies" and conservationists (in their own way) who want the Coast to be preserved in a natural state.

A majority of people don't want any development in coastal areas which are undeveloped now. The Victorian Coast is seen as unique ... *"it's rugged and natural ... keep it that way"*.

People are far more emotional about wilderness areas of the Ocean Coast and coastal towns than they are about urban or semi-urban areas around Port Phillip Bay.

There are no real objections to tasteful and controlled commercial initiatives around Port Phillip Bay (e.g. restaurants, tea-houses), although there is certainly a need to *"preserve the open spaces which exist along the Bay"*.

The concept of beach-side cafés (as in St. Kilda) is perceived as quite suitable for a **suburban** beachside environment.

However, some fear that if commercial initiatives are allowed on the beach or foreshore it will turn into uncontrolled development. 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.

In the following Sections, we examine Respondents' attitudes to a variety of development propositions. One convincing outcome of the Group Discussions is 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?
- is development right in the long term?

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

We now examine some specific development issues.



# TABLE 16

64 Key Analysis \*BY\* Q8 Agreement  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			KMS FROM COAST		VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H+HOLD BUDGET		AGE GROUP			GENDER						
	Total	WITHIN 15kms		-30	31-100	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	Impor -tant	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale			
		All	West Cent-ral																		East	ALL SEA SIDE -4km	Melb Metro
RESPONDENTS	703	277	39	210	28	141	123	229	351	580	615	88	448	255	174	419	280	200	305	122	75	352	351
WTD.	4502	1754	119	1562	73	812	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q8 Arguments (We should not build or develop ANYTHING in coastal areas which are natural or undeveloped now. We should keep all undeveloped areas along the coast undeveloped FOREVER)																							
Agree a lot (100)	1623	653	44	594	15	251	324	551	749	1300	1404	219	1063	561	392	962	647	438	698	309	178	835	789
	36%	37%	37%	38%	21%	31%	42%	37%	34%	35%	36%	37%	37%	35%	36%	37%	34%	34%	36%	39%	39%	37%	35%
Agree a little (75)	818	267	25	226	16	100	150	245	422	667	727	91	499	319	229	543	275	284	378	86	71	375	443
	18%	15%	21%	14%	22%	12%	19%	16%	19%	18%	19%	15%	17%	20%	21%	21%	15%	22%	19%	11%	15%	17%	20%
Neither agree nor disagree (50)	253	104	5	94	5	52	39	106	107	213	222	31	187	66	31	183	70	89	89	53	21	79	174
	6%	6%	4%	6%	7%	6%	5%	7%	5%	6%	6%	5%	6%	4%	3%	7%	4%	7%	5%	7%	5%	3%	8%
Disagree a little (25)	1186	419	20	378	21	238	190	383	612	996	1051	135	777	409	300	636	541	380	498	165	142	589	596
	26%	24%	17%	24%	29%	29%	25%	26%	28%	27%	27%	23%	27%	26%	28%	24%	29%	29%	26%	21%	31%	26%	27%
Disagree a lot (0)	622	312	26	270	16	170	71	216	335	551	509	113	382	240	136	279	343	116	287	170	44	384	238
	14%	18%	22%	17%	22%	21%	9%	14%	15%	15%	13%	19%	13%	15%	12%	11%	18%	9%	15%	22%	10%	17%	11%
NET AGREE	2441	920	69	820	31	351	474	797	1171	1967	2131	310	1562	879	621	1505	923	722	1075	395	249	1210	1231
	54%	52%	57%	53%	42%	43%	61%	53%	53%	53%	54%	53%	54%	55%	57%	58%	49%	55%	55%	50%	54%	53%	55%
NET DISAGREE	1808	731	46	648	37	409	261	599	947	1547	1560	248	1159	649	436	915	885	496	785	336	187	974	834
	40%	42%	38%	41%	51%	50%	34%	40%	43%	41%	40%	42%	40%	41%	40%	35%	47%	38%	40%	43%	41%	43%	37%
Mean	59	58	59	58	48	51	65	59	57	58	59	57	59	59	60	62	55	61	59	56	61	58	61
TOTALS	4502	1754	119	1562	73	812	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## 10.2 ATTITUDES ON SPECIFIC DEVELOPMENT ISSUES.

### 10.2.1 ATTITUDES ON DEVELOPMENT IN UNDEVELOPED AREAS. (Table 16)

Question asked:

Q8/4. Thinking about the Victorian Coast and areas where there is no development at all at the moment, can you tell me whether you AGREE or DISAGREE with the following ...

*"We should not build or develop anything in coastal areas which are natural or undeveloped now. We should keep all undeveloped areas along the Coast undeveloped forever."*

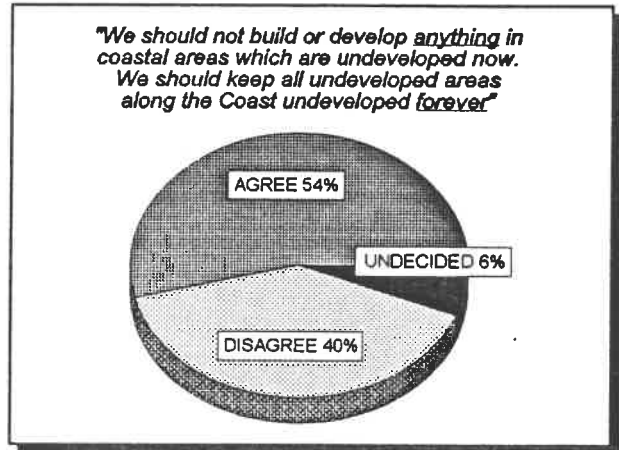
#### KEY FINDINGS.

- (i) While attitudes are mixed, more AGREE (54%) than DISAGREE (40%).

Furthermore, a very sizeable 36% AGREE A LOT.

- (ii) Paradoxically, Respondents living within 4 km of the Coast DISAGREE to a greater extent (50%) - that is, they are slightly more pro-development.

- (iii) Respondents in NON-TIGHT BUDGET households (usually HIGHER INCOME) have a greater tendency to AGREE with the statement (58%) - perhaps this is also related to educational levels.



- (iv) No difference in response between MELBOURNE residents and others.
- (v) Also, NON-VISITORS to the Coast have a higher tendency to AGREE (61%) than VISITORS (53%), so they are less supportive of development in current undeveloped areas.

### IMPLICATIONS.

It is significant that a **majority** are against any development in areas which are undeveloped now.



# TABLE 17

63 Key Analysis \*BY\* Q8 Agreement  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA		VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP		GENDER						
	Total	WITHIN 15kms		-30 100	31- 101+	Melb Metro	Other	Non Visit	Light Visit	Heavy Visit	All Visit	Impor -tant	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem- ale	
		All	West																					Cent- ral
RESPONDENTS	703	277	39	210	28	141	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351	
WTD.	4502	1754	119	1562	73	812	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239	
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
*AND* Q8 Arguments (Victorians' coast is so precious that we should place limits on coastal townships to maintain their existing character)																								
Agree a lot (100)	2416	996	59	906	31	430	1606	810	438	747	1231	1979	2178	238	1556	860	577	1465	1035	455	279	1157	1260	
	54%	57%	50%	58%	42%	53%	55%	51%	57%	50%	55%	53%	56%	40%	54%	54%	53%	56%	53%	58%	61%	51%	56%	
Agree a little (75)	1052	366	28	321	17	149	699	353	145	463	443	906	945	107	673	378	280	593	445	145	114	480	572	
	23%	21%	23%	21%	24%	18%	24%	22%	19%	31%	20%	24%	24%	18%	23%	24%	26%	23%	23%	18%	25%	21%	26%	
Neither agree nor disagree (50)	220	58	7	43	8	28	108	111	70	54	96	150	164	55	130	89	60	132	118	40	8	94	126	
	5%	3%	6%	3%	11%	3%	4%	7%	9%	4%	4%	4%	4%	9%	4%	6%	6%	5%	6%	5%	2%	4%	6%	
Disagree a little (25)	468	172	9	154	8	99	275	193	84	166	218	384	345	123	310	158	102	273	203	72	18	303	165	
	10%	10%	8%	10%	11%	12%	9%	12%	11%	11%	10%	10%	9%	21%	11%	10%	9%	10%	10%	9%	4%	13%	7%	
Disagree a lot (0)	346	162	16	138	8	106	225	122	38	72	236	309	280	66	238	108	70	140	149	72	38	229	117	
	8%	9%	14%	9%	11%	13%	8%	8%	5%	5%	11%	8%	7%	11%	8%	7%	6%	5%	8%	9%	8%	10%	5%	
NET AGREE	3468	1362	87	1227	48	579	2305	1163	583	1210	1674	2885	3123	345	2230	1238	857	2058	1480	600	392	1637	1831	
	77%	78%	73%	79%	66%	71%	79%	73%	75%	81%	75%	77%	80%	59%	77%	78%	79%	79%	76%	77%	86%	72%	82%	
NET DISAGREE	814	334	25	292	17	205	499	315	122	238	455	693	625	189	548	266	172	413	352	144	56	532	282	
	18%	19%	21%	19%	23%	25%	17%	20%	16%	16%	20%	19%	16%	32%	19%	17%	16%	16%	18%	18%	12%	24%	13%	
Mean	76	77	72	77	68	71	77	74	78	77	75	76	78	64	76	77	77	79	76	77	82	72	80	
TOTALS	4502	1754	119	1562	73	812	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

### 10.2.2 ATTITUDES TOWARDS SIZE LIMITS ON COASTAL TOWNSHIPS.

(Table 17)

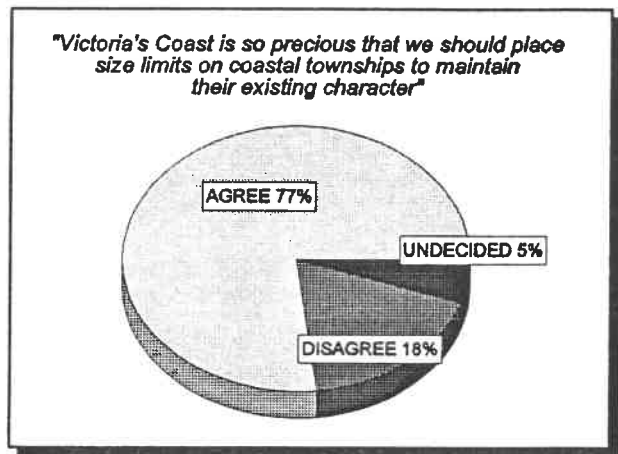
**Question asked:**

**Q8/3. Can you tell me whether you AGREE or DISAGREE with the following**

*"Victoria's Coast is so precious that we should place size limits on coastal townships to maintain their existing character."*

#### KEY FINDINGS.

- (i) There is strong AGREE-MENT on this aspect (77%), versus 18% DISAGREEING (5% undecided).
- (ii) Strength of feeling is reinforced by the fact that 54% AGREE A LOT with the notion, while only 8% DISAGREE A LOT.



Response is fairly consistent across Victoria, although there is slightly higher AGREEMENT on Central and West Coasts than East Coast.

- (iii) FEMALES and OLDER Respondents are even more in agreement (82% and 86%, respectively).
- (iv) Agreement is very high among recent visitors to Far West Coast, Surf Coast and Westernport/Phillip Island.

### 10.2.3 TEA-ROOMS, RESTAURANTS AND CAFES ALONG THE COAST.

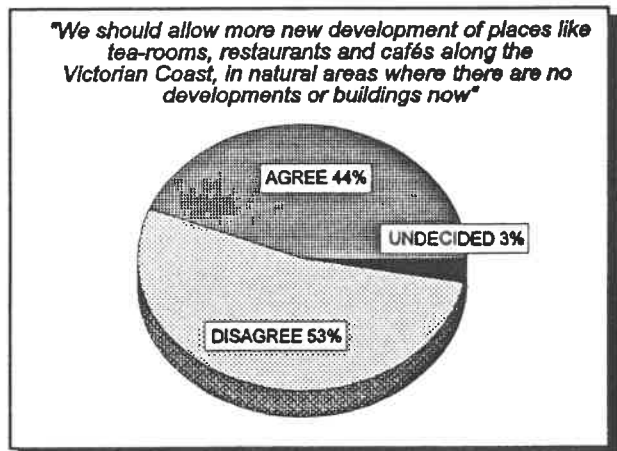
**Question asked:**

**Q8/1. Can you tell me whether you AGREE or DISAGREE with the following ...**

*"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 or buildings now."*

**KEY FINDINGS.**

- (i) While feelings are again quite mixed, more DISAGREE (53%) than AGREE (44%) - remainder undecided.
- (ii) MELBOURNE residents are only a little more likely to AGREE (45%) than residents of other areas (41%).



- (iii) Those most inclined to AGREE (48%) are YOUNGER Respondents (15-30 years), but even among this group, opinions are evenly divided (49% DISAGREEING).
- (iv) Among Coast User Segments, it is SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS who tend to AGREE most (48%) with the statement, versus only 39% of LOW ACTIVITY RELAXERS (lowest level of agreement).



**IMPLICATIONS.**

While the population is quite divided on this issue, a narrow majority are **against** such developments in natural areas where there are no developments now.

There is certainly no mandate from the community to develop tea-rooms, restaurants and cafés along the Coast in currently undeveloped areas.



# TABLE 18

83 Key Analysis \*BY\* Q12 Whether support or oppose  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA	VISITOR CLASSIFICATION			COAST IS...		HAVE OWN CHILDREN		H/HOLD BUDGET		AGE GROUP			GENDER						
	Total	WITHIN 15kms		-30	31-100		Melb Metro	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale		
		All	West Cent-ral																					East	SEA SIDE -4km
RESPONDENTS	703	277	39	210	28	141	400	210	93	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	2651	1255	596	2913	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q12 Proposals (Allowing a limited number of Tea-Rooms or cafes on public reserve land which is now part of the coastal strip in remote and undeveloped areas of the Victorian coast.)																									
Support	2518	974	53	875	46	481	1493	725	300	1681	477	801	1241	2041	2170	348	1672	846	560	787	1000	461	265	1190	1328
	56%	56%	44%	56%	63%	59%	56%	58%	50%	58%	62%	53%	56%	55%	55%	59%	58%	53%	51%	60%	51%	59%	58%	53%	59%
Oppose	1908	747	59	661	27	324	1116	511	281	1190	290	667	952	1619	1690	218	1196	712	492	504	911	309	184	1039	869
	42%	43%	50%	42%	37%	40%	42%	41%	47%	41%	37%	44%	43%	43%	43%	37%	41%	45%	45%	39%	47%	39%	40%	46%	39%
Don't Know	76	33	7	26	2	7	41	20	15	42	8	34	33	67	53	23	40	36	36	16	38	13	8	33	42
	2%	2%	6%	2%	2%	1%	2%	2%	2%	1%	1%	2%	1%	2%	1%	4%	1%	2%	3%	1%	2%	2%	2%	1%	2%
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**10.2.4 ATTITUDES TOWARDS TEA-ROOMS OR CAFES ON COASTAL PUBLIC RESERVES IN REMOTE AREAS. (Table 18)**

**Question asked:**

**Q12/2. I am going to mention a proposal which is being put forward by some members of the public. Would you SUPPORT or OPPOSE it?**

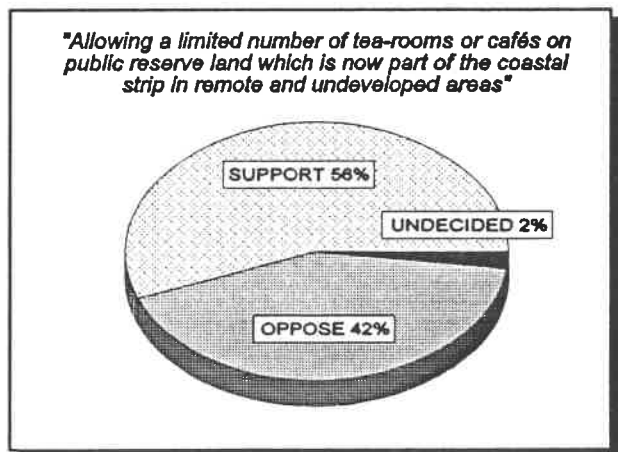
*"Allowing a limited number of tea-rooms or cafés on public reserve land which is now part of the coastal strip in remote and undeveloped areas of the Victorian Coast, such as between Lorne and Apollo Bay on the West Coast, or between Inverloch and Marlo on the East Coast."*

Note: The words "limited number" were a very deliberate aspect of the question, to examine difference in response versus question analysed in previous Section.

