



Ipsos-Eureka
Social Research Institute

**Coastal and Marine Environment
Community Attitudes & Behaviour
(Wave Four)
REPORT**

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1. EXECUTIVE SUMMARY

1.1 Research context

The Victorian Coastal Council (VCC) is the peak advisory body to government on coastal and marine issues in Victoria. Its role is to provide strategic direction for the planning, management and protection of the Victorian coast for present and future generations. As a key element of its mandate, the VCC is responsible for developing the *Victorian Coastal Strategy* (VCS).

The VCS is established under the *Coastal Management Act 1995* and is the State Government's policy commitment for coastal, estuarine and marine environments in Victoria. It provides a long-term vision for the planning, management and sustainable use of our coast, and the policies and actions Victorians will need to implement over the five year term of the Strategy to help achieve that vision. The Strategy identifies three significant issues facing our coast that require our specific attention. These are:

- climate change which will result in impacts on the coast, including sea level rise;
- rapid population growth in coastal areas; and
- the health of our unique and valued marine environment.

The VCC, in partnership with the Department of Sustainability and Environment (DSE), periodically commissions social research on community attitudes and behaviours on the Victorian coastal and marine environment in order to inform the strategic review and development of the VCS. Three previous waves of research have been conducted from 1995 to 2011. The *Coastal and Marine Environment Community Attitudes & Behaviour (Wave Four) Report* records the process and outcomes of the recently completed fourth wave of research.

This fourth wave of research was designed to provide insight into public attitudes towards the coast and the value it delivers. The research also aimed to assess levels of usage of coastal areas, as well as track how attitudes and behaviours have developed over time compared with previous waves of research.

1.2 Methodology

A two-stage quantitative-qualitative methodology was employed. For the quantitative stage, a survey was administered to 1,001 Victorian households selected at random, along with quotas set for gender, location (Melbourne / rest of Victoria) and proximity to the coast (within five kilometres or further than five kilometres). The data was weighted according to ABS 2006 Census data for location, gender and age. The survey instrument can be found in Appendix B.

The second stage of the methodology was qualitative research. Eight focus group discussions were held, four in Melbourne, two in Inverloch and two in Warrnambool. A discussion guide was used to help direct the conversation during the groups (see Appendix C). The group discussions explored participants' interactions and perceptions of threats, management and development of the coastal and marine environment and coastal towns.

1.3 Key findings and conclusions

Use of the Victorian coast

- The coast is an important part of the lives of most Victorians. Victorians make a substantial number of trips to the coast on a yearly basis, over four-in-five (84%) reported having made at least one day trip to the coast in the last twelve months with the average number of day trips in the last twelve months being 23.4 trips.
- Over half (57%) of Victorians had made an overnight trip to the Victorian coast in the last twelve months. The average number of overnight trips within the last twelve months was 5.6 trips.
- The most frequently visited locations along the Victorian coast were Phillip Island (7%); Sorrento (6%); Lorne (5%); Torquay (5%); and Apollo Bay (5%).
- Those living within five kilometres of the coast reported visiting their local foreshore frequently, over a quarter (26%) said that they visited daily, and 86% report visiting their local foreshore at least once a month.
- Overall, Victorians appeared to be satisfied with their coastal experience: 87% gave a rating of either *Excellent* or *Very good*.
- All of those who visited the coast were asked what the most enjoyable aspect of the trip was. The most popular answer, given by just under a fifth of respondent (19%) was *enjoying the atmosphere / scenery / just being there* followed by *spending time with friends / family* and *walking / hiking* (11% for both).



- According to Victorians, the top three things that contribute to a good coastal or marine experience all relate to a clean and unspoilt environment. These contributors included *clean / clear water* (37%); a lack of *litter / rubbish / debris* (37%); and a *pristine / unspoilt / undeveloped / natural environment* (22%).
- Among those who made visits to the coast, the most commonly mentioned activity was *walking or hiking*, (by almost two thirds, 63%). *Swimming* was the next most common activity (52%), then *nature-based activities / appreciation* (31%).

Planning for sea level rise

- Overall, Victorians considered climate change and sea level rise to pose a (current or future) threat to the Victorian coast. Over two thirds (67%) of Victorians reported they agree with the statement *climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas of Victoria's coast*.
- However, the qualitative research revealed that despite agreement that the Victorian coast was likely to be (or currently is) affected by sea level rise, the implications of a one metre sea level rise were not well understood, particularly in terms of magnitude. Participants found it very challenging to visualise the implications of this scenario. One metre was considered by most to be quite negligible in terms of impact since it would most likely occur via a 'slow creep' that would mean people would be able to adapt to that change. A minority of participants perceived one metre sea level rise to be significant and mentioned implications for things such as land, stormwater and flora and fauna. There were many questions raised relating to flood and storm events and what was or wasn't 'natural cycles'.
- The responsibility for responding to the impacts of climate change and sea level rise in Victoria was thought by 29% of respondents to rest with the Victorian State Government. The second most common response was Federal Government (24%), and third was local government (15%). The perceived role of State Government was reflected in the agreement with the statement *I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise*, the mean agreement rating being 7.4 (on a zero to ten scale).
- Both the quantitative and qualitative research show that Victorians were unsure over the role individuals should play in terms of taking responsibility for risk posed to them by sea level rise. Respondents had mixed feelings about the statement *Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk*, with a mean agreement rating of 5.0 (on a zero to ten scale). Although participants in the discussion groups felt strongly that if people chose to live in property that had clearly been identified as at risk of flooding they should manage their own risk,

they also acknowledged the confusion and lack of knowledge that was likely to exist regarding risk.

- Communication from those who possess knowledge about anticipated sea level rise (most likely assumed to be State and Federal Governments) was identified as critical in helping people to manage their own risk.

Population growth and coastal development

- From both the qualitative and quantitative research it was apparent that the character of coastal settlements is highly valued. The majority (63%) of Victorians agreed with the statement *I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city*. Participants from the focus group discussions were able to describe easily a 'typical' Victorian town: small, laid-back places with friendly locals and little traffic. Typical coastal towns were usually framed as opposite to Melbourne. The Gold Coast and Surfers Paradise were mentioned frequently as examples of inappropriate development on the coast.
- Victorians had some concern that coastal towns look too much like Melbourne suburbia, and the discussion groups revealed that people have very definite ideas about how coastal towns should not look. Victorians were keen for coastal towns to retain their (often long-standing) sense of character and not develop into sprawling or high-rise metropolises with too many people.
- The consideration of moving to the Victorian coast appeared quite low with seven percent (7%) of those living further than five kilometres from the coast reporting that they were considering this within five years, however, this equates to a large number of Victorians (an estimated 300,000 persons).
- Seventeen percent (17%) of respondents reported that they have access to a Victorian beach house owned by themselves or family. Qualitative research indicated that many have access to beach houses owned by friends.
- In the discussion groups, there were obvious concerns about the development of some areas of the Victorian coast and this was reflected quantitatively, just over half (52%) said they were not confident in Government planning and building guidelines capacity to protect Victorian coastal towns' character and feel.
- Victorians appeared to have mixed feelings regarding how to best accommodate increased demand for housing along Victoria's coastline. In the quantitative research, when asked to choose between two simplified options, just over half (52%) reported a preference for *allowing towns to expand outwards*, and 39% preferred *increasing the density of housing*

in existing town boundaries (9% were unable to chose). The qualitative research demonstrated that the dilemma of expansion out or increasing the density was more complex. The majority of the qualitative research participants felt that coastal towns should probably increase in density rather than sprawl outwards. The community felt that there were firm caveats with both scenarios; expansion was tolerated as long as there were parameters on that sprawl and increased density was tolerated as long as buildings remained relatively low-rise. For any growth to be deemed appropriate, the character of the coastal town has to be retained. Where expansion was thought to need to occur, there was strong support for developing inland rather than creating a continuous stretch of development along the coastline.

Natural coastal and marine environment

- The natural features of the Victorian coastal and marine environment were extremely important to Victorians. There was strong agreement with the statement *The flora and fauna that live in marine environments are important to all Victorians* (with a mean rating of 8.4 on a zero to ten scale). However, there was a more varied response to agreement with the statement *I feel I know a fair bit about Victoria's coastal and marine environments* (with an overall mean rating of 5.3).
- There was relatively strong disagreement with the negatively framed statement *The coastal and marine environments are unimportant to my lifestyle* with a mean rating of 2.8 overall (on a zero to ten scale). The sentiment of feeling that coastal and marine environments are important to Victorians' lifestyles was also reflected in the qualitative research. Participants spoke of visiting the coast quite frequently, or if they did not currently visit the coast often it was almost always a significant part of growing up and family holidays
- From the qualitative research, it is evident that amongst those living in coastal areas there is a clear sense of pride in the local coastal and marine environment.
- Top-of-mind associations with the Victorian coast are usually focused on the iconic features of the coastline including the Great Ocean Road, the Twelve Apostles, Phillip Island and the penguins. Sandy beaches were the classic association with anything coastal; however, there were sometimes mentions of the less obvious features of the coastal and marine environment including fish, birds, marine mammals, invertebrates, estuaries, mangroves, and wetlands.
- Just under half of Victorians (48%) reported concerns or annoyances with Victorian coastal or marine environments (consistent with Wave Three). The biggest cause of concern was *rubbish / litter / cigarette butts* (mentioned by just over a third), followed by

overcommercialised coast / inappropriate development (11%) and *antisocial behaviour / drunks / hoons* (8%).

- Although a few participants were concerned that the Victorian coast was currently under threat, the general consensus was that it was healthy.
- When asked what threatened the coast, participants in discussion groups were most likely to cite quite broad threats initially, and then litter and pollution. When pressed, participants named a range of other threats such as erosion, population pressure, pressure of recreational use, and dredging. Threats to the coast were either considered to be due to people's proximity to the coast or more indirectly via climate change.
- The majority (83%) of Victorians reported that they have heard of Victoria's Marine National Parks and Marine Sanctuaries. Awareness was higher than in Wave Three (72%). Support for Marine National Parks and Marine Sanctuaries remains high in Wave Four, (93%), with no notable difference to Wave Three.