**KEY FINDINGS.**

- (i) In another close result, a narrow majority (56%) SUPPORT the concept, while 42% OPPOSE it (2% undecided).

Support among coastal residents varies from 63% on the East Coast to a much lower 44% on the West Coast (caution: sub-samples relatively low).



- (ii) Support is slightly stronger in MELBOURNE (58% SUPPORT) than other areas (53%).
- (iii) Support is greater among NON-VISITORS (62%) than VISITORS (55%) - implying that more tea-rooms or cafés would increase visitation to the Coast.
- (iv) FEMALES (59%) support the concept more than MALES (53%).
- (v) A majority of all User Segments SUPPORT the concept, with the exception of LOW ACTIVITY RELAXERS (48% SUPPORT vs. 49% OPPOSE).
- (vi) Do these results contradict earlier conclusion that most people don't want any development in remote and undeveloped areas?

On the surface it appears there is some contradiction, but this can probably be explained by the wording used in the above question ... "limited number of tea-rooms or cafés on public reserve land". There is no doubt that the word "limited" puts some people at ease who might otherwise oppose the proposal.

Overall, combining results in recent Sections, we can fairly conclude that a majority will be against development in remote areas unless very tight limitations and controls are put in place. However, there will still be around 40-45% of people who will **always** be against **any** development in currently undeveloped or remote coastal areas, regardless of proposed constraints.

## IMPLICATIONS.

Any proposal to allow tea-rooms or cafés to be built on public reserve land which is now part of the coastal strip in undeveloped areas is likely to meet with **noisy opposition**, even though a narrow majority of the community support limited development (with implied tight controls).

### 10.3 ATTITUDES TOWARDS CONTROLLED DEVELOPMENT OF RESORTS IN NATURAL AREAS.

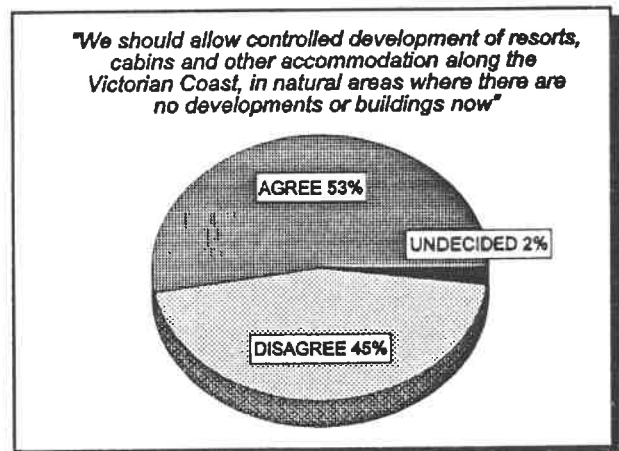
Question asked:

Q8/2. Can you tell me whether you AGREE or DISAGREE with the following ...

*"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."*

#### KEY FINDINGS.

(i) This is yet another issue where the community is very divided, with 53% AGREEING and 45% DISAGREEING (2% undecided).



(ii) On this issue, there are differences between residents along the West Coast (40% AGREE) and the Central Coast/Bays (57% AGREE). On the East Coast, 51% AGREE.

(iii) SEASIDE residents (within 4 km of Coast) are more likely to AGREE (61%) with the statement.

(iv) No significant difference in response between MELBOURNE and other areas.

(v) Among User Segments, AGREEMENT varies from 65% among FISHING FRATERNITY to only 45% among LOW ACTIVITY RELAXERS - significant variation.

**IMPLICATIONS.**

With such divided views, it is not difficult to see why the subject is a contentious issue. Pleasing all the community - or even 65% - is impossible.

Overall, the proportion agreeing with this statement justifies allowing some controlled development of resorts, cabins and other accommodation along the Coast in natural areas, **but certainly taking a very cautious attitude to the number and location of such resorts** - simply because 45% of people are totally against developments in currently undeveloped areas.



### 10.3.1 ATTITUDES TOWARDS DEVELOPMENT OF WILDERNESS-STYLE RESORTS.

Question asked:

Q12/3. Would you SUPPORT or OPPOSE ...

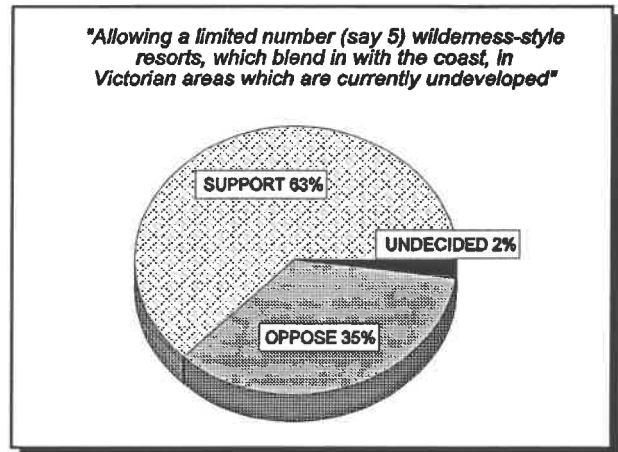
*"Allowing a limited number (say 5) wilderness-style resorts, which blend in with the Coast, in Victorian areas which are currently undeveloped - in natural areas near Portland, Apollo Bay, Aireys Inlet on the West Coast, Flinders on the Mornington Peninsula and near Venus Bay, the 90 Mile Beach and Marlo on the East Coast."*

This question was specifically asked to obtain a "fix" on the type and level of limitations which may be acceptable to the general population.

#### KEY FINDINGS.

- (i) Almost twice as many Respondents SUPPORT this proposal (63%) as OPPOSE it (35%).

Results are similar across all segments of the community and Coast Users.



- (ii) Feedback from Group Discussions.

In the Groups, we asked Respondents' attitudes towards a wilderness lodge-type development at a secluded and totally undeveloped bay at Wilsons Promontory (Refuge Cove) showing photographs of same to convey nature of location.

There was generally **negative** reaction to this idea, mainly based on the belief that undeveloped and limited access areas of Wilsons Promontory "*should be kept virgin*". However, such a lodge along a "normal", undeveloped part of the West or East Coast was not considered to be so "objectionable".

Please note, attitudes towards further development in the Tidal River area of Wilsons Promontory were not evaluated as part of this research project.

### IMPLICATIONS.

Again, this highlights how crucial it will be to have guidelines and rules for every area of Victoria.

Many people definitely want **strictly no development zones** declared in selected areas (e.g. undeveloped sections of Wilsons Promontory, Great Ocean Road), as well as defined areas where limited development would be permitted - this was confirmed in Group Discussions.





# TABLE 19

76 (CONT.) Key Analysis \*BY\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	SEGMENTATION ANALYSIS				REGION VISITED	AREA VISITED						MAIN VISIT										
	Total	Surf- Fish- ers & Beach goers	High Acti- vity	Low Scen. Drives & Relax		West Cent- ral Coast	Far West Coast Road	Great Ocean Coast	Surf Coast Geel.	Bell- arine Geel.	Cent- ral North Bay	Morn Penin. South Bay	Uport Phil. Coast	East Gipps -land	Day Visit	1-2	3+					
RESPONDENTS	703	92	72	73	130	213	123	228	128	48	115	57	46	38	87	50	60	75	274	141	165	
WTD. POPULATION ('000s)	4502	614	428	497	728	1461	775	1390	1672	641	749	417	329	301	661	339	289	393	1650	945	1132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
*AND* Q9 Statements (There is already plenty of picnic areas along the Victorian coast - we don't need any more)																						
Agree a lot (100)	1636	196	145	212	242	585	258	505	599	269	75	264	166	144	92	225	121	132	154	590	354	435
	36%	32%	34%	43%	33%	40%	33%	36%	36%	42%	33%	35%	40%	44%	31%	34%	36%	46%	39%	36%	37%	38%
Agree a little (75)	1003	151	98	108	185	331	131	349	322	193	49	194	106	42	46	157	63	80	126	386	206	280
	22%	25%	23%	22%	25%	23%	17%	25%	19%	30%	22%	26%	25%	13%	15%	24%	18%	28%	32%	23%	22%	25%
Neither agree nor disagree (50)	585	63	24	25	158	104	212	133	198	34	18	67	49	49	49	73	27	11	23	229	85	58
	13%	10%	6%	5%	22%	7%	27%	10%	12%	5%	8%	9%	12%	15%	16%	11%	8%	4%	6%	14%	9%	5%
Disagree a little (25)	753	114	83	96	79	271	111	243	293	107	51	150	42	33	67	106	87	36	71	214	205	223
	17%	19%	19%	19%	11%	19%	14%	17%	18%	17%	23%	20%	10%	10%	22%	16%	26%	13%	18%	13%	22%	20%
Disagree a lot (0)	525	91	79	56	65	171	63	160	261	38	32	74	55	61	46	101	42	30	19	230	95	136
	12%	15%	18%	11%	9%	12%	8%	12%	16%	6%	14%	10%	13%	19%	15%	12%	10%	10%	5%	14%	10%	12%
MET AGREE	2639	347	242	320	427	915	388	854	921	462	124	458	272	186	139	382	184	213	280	976	560	715
	59%	56%	57%	64%	59%	63%	50%	61%	55%	72%	55%	61%	65%	57%	46%	58%	54%	74%	71%	59%	59%	63%
NET DISAGREE	1278	205	162	152	144	441	174	403	553	145	83	223	96	94	113	207	129	66	90	445	300	359
	28%	33%	38%	31%	20%	30%	22%	29%	33%	23%	37%	30%	23%	29%	37%	31%	38%	23%	23%	27%	32%	32%
Mean	64	60	59	66	66	65	63	64	61	71	59	64	67	63	56	61	60	72	71	63	64	64
TOTALS	4502	614	428	497	728	1461	775	1390	1672	641	749	417	329	301	661	339	289	393	1650	945	1132	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**10.4 DO WE NEED MORE PICNIC AREAS ALONG COAST? (Table 19)**

**Question asked:**

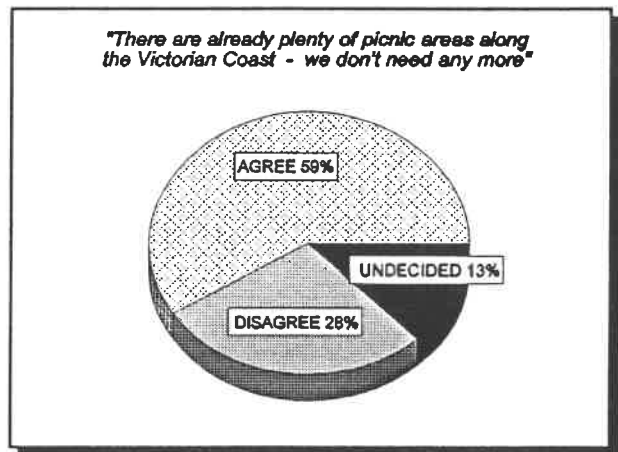
**Q9/11. Can you tell me whether you AGREE or DISAGREE with ...**

*"There are already plenty of picnic areas along the Victorian Coast - we don't need any more."*

**KEY FINDINGS.**

(i) Far more AGREE (59%) than DISAGREE (28%) - remainder undecided.

(ii) West Coast residents are more adamant that there are already ample picnic areas (79% AGREE, versus 57% for East Coast residents).



(iii) Among the Coast User Segments, even HIGH ACTIVITY DO-IT-ALL ESCAPERS and SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS have high agreement (64% and 63%, respectively) with the statement. These segments are most likely to use picnic areas, and the fact that the majority of these perceive no need for further picnic areas is relevant.

(iv) **Feedback from Group Discussions.**

Feedback was consistent with the above conclusions. Most people felt:

- There are sufficient picnic spots along the Coast.
- In some instances, picnic shelters have been built too close to the beach, spoiling the natural vista (e.g. barbecue shelter at eastern end of Lorne beach).

**IMPLICATIONS.**

While there are probably places along the Victorian Coast that could do with more picnic areas, most people feel that current provisions are adequate.



78 Key Analysis \*BY\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS		Kms FROM COAST		AREA	VISITOR CLASSIFICATION			COAST IS...		HAVE OWN CHILDREN		H'HOLD BUDGET		AGE GROUP			GENDER							
	Total	WITHIN 15kms		-30		31-100	101+	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not impor	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale	
		All	West Cent-ral																						East
RESPONDENTS	703	277	39	210	93	350	353	123	229	351	580	615	88	448	255	174	419	280	200	305	122	75	352	351	
WTD.	4502	1754	119	1562	73	812	2913	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
*AND* Q9 Statements (In general, I think development of housing on the ocean side of a coastal road should be allowed)																									
Agree a lot (100)	369	123	2	111	11	80	246	94	29	275	94	62	125	182	307	347	22	273	96	78	184	50	18	255	114
Agree a little (75)	662	277	16	251	11	171	377	214	71	424	238	114	248	299	548	571	91	418	244	213	349	94	28	294	368
Neither agree nor disagree (50)	162	17	9	8	1	9	51	62	50	83	79	53	58	52	109	103	59	118	44	27	102	19	44	69	93
Disagree a little (25)	814	304	14	276	14	106	480	209	125	541	273	111	339	364	703	733	81	488	326	230	545	72	74	339	475
Disagree a lot (0)	2495	1033	79	917	37	446	1496	677	322	1590	905	435	732	1328	2060	2159	336	1611	884	541	1458	293	293	1305	1190
NET AGREE	1031	400	18	361	21	250	624	308	99	699	332	176	373	482	855	918	113	691	340	291	498	144	46	550	481
NET DISAGREE	3309	1337	92	1193	52	552	1976	885	447	2131	1178	545	1071	1692	2763	2892	417	2099	1210	771	2003	620	367	1643	1665
Mean	26	24	18	24	30	29	25	27	23	26	24	26	28	24	25	26	24	26	24	28	23	29	17	26	25
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	784	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

**10.5 ATTITUDES TOWARDS HOUSING ON COAST SIDE OF MAIN COASTAL ROADS.** (Table 20)

**Question asked:**

**Q9/13. Could you please tell me whether you AGREE or DISAGREE with ...**

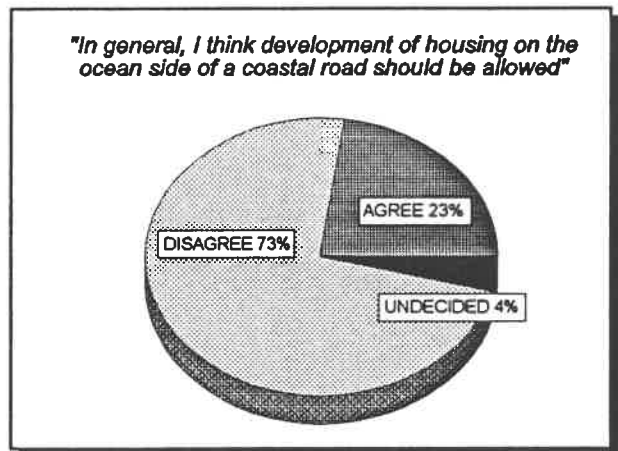
*"In general, I think development of housing on the ocean side of a coastal road should be allowed."*

**KEY FINDINGS.**

(i) Most (73%) are against housing development in such a place.

(ii) Strength of feeling is confirmed with 55% DISAGREEING A LOT.

(iii) Opposition to housing on the ocean side of coastal roads is highest among OLDER Respondents and LOW ACTIVITY RELAXERS.



However, it is hard to find any segment of the population with more than one quarter AGREEING that housing should be allowed on the ocean side of a coastal road.

(iv) Opposition to such housing development is slightly stronger along West Coast (77%) than East Coast (71%).

(v) No difference at all between MELBOURNE and NON-MELBOURNE Respondents.

**IMPLICATIONS.**

Public feelings are strongly against development of housing on the ocean side of a coastal road (by a factor of 3:1) - sufficient to justify incorporation of a formal policy along these lines (Researcher's opinion based on results).



## **10.6 GROUP DISCUSSION FEEDBACK ON OTHER SPECIFIC DEVELOPMENT PROPOSALS.**

Colour photographs were used to discuss specific developments in Group Discussions. Photographs are provided in Appendix 1A - each photograph is numbered. These are the reference numbers referred to below.

We now discuss the outcome of each.

### **KEY FINDINGS.**

#### **(i) Beachside outdoor café - Stoke House at St. Kilda (photograph 1).**

- Considered suitable for urban environment and coastal towns if appropriately designed ... *"providing beach area is already urban in appearance"*.
- Should not limit access to beach.
- Deemed not to be suitable for many ocean areas for climatic reasons.
- Several Respondents pointed out need to *"avoid those cheap, tacky-looking plastics chairs and tables - they look hideous"*. Style and ambience are considered important.

#### **(ii) Holiday cabins on Aireys Inlet Lighthouse headland (photograph 2).**

- Most against this idea because *"a lighthouse should look solitary ... you shouldn't be able to see cabins around the base of it"*.
- Considered suitable only if cabins set well back from headland/lighthouse, but some thought this would set a dangerous precedent.
- Current lighthouse keeper's house said to blend in quite well, but a series of cabins is perceived as destroying the natural appearance of the area.

Conclusion: Proceed only if cabins do not detract from vista of lighthouse or destroy its sense of remoteness.

(iii) **Privately operated restaurant in Surf Lifesaving clubhouse (Chalky's at Ocean Grove - Photographs 3/4/6).**

- Around 80% agreed with the concept of private enterprise being used to assist with provision of Surf Lifesaving Club facilities, providing development is not seen as forerunner for others to build on adjacent land.
- Aesthetics of building deemed important - very mixed feelings on current design and colour. Some say *"it's ugly and stands out"*, others say *"it blends in very well"*.
- Several doubted the economic viability for such a restaurant to operate year-round.
- Conclusion: Concept could be repeated elsewhere, providing it was clearly communicated that permit to operate commercial restaurant/café was a one-off and firmly linked with Surf Lifesaving Club.

(iv) **Re-building of old style "concrete block" Surf Lifesaving Clubs on beach (photograph 5).**

- Most believe Surf Lifesaving clubrooms can be set back further than many currently are.

*"This one (photograph 5) only has to be put back 60 metres and it would make the world of difference."*

*"They can still have a look-out tower on the beach."*

*"It spoils the whole vista when you can see that ugly building from the beach."*

- A few people in Group Discussions believed that pushing Surf Lifesaving clubrooms back from the beach would make it less enjoyable to belong to such a



club ... *"I don't know that you want to lug all that equipment down the beach all the time"*. Others felt that with modern 4-wheel-drive beach buggies, this should not be a problem.

- Conclusion: Overall consensus is that many Surf Lifesaving clubrooms could be moved back and it would definitely be better to relocate such clubrooms than build on the same footprint.

(v) **Restaurant/Coffee Shop on Sorrento Pier (photograph 7).**

- Very mixed feelings on this - probably 60/40 in favour.
- Many perceive the ferry terminal at Sorrento as already *"built-up"* and think a suitably designed, not-too-big restaurant or coffee shop would fit in.
- Major fear is that this could *"start development all along the Sorrento foreshore ... it could be the thin end of the wedge ... Sorrento is such a lovely place ... they shouldn't put it at risk"*.
- Conclusion: Could proceed with caution, making it very clear that no other foreshore development would be allowed.

(vi) **Walking tracks to provide greater access to beaches through native flora (photograph 8).**

- Respondents generally against having too many access tracks ... *"it destroys the natural, bushy feel"*.

*"It's good to walk along the beach knowing that there isn't easy access ... it adds to the sense of remoteness ... to get away from it all."*

*"Providing you can get access a kilometre or so down the beach, that would be fine ... I see no reason to put a path through that beautiful coastal scrub."*

- Conclusion: Maintain bushy areas with no or limited access.

(vii) **Barbecue shelter on Lorne beach (photograph 9).**

- Generally perceived to be too close to water's edge and destroying the natural vista:

*"Even if it was set back 10 m, it would help a lot."*

- However, a few counter-arguments were made (although in minority):

*"That shelter is used a lot, so it must be popular ... it fills a need."*

*"It's good for the disabled ... it's close to the road." (multiple mentions)*

- Conclusion: Avoid shelters too close to the sand or waterline.

(viii) **Possible small wilderness lodge or cabins at Refuge Cove, Wilsons Promontory (photograph 10).**

- 90% against the idea ... *"keep it virgin"*.

*"The Prom needs to be kept natural ... I wouldn't let anything in there."*

*"You can go in there in a boat now and it's a wonderful feeling ... it would be a sacrilege to have any building there at all ... I agree."*

- Conclusion: Leave in 100% natural state.

(ix) **Caravan park immediately adjacent to beach at Kilcunda (photograph 11).**

- General consensus that *"it shouldn't be there ... it should be on the other side of the road or at least set back a little"*.
- Around 80% of Group Respondents against current location of caravan park.

*"For the people who stay there it's probably wonderful, but it does spoil the landscape."*

- Conclusion: Good example of an area where a caravan park should not be allowed.

(x) **Floating seafood restaurant at Metung (photograph 12).**

- Generally perceived as fitting in with surrounding piers and jetties.

*"Blends with the nautical theme."*

- Conclusion: Generally perceived as acceptable.



# TABLE 21

70 Key Analysis \*BY\* Q9 Agree with....  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA		VISITOR CLASSIFICATION			COAST IS...		HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP		GENDER						
	Total	WITHIN 15kms		ALL SEA SIDE -4km	-30	31-100	Melb Metro	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale	
		All	West Cent-ral																						East
RESPONDENTS	703	277	39	210	28	141	350	353	123	229	351	590	615	88	448	255	174	419	280	200	305	122	75	352	351
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements (Camping and Caravan parks should not be allowed on any foreshore areas)																									
Agree a lot (100)	1078	380	13	350	17	122	699	379	236	340	502	842	949	129	705	372	219	624	451	263	447	210	159	475	603
	24%	22%	11%	22%	24%	15%	24%	24%	30%	23%	23%	23%	24%	22%	24%	23%	20%	24%	24%	20%	23%	27%	35%	21%	27%
Agree a little (75)	657	254	31	221	2	107	416	241	122	246	290	535	588	69	393	264	189	380	260	210	284	108	56	305	352
	15%	14%	26%	14%	3%	13%	14%	15%	16%	16%	13%	14%	15%	12%	14%	17%	17%	15%	14%	16%	15%	14%	12%	13%	16%
Neither agree nor disagree (50)	228	91	9	76	5	49	166	61	66	69	93	162	183	45	149	79	63	134	93	51	118	43	15	117	111
	5%	5%	8%	5%	7%	6%	6%	4%	9%	5%	4%	4%	5%	8%	5%	5%	6%	5%	5%	4%	6%	6%	3%	5%	5%
Disagree a little (25)	1405	587	39	516	32	305	916	489	228	496	681	1177	1211	194	904	500	384	860	542	387	630	247	141	688	717
	31%	33%	33%	33%	44%	38%	31%	31%	29%	33%	31%	32%	31%	35%	31%	31%	35%	33%	29%	30%	32%	32%	31%	30%	32%
Disagree a lot (0)	1135	443	28	400	16	229	716	419	123	351	660	1011	982	152	757	378	233	605	530	396	472	176	86	677	457
	25%	25%	23%	26%	22%	28%	25%	26%	16%	23%	30%	27%	25%	26%	26%	24%	21%	23%	28%	30%	24%	22%	19%	30%	20%
NET AGREE	1735	634	44	571	19	229	1115	619	357	585	792	1377	1537	197	1099	636	409	1004	712	473	730	317	214	780	954
	39%	36%	37%	37%	27%	28%	38%	39%	46%	39%	36%	37%	39%	34%	38%	40%	38%	39%	38%	36%	37%	40%	47%	34%	43%
NET DISAGREE	2540	1030	66	915	48	534	1631	908	351	848	1341	2189	2193	347	1661	879	618	1464	1072	783	1101	423	228	1365	1175
	56%	59%	56%	59%	66%	66%	56%	57%	45%	56%	60%	59%	56%	59%	57%	55%	57%	56%	57%	60%	56%	54%	50%	60%	52%
Mean	45	43	42	44	41	37	45	45	54	45	42	43	46	43	45	46	45	46	44	42	45	48	53	41	49
TOTALS	4502	1754	119	1562	73	812	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

## 11. PUBLIC OPINION ON TOPICAL ISSUES.

### 11.1 CAMPING ON FORESHORE. (Table 21)

Question asked:

Q9/05. *"Camping and caravan parks should not be allowed on any foreshore areas."*

Tell me whether you ...

AGREE A LOT

AGREE A LITTLE

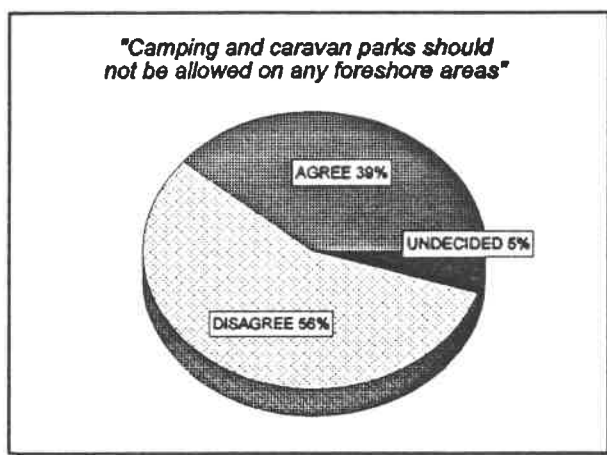
NEITHER AGREE NOR DISAGREE

DISAGREE A LITTLE

DISAGREE A LOT

#### KEY FINDINGS.

- (i) A majority (56%) of Respondents believe camping and caravan parks should be allowed on foreshore areas, while 39% believe they should not (remainder undecided).
- (ii) SEASIDE residents (living within 4 km of Coast) are actually more in favour of foreshore camping - arguably due to beneficial consequences for local economy.



(iii) Disapproval of foreshore camping was also relatively high among:

- Those 65 YEARS AND OVER (47%)
- NON-VISITORS to the Coast (46%)
- FEMALES (43%)

This was a divisive issue in Group discussions, with strong feelings on both sides

Many feel that camp sites hinder public access to the foreshore - there was **strong** resentment, and many suggestions that the opposite side of the closest road would be a more appropriate location.

However, there were also those for whom foreshore camping has long been an integral part of enjoyable "beach holidays" and they don't want this to change:

*"The camping area is OK (Warrnambool) ... there is a lot of room and plenty of public access ... no problems ... it's a big area, pretty spread-out ... if we didn't have that, people wouldn't come."*

*"There is access to the beach through foreshore camping areas ... for the thousands that go down there with kids, it's wonderful - great for families - and affordable."*

*"You've got to have campers - the Coast is there for people to share."*

*"I like the foreshore camping at Rye - it's a cheap holiday, a safe environment to take the family to, and you're close to water and all the amenities - it's served well for my family."*

... the conditionally positive ...

*"I have no problem with people camping on the foreshore in designated areas - not just putting up a tent anywhere ... and it must be camping - in tents, not developed facilities."*

*"The Kilcunda caravan park spoils a great natural view, but it's better than having them willy-nilly."*

*"It's OK as long as it's temporary accommodation ... and only in a few places."*

... those vehemently opposed ...

*"We don't have parks on our foreshore, and we wouldn't want them."*

*"On-foreshore camping is an eyesore, degrading the environment."*

*"You don't want to have the public denied access to the beach because of campers ... especially the locals in their own area."*

*"I couldn't believe it when I first came to Melbourne and people said they went camping on the foreshore at Rye - it's so bizarre ... where I came from, the beach is where you walked and played, but here's people camping in the middle of it - it's an intrusion - it should be on the other side of the road ... it takes away everybody's right to be there ... I don't know why people would want to go to foreshore camping sites - they are just plain ugly ... people have their clothes-lines in no specified areas, things are hanging off the caravans, there is rubbish lying around and the toilet blocks are dirty."*

*"Camping on the foreshore in Port Phillip Bay must be having some sort of detrimental effect ... the foreshore is there for a purpose other than to be camped on - that's the barrier between development and the sea ... surely if we're plonking our tents there, we're not doing the right thing."*

... and those with a preferred solution of camping near but not on the foreshore ...

*"I'm opposed to camping on the foreshore ... but well-managed and regulated camping just back from the foreshore - like at Inverloch - is fine."*

*"I like the idea of camping near the foreshore - within 200 yards or so."*

**IMPLICATIONS.**

Considering both quantitative and qualitative results, the most balanced approach would allow existing on-foreshore camping areas to continue, but creation of new camping areas should only take place some distance back from the foreshore - such as the opposite side of the closest main road.

Based on public feelings, there are certainly no grounds for banning foreshore camping.