Coastal management

- The majority of Victorians agreed that the Victorian coast is well managed (67% agreed); however, this measure has declined since the previous wave of research in 2007 (when 74% agreed).
- Despite this agreement that the Victorian coast is well managed overall, Victorians appeared to be unsure about whether specifically *the government* is doing a good job of managing the coastal and marine environment. The majority of respondents (58%) rated their agreement with the statement *The government is doing a good job of managing the Victorian coastal and marine environment* as around midway on the zero to ten scale (on average, the agreement rating was 5.2).
- From the qualitative research it is clear that coastal and marine management is generally not 'visible' to the community (other than development on the water's edge), leaving most unsure as to what is involved in actively managing these environments.
- Victorians generally did not feel well informed about coastal planning and management. This may be why there has been a decrease since Wave Three on agreement that the coast is well managed. Group discussions also implied this link. When people were unsure about who managed the coast, there was a greater tendency to assume that it was not being well managed.

- There was scepticism over the ability of communities to influence the development of their local areas. Just over a third (35%) of Victorians agreed that local communities have enough say in government planning decisions affecting their local area.
- The top four mentions when asked what, if any, are the issues affecting the Victorian coastal and marine environment that the government should respond to were overfishing / illegal fishing (29%); pollution (21%); development (14%); and pollution from stormwater (12%).
- Interest expressed in volunteering to help improve and protect the coast was similar to previous waves, with almost one-in-three Victorians in agreement with the statement *I would be interested in joining a volunteer group to improve and protect the coast*.
- Seventeen percent (17%) of respondents said they had definitely heard of the VCC (similar proportion in Wave Three in 2007); the majority, 73%, said they had not (76% in 2007). A majority (80%) of Victorians have not heard of the VCS, 11% said they had definitely heard of the VCS, 9% thought they probably had.

This section outlines the background to the project, and specifies our understanding of the research objectives

2. RESEARCH CONTEXT

2.1 Background

The Victorian Coastal Council (VCC) is the peak advisory body to government on coastal and marine issues in Victoria. Its role is to provide strategic direction for the planning, management and protection of the Victorian coast for present and future generations. As a key element of its mandate, the VCC is responsible for developing the *Victorian Coastal Strategy* (VCS).

The VCS is established under the *Coastal Management Act 1995* and is the State Government's policy commitment for coastal, estuarine and marine environments in Victoria. It provides a long-term vision for the planning, management and sustainable use of our coast, and the policies and actions Victorians will need to implement over the five year term of the Strategy to help achieve that vision. The Strategy identifies three significant issues facing our coast that require our specific attention. These are:

- Climate change which will result in impacts on the coast, including sea level rise;
- Rapid population growth in coastal areas
- The health of our unique and valued marine environment

In order to inform the review of the VCS, successive waves of stakeholder and community research have been carried out prior to strategic reviews. Prior to 2011, three waves of research had been conducted since 1995, with the most recent wave conducted in 2007.

The previous waves of research carried out in 1996, 2000 and 2007 have shown consistently that Victorians value the clean, healthy environs of their coast very highly and visit them regularly.

Previous research has highlighted a range of issues around coastal management:

- A strong emerging issue in 2007 was support for further research into the possible future impacts of climate change on the Victorian coast.
- There was strong support for the protection of marine and coastal areas. In 2007, an overwhelming majority (96%) of respondents agreed that the flora and fauna in marine environments were important to all Victorians, while 92% of people who were aware of Victoria's Marine National Parks and Marine Sanctuaries were supportive of them.
- In 2007, public confidence in the management of Victoria's coast was strong and rising. A total of 74% of Victorians agreed that their coast was well managed, which continued an upward trend from the previous two surveys. Despite this many people lacked confidence in Government planning and regulation to protect the character of towns along the coast.
- The population was polarised with regard to confidence in the long-term strategies in place to protect the Victorian coast, with almost half lacking confidence in both 2000 and 2007.

2.2 Research objectives

To develop the VCS, the VCC requires a clear understanding of usage and attitudes towards the management of coastal and marine environments.

The community research objective was to provide insight into public attitudes towards the coast and what the public values about the coast. The research also aimed to indicate levels of usage of coastal areas and perceptions as to their management. Importantly, the tracking nature of the Coastal and Marine Environment Attitudes and Behaviour Study (Wave Four) allows the VCC to determine how attitudes and behaviour have shifted compared to previous waves of research.

Specific research objectives included:

- Establish and validate what the community values about the Victorian coastal and marine environment, including the meaning of the term coastal and marine environment, importance of the coast in residents' lifestyles, what drives the attachment to coastal areas, and how attachment to the coast has changed over time.
- Understand and measure usage and behaviours in relation to the coastal and marine environments, including visitation, activities, duration of trips, facilities used, types of accommodation, how usage has changed over time.
- Identify what the community regards as the 'hot' issues impacting the Victorian coastal and marine environment, their relative importance and how these impact residents.

- Explore perceptions of coastal management and planning in Victoria, expectations of coastal and marine planning and management, and future priorities for planning and management.

The methodology used to address these issues is detailed in section three.



In this section, details of the methodology of the research program are outlined

3. RESEARCH DESIGN

3.1 Conduct of quantitative research

Ipsos-Eureka employed Computer Assisted Telephone Interviewing Technology (CATI) with a sample of n=1,001. The quantitative fieldwork was conducted by the Research Methods Unit (RMU), a specialist social research division of I-view, Ipsos' fieldwork subsidiary. On average, the survey took approximately 22 minutes to complete. The survey was in field from 4th – 21st April 2011. The data collected was then weighted according to the ABS 2006 Census data for location, gender and age.