# TABLE 22

71 Key Analysis \*8Y\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS		Kms FROM COAST		AREA		VISITOR CLASSIFICATION			COAST IS...		HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP			GENDER								
	Total	WITHIN 15kms		-30	31-100	Melb Metro	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale					
		All	West																				Cent-ral	East			
RESPONDENTS	703	277	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351	
WTD. POPULATION ('000s)	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements (I have no problem with privately-owned bathing boxes on the foreshore)																											
Agree a lot (100)	1559	660	16	618	26	316	947	417	195	1090	469	251	461	847	1308	1328	231	971	588	394	432	677	241	204	709	850	
	35%	38%	13%	40%	36%	39%	36%	33%	33%	37%	29%	32%	31%	38%	35%	34%	39%	33%	37%	36%	33%	35%	31%	45%	31%	38%	
Agree a little (75)	941	393	30	348	15	153	590	255	97	608	334	183	340	417	758	836	105	687	254	192	293	344	185	119	472	469	
	21%	22%	25%	22%	21%	19%	22%	20%	16%	21%	21%	24%	23%	19%	20%	21%	18%	24%	16%	18%	22%	18%	24%	26%	21%	21%	
Neither agree nor disagree (50)	293	89	21	64	4	45	138	95	60	158	135	78	127	88	215	236	57	160	133	79	65	139	58	31	133	160	
	7%	5%	17%	4%	6%	5%	5%	8%	10%	5%	8%	10%	8%	4%	6%	6%	10%	6%	8%	7%	5%	7%	7%	7%	6%	7%	
Disagree a little (25)	576	191	19	158	14	117	343	183	50	391	185	126	191	259	450	482	94	386	190	155	193	276	72	35	300	276	
	13%	11%	16%	10%	19%	14%	13%	15%	8%	13%	12%	16%	13%	12%	12%	12%	16%	13%	12%	14%	15%	14%	9%	8%	13%	12%	
Disagree a lot (0)	1133	421	34	374	14	180	634	305	195	666	467	136	383	614	997	1031	102	703	430	270	324	513	228	68	649	484	
	25%	24%	29%	24%	19%	22%	24%	24%	33%	23%	29%	18%	25%	28%	27%	26%	17%	24%	27%	25%	25%	26%	29%	15%	29%	22%	
NET AGREE	2500	1053	45	966	41	470	1536	672	292	1698	802	434	802	1264	2066	2163	337	1659	841	586	724	1021	426	323	1181	1319	
	56%	60%	38%	62%	57%	58%	58%	54%	49%	58%	50%	56%	53%	57%	55%	55%	57%	57%	53%	54%	55%	52%	54%	71%	52%	59%	
NET DISAGREE	1709	612	53	532	27	297	977	488	244	1057	652	262	574	873	1447	1513	196	1089	619	425	518	789	299	103	949	760	
	38%	35%	45%	34%	37%	37%	37%	39%	41%	36%	41%	34%	38%	39%	39%	39%	33%	37%	39%	39%	40%	40%	38%	23%	42%	34%	
Mean	57	60	44	61	59	60	58	56	52	59	52	59	55	57	56	56	61	57	56	57	56	55	54	70	53	60	
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	

**11.2 BATHING BOXES ON FORESHORE.** (Table 22)

**Question asked:**

**Q9/06. "I have no problem with privately-owned bathing boxes on the foreshore."**

**Tell me whether you ...**

**AGREE A LOT**

**AGREE A LITTLE**

**NEITHER AGREE NOR DISAGREE**

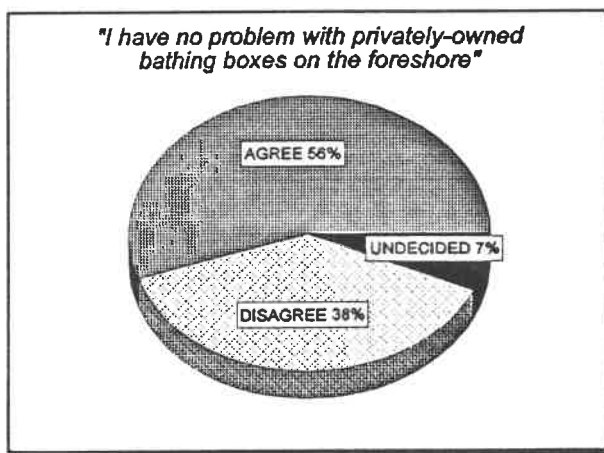
**DISAGREE A LITTLE**

**DISAGREE A LOT**

**KEY FINDINGS.**

(i) The majority (56%) have no problem with privately-owned bathing boxes on the foreshore.

(ii) Those 65 YEARS AND OVER are particularly favourable towards bathing boxes - almost three quarters (71%) have no problem with them.



(iii) However, almost two in five (38%) do have a problem with bathing boxes on the foreshore, and the issue was quite polarised within Group Discussions.

More than a few Group Respondents were strongly opposed to infrastructure on the foreshore - particularly that which is not for public use, such as bathing boxes. The presence of structures on the foreshore - with the arguable exception of Surf Lifesaving clubs due to their perceived necessity - is considered by some to alienate the foreshore from those who own it - the public. The presence of structures for exclusive or private use on public land is a major problem to many people. Negative comments include:

*"Bathing boxes are an eyesore ... I don't care if they've been in people's families for years."*

*"Brightly painted bathing boxes don't blend in - others are ramshackle and falling down - they're not maintained ... some have power and water connected - people could be living in them ... the owners only pay a pittance to Council, whereas property owners pay a fortune ... they look ugly from the sea ... I'd just send a truck to pick them up and drop them in their driveways."*

There are also those who accept existing bathing boxes, but want to see no more:

*"I don't mind bathing boxes for their historical value, but no more".*

*"Keep the existing bathing boxes - they're of historical value, like Cerberus (wreck) ... they create ambience ... but definitely no more."*

Others expressed support for bathing boxes, although sometimes conditional:

*"I find the bathing boxes very pretty ... I like all the different bright colours - they're part of the beach scene."*

*"As long as bathing boxes are well maintained, they're OK."*

*"The old bathing boxes are quite quaint ... if well maintained and painted in bright colours, I can see nothing wrong with them ... but I don't like the modern ones - there's nothing quaint about them ... but even they will be of historical value down-track."*

Comments from Group Discussions clearly indicate that it is existing, well maintained bathing boxes which are generally acceptable.

IMPLICATIONS.

Existing bathing boxes should be left in place, subject to reasonable maintenance requirements, and feedback implies that some local Councils should be tougher in enforcing maintenance and appearance standards.

New bathing boxes on the foreshore should not be permitted. Strict rules need to be in place for replacement or renovation of boxes.



### 11.3 HORSES ON BEACHES.

The issue of horses on beaches did not arise frequently in Group Discussions, receiving just the occasional mention.

The main concern was other beach-goers being "*bowled over*", rather than environmental concerns (from horse excrement or dune wear). No one wanted either unrestricted access on the foreshore or a total ban on horses.

#### IMPLICATIONS.

While feedback from Group Discussions is somewhat limited, it appears there is consensus in favour of restricted access for horses on the foreshore and in general this should be constrained to more remote beaches, with prominent signage alerting other beach-goers to the fact.



#### 11.4 DOGS ON FORESHORE.

(i) Feedback from Group Discussions.

This is of more concern to the public, but opinion is very polarised.

In one Group Discussion, three of eight participants wanted to ban dogs totally. However, these were the only Respondents in favour of banning dogs from the foreshore.

*"It's just not fair when there's dog sh.. everywhere. "*

A few people had no problems whatsoever with dogs on the foreshore, but most Respondents were clearly in favour of restricted and/or controlled access:

*"You can't just ban dogs ... that just won't work. "*

*"There should be some beaches where dogs are permitted. "*

*"Dogs should only be allowed on the foreshore if they're on leashes and at certain times ... it depends on how controllable the dog is. "*

*"Dogs can harm wildlife ... but they're OK on a leash ... they should be allowed in designated zones. "*

As with horses, Respondents are generally in favour of restricted access to the foreshore for dogs. However, there is a strong preference for dogs to be kept on leashes, if just to ensure that less controllable ones don't cause a problem.

(ii) **Feedback from Quantitative Survey.**

Walking a dog along a beach brings a lot of pleasure to a great number of people. Evidence of this includes 17% of Coast Visitors saying that WALKING THE DOG was a **crucial** or **important** factor motivating their last significant visit.

**IMPLICATIONS.**

Based on the above findings, the Consultants believe dogs should be allowed on some foreshores only and with time restrictions, but there is unlikely to a universal law which will suit all localities. Local Councils need to achieve a balance which satisfies the many dog-walkers who enjoy walking on the beach while being mindful of the rights of other beach-goers.

When dogs are required to be on a leash (most wanted this on a busy beach), appropriate penalties should apply for non-compliance.

These implications are broadly in line with current dog policy.



# TABLE 23

77 Key Analysis \*BY\* Q9 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS			Kms FROM COAST		AREA	VISITOR CLASSIFICATION			COAST IS... Impor Not -tant Impor	HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP			GENDER				
	WITHIN 15kms		ALL SEA SIDE -4km	-30	31-101+		Non Light Heavy All Visit Visit Visit Visit	No	U18		U10	Tight	Not Tight	15-30	31-50	51-65	65+		Male	Fem-ale		
	West	Cent-ral	East	100	101+		-ors -ors -ors -ors	100%	100%		100%	100%	100%	100%	100%	100%	100%		100%	100%	100%	
RESPONDENTS	703	277	39	210	93	350	353	123	229	351	580	448	255	174	419	280	200	305	122	75	352	351
WTD. POPULATION ('000s)	4502	1754	119	1562	73	2913	1589	775	1502	2225	3727	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
*AND* Q9 Statements (The general ban on vehicles on beaches should be maintained)																						
Agree a lot (100)	3989	1538	108	1376	54	691	1392	677	1338	1974	3312	2547	1442	982	2321	1646	1048	1761	741	434	1941	2048
	89%	88%	90%	88%	74%	85%	88%	87%	89%	89%	89%	88%	90%	90%	89%	88%	80%	90%	95%	95%	86%	91%
Agree a little (75)	266	127	9	107	11	66	108	48	80	139	219	196	70	60	163	103	159	88	7	13	167	99
	6%	7%	8%	7%	14%	8%	7%	6%	5%	6%	6%	7%	4%	5%	6%	6%	12%	5%	1%	3%	7%	4%
Neither agree nor disagree (50)	51	25	2	25	2	17	10	18	17	17	33	40	12	12	20	31	17	10	17	8	35	17
	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	1%	2%	1%	0%	2%	2%	2%	1%
Disagree a little (25)	129	44	3	38	6	20	46	16	50	63	113	89	40	36	60	68	58	61	8	2	80	48
	3%	3%	2%	2%	8%	2%	3%	2%	3%	3%	3%	3%	3%	3%	2%	4%	4%	3%	1%	0%	4%	2%
Disagree a lot (0)	67	21	2	17	2	19	33	16	17	34	50	37	30	11	38	28	26	30	10	39	27	
	1%	1%	2%	1%	3%	2%	2%	2%	1%	2%	1%	1%	2%	1%	1%	2%	2%	2%	1%	2%	2%	1%
NET AGREE	4255	1664	117	1483	65	757	1500	724	1419	2112	3531	2743	1512	1042	2484	1749	1206	1849	748	447	2108	2147
	95%	95%	98%	95%	89%	93%	94%	94%	94%	95%	95%	94%	95%	96%	95%	93%	92%	95%	95%	98%	93%	96%
NET DISAGREE	195	65	2	55	8	39	79	32	67	97	163	125	70	47	99	97	84	91	19	2	120	76
	4%	4%	2%	3%	11%	5%	5%	4%	4%	4%	4%	4%	4%	4%	4%	5%	6%	5%	2%	0%	5%	3%
Mean	94	94	96	95	87	93	94	94	95	94	94	94	95	95	95	94	91	95	97	98	93	96
TOTALS	4502	1754	119	1562	73	812	2913	775	1502	2225	3727	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%



11.5 4-WHEEL-DRIVES ON BEACHES. (Table 23)

Question asked:

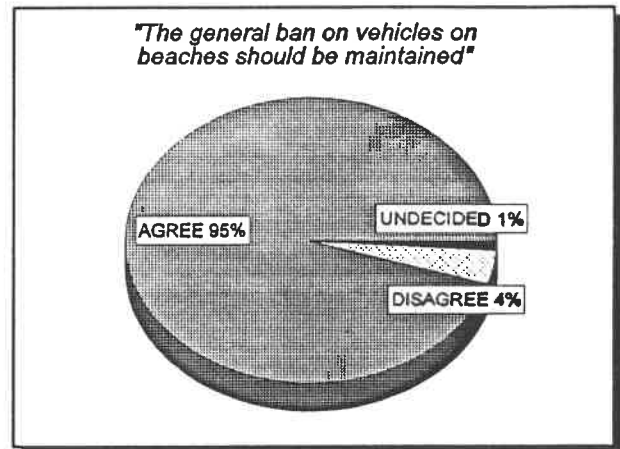
Q9/12. *"The general ban on vehicles on beaches should be maintained."*

Tell me whether you ...

AGREE A LOT  
AGREE A LITTLE  
NEITHER AGREE NOR DISAGREE  
DISAGREE A LITTLE  
DISAGREE A LOT

KEY FINDINGS.

(i) There is strong support for maintaining the general ban on vehicles on the foreshore - 95% AGREE and 89% AGREE A LOT.



(ii) Support for the ban was strong among all segments, particularly:

- those 65 YEARS AND OVER (98%)
- FEMALES (96%)
- those with CHILDREN UNDER 10 YEARS (96%)

(iii) Within Group Discussions, Respondents expressed a strong overall desire to keep vehicles off the beach, except where necessary - although the definition of "necessary" was subject to some debate:

*"There should be no 4-wheel-drives on beaches - unless launching a boat ... definitely no recreational 'burning along the beach'."*

*"We don't want to see 4-wheel-drives on beaches."*

*"4-wheel-drives don't need to be on the beach at all ... how could you let your kids run free on the beach? Let the fishermen walk ... see what's happened at Fraser Island."*

*"To launch a boat on the sand, OK ... otherwise, no." (a few were even against use of 4-wheel-drives for boat launching on the sand)*

Group Respondents were in favour of the ban, even on very remote beaches.

In regard to launching of surf lifesaving boats, there was no disagreement with use of vehicles on beaches - although a few begrudgingly recognised this as a necessary evil.

## IMPLICATIONS.

The general ban on vehicles on the foreshore should be maintained - there is strong community support for this.

Vehicles should be allowed on the foreshore only for launching boats or emergency purposes.

## 11.6 LITTER CONTROL ON FORESHORE.

All agree that litter is strongly undesirable and is a problem on many beaches, but opinions are very mixed on how best to control it.

Some Group Respondents, particularly the more conservation-minded, were aware of the "carry-in/carry-out" approach and spoke in its favour.

Conversely, others preferred more rubbish bins and/or increasing the frequency with which they are emptied. A number of mentions were made of litter being blown from overflowing bins.

Instances were cited of litter problems in specific areas being resolved by installation of rubbish bins. Conversely, others referred to specific locations where litter problems were resolved by removal of rubbish bins.

There are many who are unaware of the "carry-in/carry-out" approach, and it could prove unsuccessful - particularly among those without a keen environmental interest. The community needs to be made more aware that non-provision of rubbish bins is a deliberate decision rather than an oversight - a perception which could easily result in irritation and littering in frustration.

### IMPLICATIONS.

The community requires more information and education on the "carry-in/carry-out" policy in general. We recommend better signage at those locations where it applies, and explanation of this policy in brochures about the Victorian Coast.

It is strongly recommended that a detailed, formal evaluation be carried out to determine which litter control method works best.

**TABLE 24**

**ATTITUDE TOWARDS CONTROL AND POLICING OF FISHING  
IN VICTORIAN COASTAL WATERS**

	% AGREEING	
	ALL RESPONDENTS	FISHING FRATERNITY
There is insufficient control and policing of <u>commercial</u> fishing in Victorian coastal waters	53%	83%
There is insufficient control and policing of <u>recreational</u> fishing in Victorian coastal waters.	44%	67%

(For more details, see Computer Tables 65, 68 and 69)



**12. CONTROL AND POLICING OF COMMERCIAL AND RECREATIONAL FISHING.**

(Table 24)

**Questions asked:**

**Q9/03.** *"There is insufficient control and policing of commercial fishing in Victorian coastal waters."*

**Q9/04.** *"There is insufficient control and policing of recreational fishing in Victorian coastal waters."*

**Tell me whether you ...**

**AGREE A LOT**

**AGREE A LITTLE**

**NEITHER AGREE NOR DISAGREE**

**DISAGREE A LITTLE**

**DISAGREE A LOT**

**KEY FINDINGS.**

**(i) Commercial fishing.**

Just over half (53%) want to see more control and policing of commercial fishing - four in ten (40%) **AGREE A LOT** that more is required. Only 11% **DISAGREE**, with more than one third (36%) neutral.

Desire for greater control and policing of commercial fishing is much greater among the **FISHING FRATERNITY**, with 83% **AGREEING** that more control is required and almost two thirds (64%) **AGREEING A LOT**.

Other groups with stronger desire for more control of commercial fishing include:

- those 65 YEARS AND OVER (69%)
- SEASIDE residents (60%)
- HIGH ACTIVITY DO-IT-ALL ESCAPERS (61%)
- MALES (59%) - possibly because of the stronger link with fishing

A strong quote from one Victorian Developer about illegal fishing:

*"The Department aren't managing the Coast ... poachers are raping our Coast and the Department aren't doing anything about it."*

... and strong quotes from Group Discussions about both illegal and legal commercial fishing:

*"The Coast is one of the most grossly mismanaged resources we've got ... abalone poachers are stripping the reef of shells - there's more illegal abalone diving than legal ... it's an education and policing problem ... people need to be educated to respect the Coast ... some people will thieve and rob the Coast without compunction ... illegal fishers killing juvenile fish - the place is raped ... we need broad fisheries management."*

*"We need to eliminate scallop dredging, long-line fishing and netting ... the devastation they cause."*

(ii) **Recreational fishing.**

While not as "sensitive" an issue as commercial fishing, there are still 44% who AGREE that more control of recreational fishing is required, while 20% DISAGREE (remainder no opinion).

Again, desire for increased control is greater among the FISHING FRATERNITY - two thirds (67%) AGREE that more is required, and almost half (46%) AGREE A LOT.

Other Groups with stronger desire for more control of recreational fishing include:

- MALES (52%)
- HIGH ACTIVITY DO-IT-ALL ESCAPERS (50%)
- those aged 65 YEARS AND OVER (49%)

An illuminating quote from an Angler in one Group Discussion:

*"We need the declaration of 'no-fish' areas."*

Examples were quoted of areas around Cape Patterson and Inverloch where fish stocks had recovered dramatically as a result of local "no-fish" areas.

### IMPLICATIONS.

Although one third of the population is uncommitted on the issue, there is strong support for increased control and policing of fishing in Victorian coastal waters - particularly commercial fishing.

The FISHING FRATERNITY would be highly supportive of efforts to increase control and policing, to the extent of suggesting "no-fish" areas.



74 Key Analysis \*8Y\* 09 Agree with...  
WEIGHTS: Location by STD Codes

	COASTAL RESIDENTS		Kms FROM COAST		AREA		VISITOR CLASSIFICATION		COAST IS...		HAVE OWN CHILDREN		H'OLD BUDGET		AGE GROUP		GENDER									
	WITHIN 15kms		-30	31-100	Melb Metro	Other	Non Visit -ors	Light Visit -ors	Heavy Visit -ors	All Visit -ors	Impor -tant	Not Impor	No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem-ale			
	All	West Cent-ral	SEA SIDE	East	4km																					
RESPONDENTS	277	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351	
WTD.	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239	
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
*AND* 09 Statements (New roads should be built to provide access to remote coastal locations)																										
Agree a lot (100)	1069	468	12	446	11	669	286	115	749	320	184	369	517	886	967	102	713	357	197	324	403	186	151	664	405	
Agree a little (75)	932	298	22	254	21	509	311	112	558	375	221	308	403	712	802	131	596	337	239	504	416	256	159	88	435	497
Neither agree nor disagree (50)	204	70	4	63	3	114	54	35	150	54	48	63	93	156	160	43	116	88	59	142	86	57	19	60	144	
Disagree a little (25)	781	290	28	245	17	428	242	111	466	315	93	342	345	687	627	154	500	281	219	455	326	291	126	33	400	
Disagree a lot (0)	1516	628	52	554	22	931	362	223	990	525	229	419	868	1287	1356	160	984	532	375	935	570	394	256	166	722	
NET AGREE	2002	766	34	700	32	1179	596	227	1307	695	405	677	920	1597	1769	233	1308	693	436	1071	920	581	345	239	1099	
NET DISAGREE	2297	918	81	799	38	1358	604	334	1456	840	322	762	1213	1974	1983	313	1484	813	594	1390	896	685	1031	382	1104	
Mean	46	46	32	47	44	46	48	41	47	44	51	48	43	45	46	44	46	45	42	43	49	47	44	47	49	
TOTALS	4502	1754	119	1562	73	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	2263	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	



### 13. ACCESS ISSUES.

#### 13.1 LATENT DEMAND FOR GREATER ROAD ACCESS TO COAST. (Table 25)

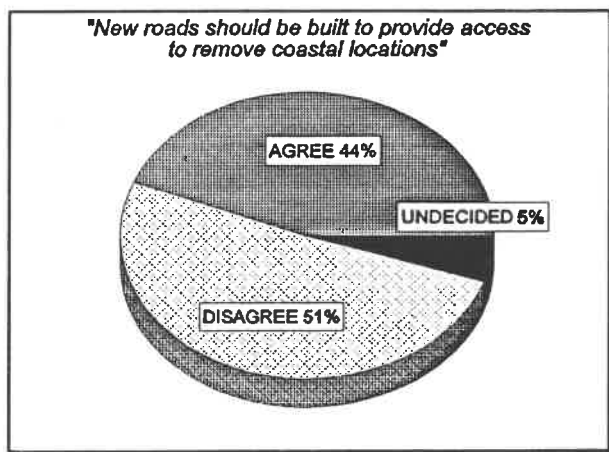
Question asked:

Q9/09. "New roads should be build to provide access to remote coastal locations". Tell me whether you ...

AGREE A LOT  
AGREE A LITTLE  
NEITHER AGREE NOR DISAGREE  
DISAGREE A LITTLE  
DISAGREE A LOT

#### KEY FINDINGS.

(i) The community is very split on this issue, with 51% DISAGREEING and 44% AGREEING (remainder UNDECIDED).



(ii) Those living within 15 km of the West Coast are most against additional access roads.

(iii) Conversely, among two groups a narrow majority AGREE with greater access:

- those AGED 65 YEARS AND OVER (52%)
- NON-VISITORS to the Coast (52%)

(iv) Opinion within Discussion Groups was also very mixed. Many were opposed to improving access to remote coastal locations:

*"It's the taking of people to these places in the first place that ruins them ... if you make beautiful and untouched places accessible, you'll have jumbo jets landing and everyone wanting to be there."*

*"It's good to keep some places remote ... take a look at The Crag area - there were lots of fish ... as soon as they put the road in, within 12 months it was ruined and the fish had gone."*

*"I have no problem with limited access, such as at Wilsons Prom ... we need to be protected from ourselves at times."*

*"There is probably too much access already."*

*"We don't need more access - how much more do you want? - we've already got a road that runs right along the coast."*

*"I want there to be remote places ... I don't care if I never see them - it's just good to know they're there."*

On the other hand, there are those who also consider the Coast precious but not too precious to touch:

*"The Coast is a treasure that we should be looking after and using all the time - don't just 'bring it out on Sundays'."*

*"The Coast is there for us to use and share."*

*"What's the point in having a beautiful Coast if you can't see and enjoy it?"*

Overall, there was general consensus that different levels of access are required in different locations - even if only in recognition of existing developed coastal locations:

*"We need some areas that are accessible by car, and some that can't be accessed by car, like the Prom."*

*"You can hardly restrict access at St. Kilda!"*

*"It's not realistic to have the whole Coast pristine ... what we need is identified 'go' and 'no-go' areas."*

#### IMPLICATIONS.

There is a general recognition that at least some parts of the Victorian Coast should remain pristine - although there would no doubt be keen debate about which areas these should or should not be.

The identification of "go" and "no-go" areas on the Coast is recommended. The construction of new roads to provide better access to "go" areas would not be accepted universally, but would probably be acceptable to the majority.



## 13.2 LATENT DEMAND FOR BETTER ACCESS ON COAST.

### KEY FINDINGS.

- (i) A valuable point made in Group Discussions is that certain facilities not only improve access on the Coast but also help control access - thus avoiding the negative consequences of existing unrestricted access:

*"It's usually only locals who are opposed to boardwalks, etc., due to parochial interests - but these developments not only provide access but control visitors."*

*"The boardwalk at Cape Schanck is terrific ... it makes it so much easier to get access ... boardwalks, steps and crossings are legitimate structures on the foreshore to protect it from people like ourselves ... you must restrict access and make sure there is no damage caused."*

*"At Mornington, they've made a walkway on the cliffs and it's very attractive - it doesn't spoil the look at all, but it provides access and prevents people climbing around uncontrolled."*

*"We need the walkways to control pedestrian traffic."*

*"I like the Cape Schanck boardwalk ... it's very tasteful, not intrusive ... it's better than the alternative of walking all over the beach and eroding it away ... the timber walkways at the Point Nepean Army Barracks are fantastic ... beautifully done, all very unspoilt, and you're given instructions on what you can and can't do ... such developments are the lesser of two evils ... it's natural but controlled ... ten years ago you couldn't go near it."*

A few were opposed to such facilities because they believe there should be no structures at all on the foreshore. However, this was definitely a minority view.

**IMPLICATIONS.**

There is general support for facilities which both improve access and restrict traffic-related damage on the coast.



82 Key Analysis \*BY\* Q12 Whether support or oppose  
WEIGHTS: Location by STD Codes

RESPONDENTS WTD. POPULATION ( '000s)	COASTAL RESIDENTS		Kms FROM COAST		AREA Melb Other Metro	VISITOR CLASSIFICATION Non Light Heavy All Visit Visit Visit Visit -ors -ors -ors -ors	COAST IS... Impor Not -tant Impor	HAVE OWN CHILDREN		H*HOLD BUDGET		AGE GROUP			GENDER														
	WITHIN 15kms		-30	31-101+				No	U18	U10	Tight	Not Tight	15-30	31-50	51-65	65+	Male	Fem- ale											
	All	West Cent- ral	East	SEA SIDE -4km				100	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%										
703	277	39	210	28	141	400	210	93	350	353	123	229	351	580	615	88	448	255	174	200	305	122	75	352	351				
4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	1307	1950	784	457	2263	2239				
100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%			
*AND* Q12 Proposals (Constructing a new road to extend the Great Ocean Road so it continues right along the coast between Port Campbell and Warrnambool, as opposed to turning inland)																													
Support	3333	1266	85	1133	49	643	1987	881	465	2114	1219	565	1128	1640	2768	2887	446	2161	1172	779	1800	1514	1009	1376	578	366	1640	1693	
	74%	72%	71%	73%	67%	79%	75%	70%	78%	73%	77%	73%	75%	74%	74%	74%	76%	74%	74%	72%	69%	81%	77%	71%	74%	80%	72%	76%	
Oppose	973	416	25	371	19	159	558	308	107	674	299	158	312	503	815	874	99	638	335	228	658	315	286	461	154	72	566	407	
	22%	24%	21%	24%	26%	20%	21%	25%	18%	23%	19%	20%	21%	23%	22%	22%	17%	22%	21%	21%	25%	17%	22%	24%	20%	16%	25%	18%	
Don't Know	196	73	9	58	5	10	106	66	24	125	71	52	62	83	145	152	44	109	87	82	146	48	13	113	52	19	57	139	
	4%	4%	8%	4%	7%	1%	4%	5%	4%	4%	4%	7%	4%	4%	4%	4%	8%	4%	5%	8%	6%	3%	1%	6%	7%	4%	3%	6%	
TOTALS	4502	1754	119	1562	73	812	2651	1255	596	2913	1589	775	1502	2225	3727	3913	589	2908	1594	1089	2603	1877	1307	1950	784	457	2263	2239	
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

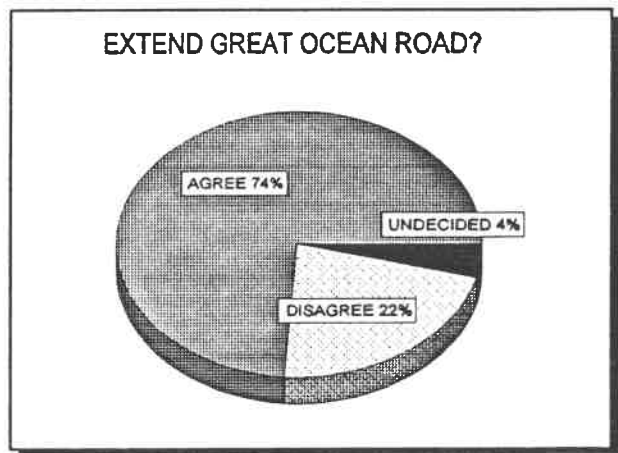
14. EXTENSION OF GREAT OCEAN ROAD. (Table 26)

**Question asked:**

**Q12/01. Would you SUPPORT or OPPOSE constructing a new road to extend the Great Ocean Road so it continues right along the Coast between Port Campbell and Warrnambool, as opposed to turning inland?**

KEY FINDINGS.

(i) There is quite firm support for extension of the Great Ocean Road, with 74% SUPPORTING and 22% OPPOSING (4% UNDECIDED).



(ii) Support is a little lower (71%) among those living within 15 km of the WEST Coast, but still strong in absolute terms. Ironically, it is lower (67%) among residents living within 15 km of the East Coast.

(iii) Support is highest among those whose household budget is NOT TIGHT (81%), those 65 YEARS AND OVER (80%) and SEASIDE residents (79%).

(iv) Not surprisingly, the Group Discussion comprising local business people from the West Coast was largely in favour of the extension (economic reasons and increased business being the "drivers"), but insisted that it would need to be handled carefully:

*"An extension of the Great Ocean Road would be great ... as long as they don't wreck our coastline, as the road comes into Warrnambool ... must be very careful not to wreck it ... it would bring more people to Warrnambool - people who turn off now and go to the Grampians or Ballarat or turn around at Port Campbell."*

However, when the issue was raised within other Group Discussions, opinion was generally negative:

*"No, I don't want the Great Ocean Road extended ... you need a range of experiences ... some areas totally inaccessible - set aside for wilderness Coast experiences."*

*"Haven't we got enough roads along the Coast already? ... surely the Great Ocean Road is long enough as it is."*

*"I don't take to the notion of extending the Great Ocean Road - perhaps it would be OK, but only if it was kept mainly undeveloped."*

Those involved in Coast Action were strongly opposed to an extension of the road.

Those not in favour of an extension felt quite strongly on this issue, and those in favour of the extension would want to see it handled sensitively.

## IMPLICATIONS.

The quantitative results of the Survey reveal quite firm community support for extension of the Great Ocean Road. However, the qualitative results of the Survey reveal there is also strong community concern that such a development be handled very carefully.

A minority will be dissatisfied, no matter how carefully such a development should be handled.

This is a concept that merits serious consideration.