The survey instrument was based on the previous questionnaire, with updates made to meet research objectives specific to Wave Four. The questionnaire can be found in Appendix B.

3.2 Target sample and sample sizes

Quotas were set in order to ensure representative mixture of people were interviewed. In addition to gender, quotas were set for Melbourne / rest of Victoria and proximity to the coast (within five kilometres or further than five kilometres). The proximity to the coast quota was set to ensure that those living close or further away from the coast could be compared as subgroups.

Residential location	Melbourne	Rest of Victoria	TOTAL
Within 5km of coast	200	200	400
More than 5km of coast	300	300	600
TOTAL	500	500	1000

3.3 Conduct of qualitative research

Eight group discussions were held; four in Melbourne, two in Inverloch and two in Warrnambool. The qualitative fieldwork was conducted over the period of the 11th – 14th July 2011 by Jennifer Brook, Daniel Pole and Peter Feldman. There were between five and eight participants in each group. Professional recruiters Infonet were commissioned to undertake the recruitment. Participants were recruited according to the segments revealed through the quantitative stage.

	Number of discussion groups
Melbourne	4
Inverloch	2
Warrnambool	2
TOTAL	8

A discussion guide was used to help direct the conversation during the groups. The group discussions explored participants' interactions with and perceptions of Victorian coastal settlements and coastal and marine environments perceptions of appropriate development and management, perceptions of threats to the coastal and marine environment, and understanding of climate change impacts, particularly sea level rise, and implications for the Victorian coast.

3.4 Presentation and interpretation of the findings

The following notes are included to help the reader understand the presentation of the findings, and their interpretation:

- For the quantitative data, differences between the responses of subgroups (e.g. males and females; age groups) are only commented on when they are statistically significant. Therefore references to 'more likely' and 'less likely' indicate statistically significant difference.
- Statistically significant differences are indicated in the tables by **green** for significantly higher and **red** for significantly lower, accompanied by upwards and downwards arrows.
- In the quantitative household survey, respondents were asked to rate their agreement with 34 statements, for these statements the report provides the mean agreement rating. The scale for these questions was zero to ten where zero was *strongly disagree* and ten was *strongly agree*. There were other questions about agreement which were asked slightly differently (to achieve consistency with previous waves) in the format of *agree a lot, agree a little, neither agree or disagree, disagree a little, disagree a lot*.
- The quantitative data has been weighted to reflect the Victorian population (age, gender and location) according to the last published ABS census of 2006.
- Where possible, comparisons have been made to previous waves of the data (Wave One collected in 1996, Wave Two in 2000, Wave Three in 2007). The questionnaire has changed over the years to reflect different priorities, therefore some questions do not have direct comparison to previous surveys. There are some questions in this wave that are asked slightly differently in Wave Three, these results are not directly comparable but remain of interest. Instances of this are identified in the findings.
- In reading this report and interpreting the accompanying tables, please note:
 - Where percentages in tables do not total to 100 this is due to rounding to whole numbers or multiple response questions.
 - The base number/s (i.e. the frequency of persons responding to an item) are provided for all charts and tables. Please refer to these numbers as they vary depending on who was asked a particular question.
- The findings of the quantitative and qualitative data are presented together according to topic. Findings are clearly identified as being from either the qualitative or quantitative data,

however, 'respondents' refers to quantitative research and 'participants' refers to the qualitative research.



4

This section covers the findings relating to use of the Victorian coast

4. USE OF THE VICTORIAN COAST

Summary: Use of the Victorian coast

- Victorians make a substantial number of trips to the coast on a yearly basis, over four-in-five (84%) reported having made at least one day trip to the coast in the last twelve months with the average number of day trips in the last twelve months being 23.4 trips.
- Over half (57%) of Victorians had made an overnight trip to the Victorian coast in the last twelve months. The average number of overnight trips within the last twelve months was 5.6 trips.
- The most frequently visited locations along the Victorian coast were Phillip Island (7%); Sorrento (6%); Lorne (5%); Torquay (5%); and Apollo Bay (5%).
- Those living within five kilometres of the coast reported visiting their local foreshore frequently, over a quarter (26%) said that they visited daily, and 86% report visiting their local foreshore at least once a month.
- Overall, Victorians appeared to be satisfied with their coastal experience: 87% gave a rating of either *Excellent* or *Very good*.
- All of those who visited the coast were asked what the most enjoyable aspect of the trip was. The most popular answer, given by just under a fifth of respondent (19%) was *enjoying the atmosphere / scenery / just being there* followed by *spending time with friends / family* and *walking / hiking* (11% for both).
- According to Victorians, the top three things that contribute to a good coastal or marine experience all relate to a clean and unspoilt environment. These contributors included *clean / clear water* (37%); a lack of *litter / rubbish / debris* (37%); and a *pristine / unspoilt / undeveloped / natural environment* (22%).
- Among those who made visits to the coast, the most commonly mentioned activity was *walking or hiking*, mentioned by almost two thirds (63%). *Swimming* was the next most common activity (52%), then *nature-based activities / appreciation* (31%).