TABLE 27

**PERCEPTION OF WHAT IS HARMFUL TO COAST**

ACTION	% SAYING HARMFUL		
	ALL RESPONDENTS	SEASIDE RESPONDENTS (within 4 km of coast)	MALE FEMALE
LIFTING UP A ROCK AND LOOKING FOR CRABS OR OTHER MARINE LIFE	39%	34%	34% 45%
REMOVING A FEW CRABS OR SHELLFISH FROM ROCK POOLS	72%	72%	63% 80%
WALKING OVER DUNES TO GET TO THE BEACH	58%	55%	56% 60%

(For more details, see Computer Tables 91-94)



**15. AWARENESS OF THINGS HARMFUL TO COAST.** (Table 27)

**Question asked:**

**Q15b. Would you say the following are HARMFUL or NOT HARMFUL to the Coast and coastal environment?**

- 1. Lifting up a rock and looking for crabs or other marine life.**
- 2. Removing a few crabs or shellfish from rock pools.**
- 3. Walking over dunes to get to the beach.**

**KEY FINDINGS.**

- (i) The majority (60%) of Respondents consider **LIFTING UP A ROCK AND LOOKING FOR CRABS OR OTHER MARINE LIFE** to be NOT HARMFUL. Almost two in five (39%) consider it HARMFUL, with only 1% saying DON'T KNOW.

The proportion considering it HARMFUL is slightly lower among SEASIDE residents and MALES (both 34%).

- (ii) The clear majority (72%) consider **REMOVING A FEW CRABS OR SHELLFISH FROM ROCK POOLS TO BE HARMFUL**. However, this still leaves more than one quarter (28%) who regard it as NOT HARMFUL, with 1% of DON'T KNOWs.

FEMALES again demonstrate greater environmental sensitivity than MALES, with almost twice as many MALES considering this action NOT HARMFUL (36% vs. 19%).

- (iii) Although most Respondents (58%) consider WALKING OVER DUNES TO GET TO THE BEACH to be HARMFUL, more than two in five (41%) consider it NOT HARMFUL. Once more, only 1% CAN'T SAY.

The proportion considering the action NOT HARMFUL is again higher among MALES (44%) than FEMALES (38%).

### IMPLICATIONS.

Although most people recognise the damage caused to the coastal environment by removing wildlife, most do not appreciate the physical damage they cause.

Community awareness about the fragility of the coastal environment needs to be increased substantially - particularly among MALES, and among SEASIDE residents as much as those living further from the Coast.

Education is clearly required, and this issue could be addressed by signage, brochures, public relations exercises and incorporation in school curriculum.



16. ATTITUDES OF "BOATIES" AND ANGLERS.

The following conclusions are based on a single Group Discussion held with "Boaties" and Anglers (most in this Group were keen Anglers who usually embark on boat-based fishing) and also on results of the Quantitative Survey.

KEY FINDINGS.

(i) Perceived lack of facilities for boat launching and retrieval.

While there were some mentions of good facilities in Port Phillip and Westernport Bays - although still more are needed in these areas - there was perceived to be a significant lack of facilities in other areas:

*"The launching ramps throughout Victoria are generally poor in quality and poor in quantity."*

*"They are often shallow and only suitable for smaller boats and tinnies."*

*"Many just don't have the right protection (from the wind/sea)."*

*"Some are outright dangerous."*

*"If the ramp is OK, quite often the facilities are poor ... insufficient parking, wash-down areas, toilets, etc."*

A good boat-launching area was perceived to be one with:

- adequate depth of water, even at low tide
- protection from rough weather
- docking facilities and siding jetties
- wash-down areas
- lighting and security
- toilets

(ii) **Preparedness to pay for improved facilities - boat driver's licences and fishing licences.**

There was broad consensus that Boaties and Anglers **would pay** for improved facilities.

A clear majority perceived boat driver's licences would be fair and a good idea, *"providing the funds go back into boating facilities and aren't lumped into general revenue"*. \$30 to \$40 was generally perceived as a fair licence fee.

*"Paying \$30 or \$40 for a boat driver's licence wouldn't worry me ... providing we get some return for it."*

*"I'd even pay \$50 for a boat driver's licence if I was sure the facilities would be improved around the state."*

Boaties and Anglers were evenly divided on whether they would rather pay a boat driver's licence fee or pay for facilities on a day-by-day basis. Some preferred the latter because you could *"instantly see what you're getting"*. No objections to using automatic ticketing machines.

Many in fact advocated boat driver's licences on the grounds that *"it's ridiculous that just anybody can get into a boat and drive it"*.

Anglers were of a similar view - they seemed more than happy to pay for a (saltwater) fishing licence, providing funds were used for protecting fish stocks, policing fishing (both commercial and recreational) and improving general facilities for Anglers.

Most felt a \$15-\$20 licence would be acceptable for **adults**, but should certainly not apply to school-aged children. Day licences should also be widely available, to cater for the ad hoc fisherman and his family. Several Group Respondents thought a general fishing licence that applied to both saltwater and fresh water was the best answer.

(iii) **Rubbish and pollution control.**

Some Boaties and Anglers were very emotional on this point. Problems were perceived to be:

*"It's all the rubbish that comes from the catchment areas ... street run-off ... everything going into the drains and then the sea."*

*"We need a major educational campaign ... much bigger than has occurred to date ... on where the rubbish ends up."*

*"The whole rubbish situation needs to be policed much tighter ... there needs to be tougher fines ... get serious about the problem."*

In terms of litter in general beach areas, Boaties and Anglers seem to be divided as to whether it was better to provide rubbish bins or have a "carry-in/carry-out" rubbish policy.

(iv) **"We need one body to manage the Coast".**

Many in the Group Discussion said they were confused as to who controls or manages the Coast and the situation needs to be simplified:

*"We don't know who controls what ... what's a national park? ... what's a marine reserve? ... what's the difference and who controls which?"*

The general perception is that **mismanagement** is a result.

This aspect has already been discussed in this Report - suffice to say that Boaties and Anglers make an even **stronger** call for one entity to control and manage the Coast.

(v) **Thoughts on development.**

Boaties and Anglers were close to unanimous in their desire to leave undeveloped areas undeveloped forever. They perceived the need to limit development to existing areas of development and control very tightly what other developments were allowed. Some advocated a policy of *"if there's doubt, it shouldn't be done"*.

Many were also against small or one-off developments in unspoiled areas because *"it would be the thin end of the wedge"*.

*"You let in one and before long there is somebody who appeals to some court and another is allowed in."*

*"Once somebody is into an area (with development), it is only a matter of time before someone else pops up with it."*

Boaties and Anglers were quite prepared to accept commercial developments of tea-houses and restaurants along the foreshore ... *"providing it fits in with the area ... if it's a developed area and there is scope to improve the area with these facilities"*.

This segment also supported appropriate commercial developments on existing footprints, such as a restaurant or café in a Surf Lifesaving Club.

(vi) **Full assessment of environmental impact of developments required.**

Several Boaties/Anglers were critical of detrimental environment effects from breakwaters and other man-made barriers:

*"You only have to see how the coastline has been changed at St. Kilda and Brighton to realise the damage that can be done."*

*"There needs to be a very full assessment of environmental impact before these developments occur."*

(vii) Thoughts on access issues.

Most Boaties and Anglers believed it unnecessary to have good access to all beach areas. In fact, some believed it *"adds to the sense of wilderness and getting away from it all"* to not have easy access to some areas:

*"As long as you can get there by foot or by boat ... that's fine."*

(viii) Other issues.

Other points on which there was consensus in the Boaties and Anglers Group, and supported by some of the findings from the Quantitative Survey, included:

- Serious concern about abalone poachers, with education and policing seen to be the problems:

*"We need to educate the general public about the inter-tidal zone ... it's very lacking at the moment."*

- On the subject of developing a marina at the base of Olivers Hill (Frankston), most Boaties and Anglers believe this would be *"OK, if everybody can use it ... for the general public ... but not just for a rich élite"*.

*"Providing it wasn't too big, it would fit in (aesthetically)."*

- Dogs: Should be allowed on designated beaches, on a leash. Should not be allowed on heavily populated beaches at peak times. Rules need to be set on a local basis.



**TABLE 28**

**PUBLIC ATTITUDES ON POSSIBLE NEW REVENUE SOURCES  
FOR PROTECTION AND MANAGEMENT OF COAST**

PROPOSAL	% SAYING			NOTES
	GOOD IDEA	NOT A GOOD IDEA	DON'T KNOW	
1. Having a \$5 toll or fee on the Great Ocean Road (but this would not apply to local ratepayers) and business operators like couriers would pay a \$50 annual fee.	42%	57%	1%	46% West Coast residents say GOOD IDEA.
2. Having a 10% bed tax on <u>all</u> paid overnight accommodation in coastal Victoria, with funds raised used solely for conservation purposes and management of coastal areas.	58%	41%	1%	Particularly popular with YOUNGER Respondents (15-30 years).
2. Charging an access fee of \$6 per car visiting Port Campbell National Park and the Twelve Apostles.	54%	45%	1%	Less popular among West Coast Residents (41% say GOOD IDEA).



**18. SOURCES OF ADDITIONAL FUNDS TO PROTECT AND MANAGE COAST.**

(Table 28)

While many were of the view that *"the Government already has sufficient funds to devote to coastal management"*, when told to assume this is not the case, the general public and specific interest groups are generally favourably disposed towards additional measures to raise revenue.

As a result of Group Discussion findings, the following question was asked in the Quantitative Survey:

**Question asked:**

**Q17. A lot more could be done to protect and manage coastal areas with better funding.**

**Some proposals have been put forward to raise more revenue, given that the Government can't allocate money away from hospitals, education and the like to do this. Do you think these are a GOOD IDEA or NOT A GOOD IDEA, given that funds need to come from somewhere? (ROTATE)**

- 1. Having a \$5 toll or fee on the Great Ocean Road (but this would not apply to local ratepayers) and business operators like couriers would pay a \$50 annual fee.**
- 2. Having a 10% bed tax on all paid overnight accommodation in coastal Victoria, with funds raised used solely for conservation purposes and management of coastal areas.**
- 3. Charging an access fee of \$6 per car visiting Port Campbell National Park and the Twelve Apostles.**

**KEY FINDINGS.**

- (i) Two of the proposals have majority support, 58% believing the 10% BED TAX on all paid overnight accommodation to be A GOOD IDEA, while 54% perceive likewise for the \$6 ACCESS FEE FOR PORT CAMPBELL NATIONAL PARK.

Other points to note:

- The largest segment of Coast Users - SCENIC DRIVERS, STROLLERS, ROMANTICS & CAFE-CRAWLERS - have the highest support (66%) for the 10% BED TAX proposition.
- 50% or more of all Segments and 51% of West Coast Visitors believe the \$6 per car fee for visiting Port Campbell area is a GOOD IDEA.

Clearly, both these options could be seriously considered. As with all additional revenue or taxation proposals, there would nevertheless be some noisy opposition.

- (ii) While the \$5 TOLL on the Great Ocean Road is less popular (42% saying this is A GOOD IDEA), with some "selling" of the proposal (telling the public how money would be used) this too could have majority support in, say, two or three years' time.

A similar proportion of residents living along the West Coast and Great Ocean Road consider this proposal a GOOD IDEA (41%).

- (iii) Not surprisingly, TIGHT BUDGET households are less in favour of these proposals but, encouragingly, YOUNGER Respondents (15-30 years) tend to be more in favour than other Respondents - so, as time passes, these proposals will probably meet with less resistance.

- (iv) Feedback in Group Discussions generally supported the notion of tolls on busy tourist roads:

*"A toll on the Great Ocean Road? ... yes, it's done overseas ... in Europe, England, everywhere."*

*"In parts of Europe, you now pay every 20 kilometres ... it's very much user-pays."*

*"You could charge the tour buses, so international tourists were also contributing."*

## IMPLICATIONS.

While the 10% BED TAX on all paid overnight accommodation may be administratively difficult (e.g. defining where a coastal area starts and ends), this option has surprisingly strong support and should certainly be evaluated further.

Similarly, the \$6 ACCESS FEE for visiting Port Campbell National Park and the 12 Apostles **would** be accepted by the broader community, even if some resisted initially.

Publication of these Survey results would help reduce opposition to these fund-raising initiatives.

While a \$5 TOLL on the Great Ocean Road could be introduced, this is the least popular of the three options - arguably because of greater overall usage. It is nevertheless a possibility in the future, given current 42% support.



## 18.1 OTHER SUGGESTIONS FOR SOURCES OF FUNDS.

Other suggestions made in Group Discussions included:

(i) Charging for permits to use selected walking tracks.

Suggested strongly in Coast Action and Committee of Management Group Discussion at Lorne.

Permits seem to be common in other parts of Australasia (e.g. Tasmania and New Zealand).

General public is not so keen on the idea, unless it is restricted to a few selected "serious, longer walks".

(ii) Development levy paid on all new developments in coastal areas (say 5%).

Generally perceived to be a good idea, although perhaps administratively difficult. Funds "must not disappear into general revenue" - many sceptical on this aspect. Not surprisingly, Developers were very much against it.

(iii) Charging for Foreshore parking in selected areas.

Foreshore parking is already a major revenue earner on Mornington Peninsula. Group Respondents at Lorne believe foreshore parking at Lorne could also generate significant funds, although locals are likely to be against it, based on comments in Group Discussions.

(iv) Marginally increasing local Council rates for everybody.

Suggested in the Campers and Outdoor Types Group Discussion and met with considerable support ... "providing the funds are used for conservation and maintenance purposes".

*"It would be a bit like the Melbourne Parks & Waterways levy."*

Many are also dubious what an environmental levy would be used for ... *"you need to see what the money's for ... not just a general charge"*.

*"Yes, I think it's better if it's done locally ... so the community can see what's happening with the dollars ... it's then easier to sell to the community"*.

Others were against this idea on the grounds ... *"it would then be the local residents, through the local Council, funding the whole thing ... that's not fair when everyone in Victoria uses the resource"*. Implication is that any initiative would need to be on a statewide basis.

(v) **Boating and fishing licences.**

Would generally be accepted (already discussed in Section 16).





**19. INTEREST IN JOINING ASSOCIATION TO PROTECT AND MAINTAIN VICTORIAN COAST.** (Table 29)

**Question asked:**

**Q15a. In this next question, I'm not trying to sell you anything - this is just for research purposes. There is some thought about establishing an Association aimed at protecting and maintaining the Victorian Coast. This Association would have nothing to do with the Government and would be managed by private Trustees.**

**If membership of the Association was \$50 per year and included 4 newsletters per year and updates on other key issues, Association events in coastal areas and a voice or influence with politicians - how interested would you be in joining? Would you say ...**

**VERY INTERESTED  
FAIRLY INTERESTED  
NOT TOO INTERESTED  
NOT INTERESTED AT ALL**

In a question of this nature, it is the proportion VERY INTERESTED which is most relevant. As a rule, a product, service or concept will "sell" to approximately two thirds of those saying they are VERY INTERESTED, providing the concept is adequately communicated, offered and "distributed" to the target market and is easy to "buy".

**KEY FINDINGS.**

(i) A substantial 35% are INTERESTED in the concept, with 5% VERY INTERESTED.

In real terms, the Researcher believes this "equates" to approximately 3% of Victorians **actually joining** such an Association, provided it was widely promoted.



(ii) This in turn equates to approximately 140,000 members and a total revenue of \$7 million if each was to pay \$50 per year. Longer term potential could be significantly higher.