4.1 Location of coastal visits

As shown in Table 1 below, the most frequently visited locations along the coast were Phillip Island (7%) and Sorrento (6%) followed by Lorne (5%); Torquay (5%); and Apollo Bay (5%).

Those aged between 30-39 years were more likely to mention visits to Torquay (11% compared to 5% overall) while those under 29 years were more likely to mention Apollo Bay (9% compared to 11% overall).

Table 1: Coastal area or town visited on most recent trip (Q7)

	%
Phillip Island	7
Sorrento	6
Lorne	5
Torquay	5
Apollo Bay	5
Mornington Peninsula	4
Warrnambool	4
Lakes Entrance	4
Inverloch	3
St Kilda	3
Wilsons Promontory	3
Anglesea	3
Rosebud	3
Geelong	2
Barwon Heads	2
Queenscliff	2
Port Fairy	2
Portsea	2
Frankston	2
Rye	2
Dromana	2

Weight: ABS Census 2006: age, gender, and location; base n = 838; those who visited a coastal area
 NB: Locations mentioned by fewer than 2% of respondents not shown.

4.2 Day trips and overnight trips

Day trips

The vast majority (84%) of Victorians had made at least one day trip to the coast in the last twelve months. Those aged between 30-49 years were more likely to have made a day trip (91% compared to 84% overall) while at 28% those aged 60 years and over were less likely to have made a day trip. Not surprisingly, those living within five kilometres of the coast were more likely to have made one or more trips (91% compared to 81% living further away).

The average number of day trips Victorians made to the coast in the last twelve months was 23.4.

Table 2: Number of day trips to the coast for recreation or leisure in past twelve months (67a) by Distance from the coastline (Q2)

	Overall	5 km or less from coast	More than 5 km from coast
	Average no.	Average no.	Average no.
Average number of day trips to the coast for recreation or leisure in past twelve months (Q67a)	23.4	51.1↑	9.1↓

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 971

Overnight trips

More than half (57%) of Victorians surveyed had made an overnight trip to the coast in the past twelve months. Those aged 30-39 years were more likely to say they had made an overnight trip to the coast (66% compared to 57% overall). Those living in Melbourne were more likely than those who lived in the rest of Victoria to have taken one or more overnight trips to the coast in the last twelve months (see Table 3 below).

Table 3: Proportion who made at least one overnight trip to the coast in the last 12 months (Q67b) by Location

	Total sample	Melbourne	Rest of Victoria
	%	%	%
None	43	40↓	50↑
One or more trips	57	60↑	50↓

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 971

The average number of overnight trips to the coast in the last twelve months was 5.6. Those who reside five kilometres or less from the coast also made a greater number of overnight trips to the coast (see Table 4 below).

Table 4: Average number of overnight trips to the coast in the last 12 months (Q67b) by Distance from the coastline (Q2)

	Overall	5 km or less from coast	More than 5 km from coast
	Average no.	Average no.	Average no.
Average number of overnight trips to the coast for recreation or leisure in past 12 months (67a)*	5.6	10.3↑	3.1↓

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 971

*The reported averages are for those respondents that indicated that made one or more overnight trips to the coast.

Activities undertaken at the coast

The most commonly mentioned use of the coast among those who visited it was *walking or hiking*, mentioned by more than three in five (63%). *Swimming* was the next largest response, mentioned by more than half (52%) followed by *nature-based activities / appreciation* mentioned by just fewer than one third (31%).

Analysis by gender found that females were more likely to mention *walking or hiking* (76% among females compared to 51% among males) while males were more likely to mention *fishing* (32% among males compared to 12% among females) and *surfing / body boarding* (14% among males compared to 7% among females).

Table 5: Activities undertaken when visiting the coast (Q68)

	%
Walking / hiking	63
Swimming	52
Nature based activities appreciation	31
Lying on the beach / sunbathing / relaxing on beach	22
Fishing	22
Other sporting activities	17
Boating	14
Picnic / BBQ	11
Surfing body boarding	11
Visiting cafes restaurants	11
Spending time with family / friends	9
Bicycle riding	5
Shopping	4
Walking the dog	4
Driving	3
Camping	3
Caravanning	<1
Other	2

Weight: ABS Census 2006: age, gender, and location; those who visited the coast in the last twelve months
base n = 838

4.3 Local foreshore trips

Those who lived within five kilometres of the coast were asked how often they visited their local foreshore. Almost nine in ten (86%) said they visited their local foreshore at least once a month, with just over a quarter (26%) saying they visited their local foreshore daily.

Table 6: Frequency of short visits to local foreshore by Key demographics (Q66a)

	Total sample %
Daily	26
Weekly	39
Fortnightly	10
Monthly	11
Net: Monthly or more often	86
Net: Less often than monthly	13
Never	1

Weight: ABS Census 2006: age, gender, and location; those who lived within 5km of the coast, base n=377



The most commonly undertaken activities at the local foreshore were *walking* undertaken by almost half (47%) or *walking the dog* (13%). Almost one in ten mentioned *swimming* (9%) while just over one in twenty (6%) mentioned *nature-based activities / appreciation*.

Analysis by age showed that those aged between 30-39 years were less likely to mention *walking* (14% compared to 47% overall). This age group was more likely to mention *running* (11% compared to 2% overall) or having a *picnic / BBQ* (8% compared to 1% overall).

Table 7: Activities undertaken on last visit to local foreshore for a short visit (Q66b)

	Total sample %
Walking	47
Walking the dog	13
Swimming	9
Nature based activities / appreciation	6
Lying on the beach / relaxing	5
Fishing	5
Spending time with family / friends	3
Boating	2
Running	2
Cycling	2
Surfing	2
Picnic / BBQ	1
Driving	0
Other	2

Weight: ABS Census 2006: age, gender, and location; base those who visit the foreshore n = 330

4.4 The coastal experience

All those who had been to the coast in the last twelve months were asked to rate the overall quality of their *most recent* visit. Generally, Victorians appeared to be satisfied with the coastal experience with 87% giving a rating of either *Excellent* or *Very good* in Wave Four. As can be seen in Figure 1 below, females and those living five kilometres or less from the coast were more likely to rate their experience as *Excellent*.

Compared to Wave Three, ratings of the coast as being *Excellent* have declined slightly; however ratings of the coast as *Good* or *Very good* have increased. It should be noted that this question was posed slightly differently in Wave Four, so comparison of these results should be treated with some caution.

Figure 1: Rating of overall quality of experience of visit to the Victorian coast (Q23) by Key demographics



Weight: ABS Census 2006: age, gender, and location; those who visited the coast in the last twelve months
base n = 838

All of those who visited the coast were asked what the most enjoyable aspect of the trip was. The most popular answer, given by just under a fifth of respondent (19%) was *enjoying the atmosphere / scenery / just being there* followed by *spending time with friends / family* and *walking / hiking* (11% for both). Overall, Table 8 shows that analysis by gender indicates that females were more likely to mention *walking / hiking* as the most enjoyable aspect of their trip (16% compared to 6% for males) while males were more likely to mention *fishing* (7% for males compared to 1% for females). A number of other differences were found by gender.

Table 8: The most enjoyable aspect of the trip to the coast (Q21) by Gender (Q1)

	Total	Male	Female
	%	%	%
Enjoying the atmosphere / scenery / just being there	19	18	20
Spending time with friends / family	11	13	10
Walking / Hiking	11	6↓	16↑
Relaxing / de-stressing / getting away from it all	10	9	11
Swimming / water sports	10	12↑	7↓
The beach	9	6↓	12↑
Fishing	4	7↑	1↓
Driving / riding along the coast	4	5↑	2↓
The weather	3	4	3
Wildlife / Birdwatching	3	2	4
Specific event / location	3	3	3
Fresh air	2	3	2
Picnic / BBQ / Eating	2	1	2
Camping	1	1	1
The town / location	0	0	1
Other	8	11↑	5↓

Weight: ABS Census 2006: age, gender, and location; those who visited the coast in the last twelve months
base n = 838

Analysis of the most enjoyable aspect of a trip to the coast by age found a number of differences displayed below in Table 9. Younger respondents (aged 18-29 years) were more likely to enjoy *swimming / water sports*, while the need to *relax / de-stress / get away from it all* became more important among those aged 30-39 years. For those aged 40 years and over, *walking / hiking* was more frequently mentioned.

Table 9: The most enjoyable aspect of trip (Q21) by Age (Q49)

	Total	18-29 years	30-39 years	40+ years
	%	%	%	%
Enjoying the atmosphere / scenery / just being there	19	12↓	20	21
Spending time with friends / family	11	15	8	11
Walking / Hiking	11	3↓	11	14↑
Relaxing / de-stressing / getting away from it all	10	5↓	16↑	10
Swimming / water sports	10	16↑	10	7↓
The beach	9	11	11	8
Fishing	4	3	3	5
Driving / riding along the coast	4	3	3	4
The weather	3	5	5	2
Wildlife / Birdwatching	3	4	2	3
Specific event / location	3	5	3	2
Fresh air	2	3	1	3
Picnic / BBQ / Eating	2	2	0	2
Camping	1	0	1	1
The town / location	0	0	1	0
Other	8	13↑	5	7

Weight: ABS Census 2006: age, gender, and location; those who visited the coast in the last twelve months
base n = 838

All respondents who had been to the Victorian coast in the last twelve months were asked what things contributed to a good coastal or marine experience. The top three responses were related to a clean and unspoilt environment. They were *clean / clear water* (37%) a lack of *litter / rubbish / debris* (37%) and a *pristine / unspoilt / undeveloped / natural environment* (22%). The proportion of Victorians who mentioned these two most common contributors to a good coastal or marine experience has increased in Wave Four compared with Wave Three as indicated in Table 10 below. In Wave Four, Victorians were less likely to mention other features including toilet facilities, overcrowding, and presence of a kiosk.

Table 10: Contributors to a good coastal or marine experience (Q28)

	Wave Three	Wave Four
	%	%
Clean / clear water	30↓	37↑
No litter / rubbish / debris	31↓	37↑
Pristine / unspoilt / undeveloped / natural environment	26	22
Good / easy / safe access to beach	11	11
No pollution	10	9
Good weather	8	9
Toilet facilities/changing rooms	14↑	8↓
Not too many people / not overcrowded	16↑	8↓
Provision/availability of car parking	8	6
A safe environment	3	5
Picnic facilities	8↑	3↓
Plenty of open space / clear horizons	9↑	2↓
Kiosk/Cafe/teahouse	10↑	2↓
Other	49↑	12↓

Weight: ABS Census 2006: age, gender, and location; base n = 952.