(iii) Interest is higher among:

- HIGH ACTIVITY DO-IT-ALL ESCAPERS (13% say they are VERY INTERESTED)
- Frequent visitors to the Coast
- Persons living within 30 kilometres of Coast

Interest is as strong in Melbourne as in other areas.

(iv) Feedback from Group Discussions.

Those interested in this concept in Group Discussions believed it would need to be launched along the lines of a **mutual interest club**, free from any political interference, but able to have a political voice of its own:

*"It would be a way of having a say on how the Coast is managed."*

*"It's a very good idea ... I'd be interested ... if it was not related to any Government Department."*

#### IMPLICATIONS AND RECOMMENDATION.

Such an association or club is worth pursuing or encouraging to the next step - even if Coastal Managers are only a catalyst in the process. Sufficient people are interested to generate millions of dollars, and revenue from Members could possibly be boosted substantially by sponsorship - along the lines of Neighbourhood Watch.

While the issue really requires further research, there is certainly sufficient interest to make the concept worthy of a **serious feasibility study**.

Such an association, club or trust would be able to generate funds for coastal protection, buy-back of private land, education, etc.



# TABLE 30

88 Key Analysis \*BY\* Q14a Whether heard of Coast Action Groups  
 WEIGHTS: Location by STD Codes  
 FILTERS: LIVE WITHIN 30 KMS OF COAST

	COASTAL RESIDENTS				Kms FROM COAST	AREA	VISITOR CLASSIFICATION			COAST IS... Impor Not tant Impor	HAVE OWN CHILDREN		H' HOLD BUDGET		AGE GROUP		'GENDER								
	Total	WITHIN 15kms		ALL SEA SIDE -4km			Non Light Heavy All Visit Visit Visit Visit -ors -ors -ors -ors	No U18 U10	Tight Not Tight		15-30 31-50 51-65 65+	Male Fem- ale													
		All West Cent- East ral	31- 101+										Melb Other Metro												
RESPONDENTS	400	277	39	210	28	141	400	34	102	264	366	370	30	267	133	95	228	168	101	178	73	47	204	196	
MTD. POPULATION ('000s)	2651	1754	119	1562	73	812	2651	226	737	1688	2425	2410	241	1823	828	593	1472	1157	671	1190	491	295	1345	1306	100%
Q14a Whether heard of Coast Action Groups																									
Yes	1088	789	74	678	38	420	1088	75	242	772	1014	1052	36	739	349	211	629	454	226	522	197	139	525	563	41%
No	1562	965	45	884	35	392	1562	152	496	915	1411	1358	204	1084	479	382	843	702	445	667	294	156	820	742	59%
Q14b Interest in joining a volunteer group to improve and protect the coast																									
Very interested (100)	174	116	10	95	11	85	174	38	16	120	136	157	17	127	46	35	133	41	41	68	39	21	96	77	7%
Fairly interested (67)	611	448	48	377	23	248	611	15	105	491	596	594	17	403	208	150	291	309	218	264	95	35	305	306	23%
Not to interested (33)	864	545	34	499	11	226	864	38	323	503	826	792	71	656	208	157	482	381	221	397	152	93	447	417	33%
Not interested at all (0)	1003	645	28	591	27	253	1003	135	293	574	868	866	136	637	366	251	566	425	192	461	205	146	497	505	38%
MET INTERESTED	785	564	58	472	35	333	785	53	121	610	731	751	33	530	255	185	424	350	259	332	134	55	401	384	30%
Q14b Interest in joining a volunteer group to improve and protect the coast																									
MET NOT INTERESTED	1866	1190	62	1090	38	478	1866	173	616	1077	1693	1659	207	1293	573	408	1048	807	412	858	357	239	944	922	70%
Mean	32.75	33.98	44.50	32.80	42.11	40.14	32.75	26.89	26.16	36.41	33.30	33.89	21.31	33.67	30.73	31.60	33.08	32.34	38.71	31.59	31.16	25.41	33.31	32.17	33.31

## 20. COAST ACTION GROUPS. (Table 30)

### 20.1 AWARENESS OF COAST ACTION GROUPS.

Question asked: (If live within 30 km of Coast)

Q14a. Have you heard of Coast Action Groups - people who get together to look after and conserve coastal resources in local areas?

#### KEY FINDINGS.

A substantial 41% have heard of Coast Action Groups, with higher awareness among:

- West Coast residents (62% - but small sub-sample)
- HIGH ACTIVITY RELAXERS (59%)
- Visitors staying 3+ NIGHTS (58%)
- Visitors to BASS COAST (56%)
- Residents outside the Melbourne metropolitan area (54%)
- Visitors to SURF COAST (53%)
- SEASIDE residents (52%) - those living within 4 kilometres of Coast

#### IMPLICATIONS.

There is appreciable awareness of Coast Action among those living within 30 km of the Coast outside Melbourne - although it could be higher.

The lower awareness among Melbourne residents living within 30 km of the Coast is of less concern - for many within the metropolitan region, the Coast will be of little immediate relevance (e.g. Belgrave residents).

Coast Action Groups in other areas should contact groups in BASS COAST and SURF COAST, find out if they are doing anything different which might account for their high profile, and follow suit.

We recommend setting a goal of having 60% of those living within 30 km of Coast aware of Coast Action by 1999 (versus current 41%).



88 (CONT.) Key Analysis \*BY\* Q14a Whether heard of Coast Action Groups  
 WEIGHTS: Location by STD Codes  
 FILTERS: LIVE WITHIN 30 KMS OF COAST

	Total	SEGMENTATION ANALYSIS						REGION VISITED		AREA VISITED						MAIN VISIT						
		Surf- Fish- ers & Beach goers	ing Acti- vity ern.	High Acti- vity	Low Acti- vity	Scen. Drives & Strol	Non Visi- tors	West Coast	East Coast	Far West Coast	Great Ocean Road	Surf Coast	Bellarine Geel. North Bay	Central Penin. South Bay	Morn Phil. Coast	Wport Phil. Coast	East Coast Gipps -land	Day Visit	1-2	3+		
RESPONDENTS	400	59	42	45	69	151	34	143	151	69	29	77	37	31	30	59	27	29	44	180	82	104
WTD.	2651	402	249	323	420	1030	226	907	1114	389	144	499	263	210	250	451	181	161	250	1116	568	741
POPULATION ('000s)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Q14a Whether heard of Coast Action Groups																						
Yes	1088	166	115	191	153	389	75	396	406	196	70	185	141	75	92	182	48	90	116	392	190	432
	41%	41%	46%	59%	36%	38%	33%	44%	36%	50%	49%	37%	53%	36%	37%	40%	26%	56%	47%	35%	33%	58%
No	1562	236	134	132	267	642	152	510	708	193	73	314	123	136	158	270	134	70	133	723	378	309
	59%	59%	54%	41%	64%	62%	67%	56%	64%	50%	51%	63%	47%	64%	63%	60%	74%	44%	53%	65%	67%	42%
Q14b Interest in joining a volunteer group to improve and protect the coast																						
Very interested (100)	174	11	19	38	14	53	38	61	39	36	30	31	5	21	13	21	14	14	51	36	49	
	7%	3%	8%	12%	3%	5%	17%	7%	4%	9%	6%	12%	2%	5%	7%	13%	6%	6%	7%	5%	6%	7%
Fairly interested (67)	611	64	75	143	76	238	15	208	258	130	56	86	66	52	75	84	38	58	80	250	108	238
	23%	16%	30%	44%	18%	23%	7%	23%	23%	33%	39%	17%	25%	25%	30%	19%	21%	36%	32%	22%	19%	32%
Not to interested (33)	864	169	73	86	166	332	38	347	353	118	57	201	88	76	75	148	51	43	77	432	178	216
	33%	42%	29%	27%	39%	32%	17%	38%	32%	30%	40%	40%	33%	36%	30%	33%	28%	27%	31%	39%	31%	29%
Not interested at all (0)	1003	158	82	56	164	408	135	291	464	105	31	182	78	77	100	197	79	38	78	383	246	239
	38%	39%	33%	17%	39%	40%	60%	32%	42%	27%	21%	36%	30%	37%	40%	44%	44%	23%	31%	34%	43%	32%
NET INTERESTED	785	75	94	181	91	291	53	269	297	166	56	116	97	57	75	106	51	80	95	301	144	287
	30%	19%	38%	56%	22%	28%	24%	30%	27%	43%	39%	23%	37%	27%	30%	23%	28%	50%	38%	27%	25%	39%
Q14b Interest in joining a volunteer group to improve and protect the coast																						
NET NOT INTERESTED	1866	327	155	142	330	739	173	638	817	223	88	383	166	154	175	346	130	81	155	815	424	455
	70%	81%	62%	44%	78%	72%	76%	70%	73%	57%	61%	77%	63%	73%	70%	77%	72%	50%	62%	73%	75%	61%
Mean	32.75	27.29	37.50	50.20	28.59	31.24	26.89	34.70	29.46	41.58	39.19	30.84	39.58	30.79	30.00	28.10	30.53	46.48	37.45	32.37	29.40	37.67

**20.2 INTEREST IN JOINING A VOLUNTEER GROUP TO IMPROVE AND PROTECT THE COAST - AND REASONS FOR SAME.** (Table 31)

Questions asked (to all living with 30 kilometres of Coast):

Q14b. How interested would you be in joining a volunteer group to improve and protect the Coast? Would you say ...

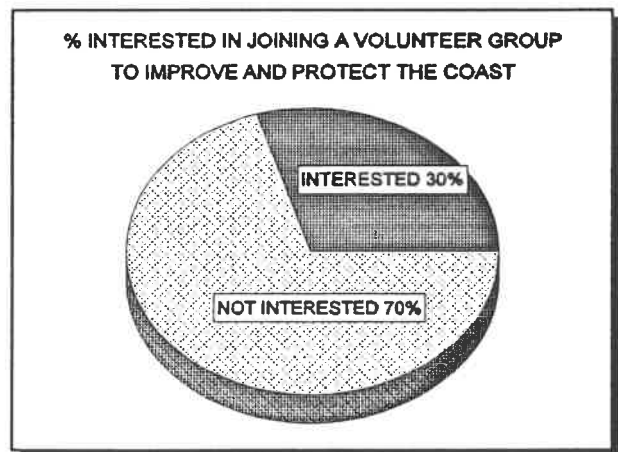
**VERY INTERESTED**  
**FAIRLY INTERESTED**  
**NOT TOO INTERESTED**  
**NOT INTERESTED AT ALL**

Q14c. And why is that? (PROBE FULLY)

**KEY FINDINGS.**

(i) Pleasingly, almost one third (30%) are INTERESTED, with 7% VERY INTERESTED. Higher levels of interest in joining among:

- HIGH ACTIVITY DO-IT-ALL ESCAPERS (56%)
- Visitors to BASS Coast (50%)
- WEST Coast residents (48% - but small sub-sample)
- EAST Coast residents (48% - but small sub-sample)
- Residents outside the Melbourne metropolitan areas (39%)
- those aged 15-30 YEARS (39%)



**TABLE 32**

**REASONS FOR INTEREST AMONG THOSE  
INTERESTED IN JOINING VOLUNTEER COAST GROUP**

<b>REASON</b>	<b>% MENTIONING AMONG THOSE INTERESTED</b>
Need for conservation/environment/coast protection	48%
Community service/for future generations	18%
To keep beaches/coastal areas clean	15%
Love the Coast/ocean/spend time there (general)	11%
Need to preserve wildlife habitats	9%
Would be interesting (NFI)/I could help	6%
Need to preserve coastal flora	5%
To learn about proposed developments/coastal matters	5%
Opinions would be heard	5%
Need to stop erosion	1%
Other positive mentions	2%

*(For more details, see Table 89, Appendix of Computer Tabulations)*





- (ii) Of the 7% VERY INTERESTED, about half of these could be considered truly "ripe" to join - around 3.5% of population living with 30 km of Coast or 70,000 people (allowing for people under 15 being unlikely to join).

There is thus great potential, but to achieve 20,000 Members would take an aggressive recruitment campaign and widespread promotion.

- (iii) Why interested in joining Volunteer Coast Group. (Table 32)

The main reasons for interest in joining a Volunteer Coast Group were:

- NEED FOR CONSERVATION/ENVIRONMENT/ COAST PROTECTION
- COMMUNITY SERVICE/FOR FUTURE GENERATIONS
- TO KEEP BEACHES/COASTAL AREAS CLEAN
- LOVE THE COAST/OCEAN/SPEND TIME THERE (GENERAL)
- NEED TO PRESERVE WILDLIFE HABITATS



**TABLE 33**

**REASONS FOR NON-INTEREST AMONG THOSE  
NOT INTERESTED IN JOINING VOLUNTEER COAST GROUP**

<b>REASON</b>	<b>% MENTIONING AMONG THOSE NOT INTERESTED</b>
Too busy/other commitments	63%
Live too far from Coast/don't visit often	14%
Too old/frail/poor health	9%
Lack interest in coastal areas/no strong feelings	9%
Don't get involved in politics/action groups	6%
Volunteer groups lack influence	3%
Already involved in conservation/already aware	2%
Conservation is Government responsibility	1%
Coast is in good shape/no need for conservation groups	1%
No real reason	1%
Other negative mentions	1%

*(For more details, see Table 89, Appendix of Computer Tabulations)*



(iv) **Why not interested in joining Volunteer Coast Group.** (Table 33)

By far the most common reason for NON-INTEREST in joining a Volunteer Coast Group is TOO BUSY/OTHER COMMITMENTS (63% of those NOT INTERESTED).

Other common reasons included LIVE TOO FAR FROM COAST/DON'T VISIT OFTEN (14% of those NOT INTERESTED), TOO OLD/FRAIL/POOR HEALTH (9%) and LACK INTEREST IN COASTAL AREAS/NO STRONG FEELINGS (9%).

Comments in Group Discussions confirmed that lack of time is a major reason for people not being involved in Coast Action:

*"Coast Action is good for people with a lot of time on their hands ... retired people."*

*"Time is a real problem ... I'm involved with three other community groups as well."*

*"I'd like to get involved in Coast Action working bees, but I just don't have the time ... they need to recognise that some people want to donate labour whereas others are only able to donate money."*

(v) **Perception of single-issue groups as political.**

Concern about potentially political aspects of single-issue groups was mentioned as a reason for caution about the concept of a Volunteer Coast Group:

*"The concept might be good, but I can see a lot of people coming in with their own objections ... pushing their own barrows."*

*"People might only get involved because they have strong ideas about the Coast and want to push those ideas."*

*"I'm concerned about minorities pushing their barrows and running over the majority ... you'd need a central management structure."*

(vi) Coast Action and younger people.

A few Respondents believed that younger people should be more involved in Coast Action:

*"You want to get the surfies involved ... it would be good to include the younger people - that age group hasn't yet really been tapped"* (comment from Inverloch Group Respondent aware of Coast Action).

(vii) "Coast Cadets" suggested.

One school teacher in the residents' Group Discussion at Inverloch believes there is ample scope to instigate Coast Cadets in schools in coastal areas, involving:

- education on environmental issues
- beach cleaning
- handing out leaflets on environmental issues to general public

Others in the Discussion also thought this a good idea.

IMPLICATIONS.

Coast Action could increase its membership greatly by accessing the sizeable minority who are interested in joining a Volunteer Coast Group. The primary target market is young coastal residents (based on quantitative research).

There is also an appreciable level of interest among non-coastal residents and people who are too busy to donate labour to Coast Action.

We recommend that Coast Action, or a separate body if necessary, offer an option of financial contribution to the welfare of the Victorian Coast to engage the interest of these people.

Coast Action must remain alert to the possibility that some regard it as an avenue for extremists to push their views and be prepared to counter these perceptions.

**TABLE 34**

**SOURCES OF INFORMATION WOULD USE WHEN  
PLANNING TRIP TO VICTORIAN COAST**

<b>SOURCE</b>	<b>% MENTIONING</b>
Tourism Victoria/State Tourism Office	39%
Tourist Information Centre (At Destination)	25%
Racv/nrma	24%
Friends/Family/Word of Mouth	11%
Travel Agent	10%
Government Department (Excluding Tourism Victoria)	5%
Bookshop/Newsagency/Books General	3%
Petrol Station	1%
TV Show/Newspaper/Media	1%
Internet	0%
Other	7%
Don't Know	2%

*(For more details, see Computer Table 79)*



## 21. INFORMATION ON VICTORIAN COAST.

### 21.1 WHERE GO TO FOR INFORMATION? (Table 34)

Question asked:

Q10. If you were planning a trip to the Victorian Coast or coastal reserves, where would you go to get information? (DO NOT PROMPT - MULTIPLE OK)

#### KEY FINDINGS.

(i) Three sources dominate:

TOURISM VICTORIA/STATE TOURISM OFFICE (34% mention)

TOURIST INFORMATION CENTRE AT DESTINATION (25%)

RACV/NRMA (mainly former) (24%)

(ii) Of note, only 5% mentioned GOVERNMENT DEPARTMENT (including NRE), and TRAVEL AGENTS also had a relatively low mention rate (10%).

(iii) Only one or two mentions (less than 0.5%) for INTERNET.

(iv) Other noteworthy points:

- YOUNGER Respondents (15-30 years) less likely to use TOURISM VICTORIA and RACV, and more likely to use FRIENDS/WORD OF MOUTH, and TRAVEL AGENT.

- HIGH ACTIVITY DO-IT-ALL ESCAPERS have highest propensity to mention TOURISM VICTORIA (46%), while the FISHING FRATERNITY has a stronger preference for TOURIST INFORMATION CENTRE AT DESTINATION - reinforcing the importance of **fishing information** for these centres.
  
- TRAVEL AGENTS also relatively popular among the FISHING FRATERNITY.

### IMPLICATIONS.

Because it is the main source of information for people planning a trip to the Victorian Coast, it is important that TOURISM VICTORIA/STATE TOURISM OFFICE be kept well supplied with up-to-date information on the Victorian Coast.

It is also important to ensure that Tourist Development Centres, Automobile Associations and - to a lesser extent - TRAVEL AGENTS are kept well supplied with information on the Victorian Coast.



**TABLE 35**

**PREFERRED FORMAT OF INFORMATION WHEN  
PLANNING TRIP TO VICTORIAN COAST**

<b>FORMAT</b>	<b>% MENTIONING</b>
Brochures/leaflets (general)	60%
Brochures/leaflets (site-specific)	26%
Maps	23%
Spoken advice	17%
Book	13%
Magazine	4%
Video	3%
CD-ROM	1%
Newspaper	1%
Other	2%
Don't Know	2%

*(For more details, see Computer Table 80)*





**21.2 PREFERRED FORMAT OF INFORMATION.** (Table 35)

**Question asked:**

**Q11. If you wanted information on the Victorian Coast or coastal reserves, in what format would you prefer it? (DO NOT PROMPT - MULTIPLE OK)**

**KEY FINDINGS.**

(i) The most preferred formats for information are:

BROCHURES/LEAFLETS (GENERAL) (60% mention)

SITE-SPECIFIC BROCHURES/LEAFLETS (26%)

MAPS (23%)

(ii) One in six (17%) prefer SPOKEN ADVICE.

(iii) Apart from BOOKS (13%), there is limited interest in other printed information.

(iv) There is little interest in information via electronic media, although this is likely to grow over the next five years as use of the Internet expands.

**IMPLICATIONS.**

Coastal Managers are "correct" in currently publishing information mainly in BROCHURE format. Comments received included significant demand for information on the entire Victorian Coast, and information concerning specific sites (e.g. NRE parks on the coast).

We also recommend that environmentally unobtrusive information shelters be installed or maintained in NRE parks on the Coast, and other major coastal visitor destinations - based primarily on Group Discussion feedback.

To cater to demand for spoken advice, Coastal Managers need to ensure that staff at the main sources of information are well informed of what is happening on the Victorian Coast, kept up to date with changes, etc. We recommend a regular newsletter (say quarterly) for distribution to relevant organisations.

Given the relatively low level of interest in obtaining information from press media or in electronic format, we recommend that Coastal Managers not devote too many resources to these avenues - at least at present.



**TABLE 36**

**PUBLIC ATTITUDES TOWARDS**  
**ENVIRONMENT GROUPS AND DEVELOPERS**

<b>DESCRIPTION</b>	<b>% SAYING DESCRIBES SELF OR VIEWS</b>
Vitaly interested in conservation	50%
Regard environmental groups as mainly radicals and extremists	24%
Regard Developers as greedy and exploitative	55%



**22. PUBLIC ATTITUDES TOWARDS CONSERVATION, ENVIRONMENT GROUPS AND DEVELOPERS.** (Table 36)

**Question asked:**

**Q18. Do any of the following describe you or your views? (READ - MULTIPLE OK)**

- *"Vitaly interested in conservation"*
- *"Regard environment groups as mainly radicals and extremists"*
- *"Regard Developers as greedy and exploitative"*

**KEY FINDINGS.**

- (i) A surprisingly high 50% of Respondents consider themselves VITALLY INTERESTED IN CONSERVATION - highest among HIGH ACTIVITY DO-IT-ALL ESCAPERS (74%).
- (ii) An appreciable minority (24%) REGARD ENVIRONMENT GROUPS AS MAINLY RADICALS AND EXTREMISTS - higher among:
  - FISHING FRATERNITY (37%)
  - those 65 YEARS AND OVER (32%)
  - those living 101+ km FROM THE COAST (31%)
  - NON-VISITORS (31%)
- (iii) There is widespread scepticism about Developers and their motives, more than half (55%) considering them GREEDY AND EXPLOITATIVE.
- (iv) The main flavour of comments in Discussion Groups confirmed this wariness of Developers. There was a generally negative attitude towards development on the Coast to date, and concern that mistakes of the past could be repeated.

The negativity towards Developers was based upon concern that commercial motivation to maximise profit would result in unscrupulous and irreversible exploitation of the Victorian Coast.

Relevant comments from Group Discussions include:

*"I want to keep the Coast as natural as possible, but once you let one Developer in, you set a precedent and they'll be in competition with each other".*

*"Although they might say they would make sure it fits in, I don't trust architects' ideas of what would fit in."*

*"Developers promise the world, but 99% of them are shonky or speculators ... they take advantage of community goodwill ... the magic dollar rules."*

*"You couldn't let such a development take place ... it would be the thin end of the wedge - let one in, and they'd all want to be in."*

*"I don't want a Developer putting a commercial development on public land - the land is public!"*

*"Very few developments in sensitive areas have been done well."*

*"Developers often don't take the local surroundings into account when developing."*

The general opinion within the population certainly seems to be more oriented towards conservation than towards development - with considerable wariness of the profit-based motivations of commercial Developers.

### 23. ATTITUDES OF DEVELOPERS.

In general, the declared attitudes of Developers were not markedly different to those of the general public. Of particular interest, all expressed personal interest in the Victorian Coast and were concerned that it not be spoiled.

Most Developers felt that the Coast should remain as natural and undeveloped as possible - but not to the total exclusion of development. Developers generally perceived their activities as helping people enjoy the Victorian Coast and its beauty. Like the general public, none wanted to see unrestricted development permitted.

#### Extent and location of development on the Coast.

Most were keen to see further development in existing developed areas which are already populated. There were one or two suggestions that development opportunities might exist in areas which are currently undeveloped, but even then it was suggested that these should only be pockets in undeveloped areas and not in prime pristine locations - none wanted to "*see the Coast ruined*", and all wanted the continued existence of untouched areas of coastline.

#### Prevention of development on private vs. public land.

An issue of specific concern to one Developer was that development is often effectively prevented on private land. This Developer had no problem with prevention of development on public land, and would prefer to see development prevented by Government purchase of private land rather than preventing private owners from doing anything with their land.

#### Bureaucracy sent some Developers broke.

Probably the single greatest concern of Developers was with the slow and bureaucratic system they are subjected to in pursuing developments - sometimes so slow that proposals haven't been rejected but have simply fallen over due to the inordinate amount of time and, consequently, money involved.

In some cases, there was a perception that NRE - or particular staff within NRE - had taken a particular interest in seeing that a specific development did not proceed.

In one case, it was suggested that a specific group of people within NRE and the Planning Department made a concerted effort to thwart a project.

However, the more common perception was that Government Departments are in conflict with each other - largely because at present there are so many regulations and so many bodies involved in the Coast that different ones can run at cross-purposes - or pull in **opposite directions**.

#### Need for one body in charge of Coast.

The perceived problem here is that there are simply too many different bodies and regulations that Developers have to deal with.

Particularly frustrating for the Developers is the "one-at-a-time" manner in which they are typically made aware of regulations and requirements. More than one commented that they would sooner have received a "*definite no than an impossibly long yes*".

A very pertinent comment from one Developer:

*"I wish I'd done what I've seen others do since - start at the top - deal directly with the Minister and get approved from the top, rather than working up from the bottom and encountering obstacle after obstacle."*

The suggested solution to this problem was to have only **one body** to deal with regarding coastal developments. In this way, Developers could be made aware of all that they must do before seriously committing themselves financially to a development project.

#### Guidelines for development not clear.

A not dissimilar problem is that more than a few found the guidelines for development not clear and easy to understand.

In some cases this was considered to be due once more to the involvement of numerous bodies - including different Councils with different strategic plans. In other cases, it was considered to be due to the latitude for "interpretation of regulations by bureaucrats".

The solution to this problem was generally considered to be a fixed statewide strategic plan for development on the Coast, with some degree of tailoring through guidelines at local Council level.

**The final say is with the Minister - or his/her advisors.**

The Minister was generally regarded as having the final say over which developments could proceed on the coast. However, there was a common perception that until recently Ministers have been "captives" of bureaucratic advice.

There was a common desire for the Minister to override the bureaucrats - particularly when Government Departments are at loggerheads and not co-operating with each other, consequently making things extremely difficult for the Developer.

**Thoughts about good and bad developments on the coast.**

Although some Developers felt unable to identify a good development on the coast, those who could characterised them as "*blending in with their environment and providing the public with access to and enjoyment of the Coast*".

Not all Developers were able to identify a bad development on the coast, but those who could characterised them as eyesores, out of keeping with their environment:

*"The Cumberland at Lorne is the greatest abortion of all time - it services people excellently, but overshadows Lorne."*

Many Surf Lifesavings Clubs and some residential developments were regarded as abysmally located and of poor structural quality.



**Are Victorians getting the most out of their Coast?**

All felt that Victorians aren't getting the most out of their coast. Most regarded existing developments as poor quality, homogenous and virtually non-existent.

Some also wanted to see Government involvement in greater tourism promotion for the Coast - giving examples of different developments in different areas which help people access and enjoy the coast.

When asked what single thing would be of greatest value in getting more value or benefit out of the Coast for the public, there was diverse opinion. Of interest, a number mentioned more non-commercial development on the coast, publicly funded amenities such as car parks, picnic areas, shower blocks, decent toilets, etc. Others specifically suggested greater commercial involvement in development on the Coast - such as their own developments or proposals.

One Developer suggested the single thing of greatest value would be greater protection of pristine coastline from development, remarking that marine parks are a good idea and could have been thought about earlier.

Conversely, another suggested the exact opposite, claiming that NRE are "*locking the public out of the Coast*". The specific example given was of a beach that had its access road torn up and became fenced off so that "*only the young, fit and able-bodied are now able to enjoy that section of the Coast*" - something preventing him from ever being able to enjoy that beach again, due to disability.

**Balance of commercial considerations against community concerns.**

There was quite varied opinion about the extent to which Developers found themselves balancing commercial considerations of their business activities against community concerns about the coast.

A few felt that there wasn't much balancing required, because the majority of the community supported their developments or proposals:

*"It was locals who pushed for resurrection of the development after the original proposal fell over - local people want jobs and facilities".*

Others were very sensitive to the right of residents to maintain the conditions prevailing at the time they purchased their property, and believe that they successfully balance commercial considerations against community concerns.

However, there were also mentions of having awareness of community concerns "bashed into" them, and total opposition to development from extreme minorities within the community. This often involved apparently vexatious complaints, sometimes on peripheral issues, simply to prevent developments going ahead.

#### Who manages the Victorian Coast?

There was a general recognition that NRE manages the Victorian coast, with references also made to the Minister and Local Councils. Opinion about how well the Coast is managed was quite variable from:

*"It's in a reasonable condition ... it's not badly managed"*

... to ...

*"The Victorian Coast isn't managed by anybody - it's mismanaged by dickheads".*

Overall, the tenor of comments was that the Victorian Coast is not managed particularly well.

**How does the Victorian system compare with systems elsewhere?**

A few Developers were able to compare Victorian approvals procedures with those interstate or overseas.

The Victorian system was consistently seen as much slower than systems elsewhere. There were also comments that other systems were more supportive of development projects, and less attentive to obstructive minorities:

*"In Victoria, they only listen to the knockers."*

On the other hand, there were also negative comments about systems elsewhere:

*"We don't want Queensland type development on the Victorian coast" and "in Indonesia, environmental issues aren't sufficiently addressed ... their only concerns are economic".*

A particularly illuminating quote:

*"The current Victorian situation is probably a bit too restrictive - development has to be controlled, but sensibly - not hysterically, as over the last ten years."*

**No support for a State Government levy on new coastal development.**

Developers were universally opposed to the notion of a 5% State Government levy on new developments within 1 km of the water to fund coastal conservation and management. For some, this was reckoned to make the difference between viability and non-viability of development projects.

Like many among the general public, Developers considered that conservation and management of the Coast should be funded out of general taxes. Some specified that the Coast is for the benefit of all Victorians and that the cost of its maintenance should be shared universally.

**Do Developers feel encouraged or discouraged?**

All Developers reported being discouraged from their proposed activities - either by an unwieldy system or wilfully.

Some reported that they had been encouraged by one Government Department and discouraged by another.

All Developers felt that the most recent change of State Government had resulted in a more pro-development attitude. Of interest, some were concerned about the welfare of the Coast, should this change in attitude prove too non-critical.

**IMPLICATIONS.**

Overall, like the general public, Developers are concerned about the Victorian Coast - but they believe that development will help Victorians appreciate the Coast more.

Of particular interest, all Developers are in favour of controlled development - no one wants to see an "open slather" situation.

There is very strong support for a single body in control of development on the Victorian Coast. This would allow developers to ascertain all they need to know at one time before embarking upon development projects - without encountering subsequent "surprises" at cost of enormous time and expense. Such occurrences are not in the community's interest.

All Developers want to see developments which fit in with their environment - however, this is a very subjective judgement and there would be no pleasing everyone in this regard.

A statewide umbrella strategic plan for development on the Coast is strongly supported, and a State Government levy on new coastal developments is strongly not supported.