NB Only mentions by ≥5% in at least one wave mentioned

As illustrated in Table 11, support for the exclusion of camping and caravans on the foreshore has decreased from about a third (34%) from 2007 to around a quarter (24%) in Wave Four. Those aged 18 to 29 were more likely to agree (either *a little* or *a lot*) that camping and caravans should be excluded from these areas, with 34% in agreement compared with 21% of those aged 30 and over.

Table 11: Camping and caravan parks should not be allowed on any foreshore areas (Q31C) by Wave

	Wave Three	Wave Four
	%	%
Agree a lot	20↑	12↓
Agree a little	14	12
Neither agree nor disagree	7↑	4↓
Disagree a little	24↓	32↑
Disagree a lot	32↓	39↑
Net agree	34↑	24↓
Net disagree	56↓	71↑
Don't know	3↑	1↓

Total sample; Weight: ABS Census 2006: age, gender, and location; base n = 1601; total n = 1602;

This section covers the findings relating to planning for sea level rise

5. PLANNING FOR SEA LEVEL RISE

Summary: Planning for sea level rise

- Overall, Victorians consider climate change and sea level rise to pose a current or future threat to the Victorian coast. Over two thirds of Victorians (67%) reported they agree with the statement *climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas of Victoria's coast*.
- However, the qualitative research revealed that despite agreement that the Victorian coast was likely to be affected by sea level rise, the implications of a one metre rise are not well understood, particularly in terms of magnitude. Participants found it challenging to visualise the implications of this scenario. One metre was considered (by most) to be quite negligible in terms of impact, since it would most likely occur via a perceived 'slow creep' that would mean humans would be able to adapt to that change. Some participants perceived one metre sea level rise to be significant and mentioned implications for things such as loss of land, stormwater and flora and fauna, but these were in the minority. There were many questions raised relating to flood and storm events and what was or wasn't a 'natural cycle'.
- The responsibility for responding to the impacts of climate change and sea level rise in Victoria was thought to rest with the State Government. The Victorian State Government was the most commonly cited entity in terms of who should be mainly responsible for action on the impacts of climate change and sea level rise on the Victorian coast, mentioned by 29%. The second most common response was Federal Government (24%), and third was local government (15%). The perceived role of State Government was reflected in the agreement with the statement *I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise*, the mean agreement rating being 7.4 (on a zero to ten scale).

Continued overleaf...

- Both the quantitative and qualitative research show that Victorians are unsure over the role individuals should play in terms of taking responsibility for risk posed to them by sea level rise. Respondents had mixed feelings about the statement *Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk*, the mean agreement rating being 5.0 (on the zero to ten scale). Although participants in the discussion groups felt strongly that people who choose to live in property that has clearly been identified as at risk of flooding should manage their own risk, they also acknowledged the confusion and lack of knowledge that was likely to exist regarding risk.
- Communication from those who possess knowledge about anticipated sea level rise (most likely assumed to be State and Federal Governments) was identified as critical in helping people to manage their own risk.

5.1 General attitudes and knowledge regarding sea level rise

The mean agreement rating for the statement *Sea level rise poses a threat to the Victorian coastal and marine environment in the coming decades* was 6.7 on the scale with zero being strongly disagree and ten being strongly agree. Females were more likely to give a higher rating on average (7.2 compared with 6.2 for males). Younger Victorians aged 18-29 were also more likely to give a higher rating (7.1) than older Victorians (6.5 for those aged 30 or over).

Table 12: Sea level rise poses a threat to the Victorian coastal and marine environment in the coming decades (QAH) by Gender (Q1)

	Total sample	Male	Female
Mean agreement rating (0-10 scale)	6.7	6.2↓	7.2↑

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 974

When asked to rate their agreement with the statement *The seriousness of climate change and sea level rise is exaggerated*, respondents gave an average rating of 4.2. Males appeared to be suspicious of exaggerated claims with mean agreement rating of 4.8 compared with 3.6 for females. Younger and older Victorians were more likely to give different ratings as indicated by Table 13 overleaf; 18-29 year olds were more likely to give a lower agreement rating that the seriousness of climate change is exaggerated (3.5 on average) in contrast to those aged 60 plus (4.8).

Table 13: Seriousness of climate change exaggerated (QBP) by Age (Q49)

	Total sample	18-29 years	30-39 years	40-49 years	50-59 years	60+ years
Mean agreement rating (0-10 scale)	4.2	3.5↓	4.2	4.3	4.5	4.8↑

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 985

The mean agreement rating for the statement *I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise* was 7.4 (on the zero to ten rating). As shown in Table 14, females were more likely to give a higher mean rating than males (7.7 and 7.2 respectively). Those aged 30 or over were more likely to indicate a higher level of agreement than those aged 18-29 (mean agreement ratings of 7.6 and 7.1 respectively).

Table 14: I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise (QBC) by Gender (Q1)

	Total sample	Male	Female
Mean agreement rating (0-10 scale)	7.4	7.2↓	7.7↑

Weight: ABS Census 2006: age, gender, and location; all who could provide a response, base n = 990

Over two thirds (67%) of respondents reported they agreed (*agree a lot* or *agree a little*) that climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas of Victoria's coast, one-in-five (20%) said that they disagreed (*disagree a lot* or *disagree a little*) and 7% neither agreed or disagreed. Females were more likely to report that they agreed with this impact of climate change, 74% of females agreed vs. 59% of males (see Table 15Table 15). Reflecting a similar trend to the agreement with whether the seriousness of climate change is exaggerated, those aged 18-29 were more likely to agree that climate change is negatively affecting the Victorian coast (81% agreed) and those aged 60 plus were more likely to disagree (30% disagreed).

Table 15: Climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas or Victorias coast (Q31K) by Gender (Q1)

	Total sample	Male	Female
	%	%	%
Agree a lot	39	31↓	47↑
Agree a little	28	28	27
Neither agree nor disagree	7	10↑	5↓
Disagree a little	10	11	9
Disagree a lot	10	14↑	7↓
Don't know	6	6	6
Net agree	67	59↓	74↑
Net disagree	20	25↑	15↓
Mean agreement rating (0-10 scale)	2.4	2.7↑	2.2↓

Weight: ABS Census 2006: age, gender, and location; total sample, base n = 1001

5.2 Perceptions of the impacts of sea level rise

Participants in the discussion groups were asked to imagine the scenario of one metre rise in sea level over one hundred years for the Victorian coast. Overall, although sea level rise along the Victorian coast was generally accepted as a potentially real scenario, participants found it very challenging to visualise the implications. In part, this difficulty was linked to queries regarding the timeframes and magnitude of impacts that sea level rise would present to the coast. Furthermore, one metre sea level rise was considered by most to be quite negligible in terms of potential impact, since the perceived 'slow creep' of this increase would mean that people would easily have time to prepare and adapt.

"If it was over a hundred years surely we would come up with something to solve that?"

"No, a metre wouldn't do much, you'd lose a little bit, a teeny bit."

"Where you'd build would be different."

A minority of participants perceived one metre sea level rise to be significant and mentioned implications for things such as loss of land, stormwater and flora and fauna. The belief that sea level rise would be a gradual, manageable phenomenon was often spontaneously questioned in the context of flood and storm events/ cycles.

There were also questions over what was “natural” and what was a trend. Participants were often torn over whether flood events that they could remember, or had heard of, were evidence of sea level rise or whether these flood events were being mistaken for sea level rise to some degree.

5.3 Managing the impacts of climate change & sea level rise

State Government was most commonly mentioned as who should be mainly responsible for action on the impacts of climate change and sea level rise on the Victorian coast (29% of respondents cited State Government). Almost a quarter (24%) thought that Federal Government should be mainly responsible, 15% reported local government and 12% believed all of the entities listed should be responsible.

Table 16: Who should be mainly responsible for action on the impacts of climate change and sea level rise on the Victorian coast (Q56)

	Total sample %
State government	29
The Federal Government	24
Local government	15
The international community	5
Environmental groups / non-government organisations	4
Individuals and their families	4
Business / industry	2
All of these	11
Other	4
Don't know	1
None of these	1

Weight: ABS Census 2006: age, gender, and location; Total sample, base n = 1001

Victorians were divided when it came to responding to the statement *Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk*. The mean agreement rating on a scale of zero to ten was 5.0, and although 21% gave their response as 5, other responses were distributed fairly evenly along the scale. There were no significant differences across the different demographics. As Table 17 shows, those who live in Melbourne gave a lower mean agreement rating with this statement (4.8) compared with those living in the rest of Victoria (mean rating of 5.3).

Table 17. Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk (QBB) by Location

	Total sample	Melbourne	Rest of Victoria
Mean agreement rating (0-10 scale)	5.0	4.8↓	5.3↑

Weight: ABS Census 2006: age, gender, and location; those who could provide a response, base n = 994

This variety of sentiment about individuals' role was reflected in the qualitative research. If people chose to build or move into property that has been clearly identified as at risk of flooding, participants were resolute that responsibility lies with the individual.

"If you choose to build in a flood zone then that's your own fault."

"It should be managed by the shire... if you're foolish enough to proceed with living somewhere that might be in danger [you have to face the consequences] people need common sense!"

However, knowledge and communication clearly complicated the situation leading participants to question where the responsibility (and culpability) rested. This led to mixed feelings that were evident in the quantitative research.

"It depends on what they knew when they purchased."

Communication from those who possessed knowledge about anticipated sea level rise was identified as key. Many pointed to the insurance situation following the Brisbane floods earlier in the year as an example where flood risk may or may not have been known.

"Who checks the insurance fine print?!"

The concept of the sunset clause (e.g. a mechanism that triggers the use of the land to expire on a particular date) was introduced to participants. The concept raised many questions, including what would be done if sea level rise did *not* occur as projected.

"What if it [sea level rise] doesn't ever happen? Or if it happens earlier?"

"A sunset clause could work as we get more educated."

"Who's going to control it?"

Some considered that a sunset clause may work for certain types of buildings, especially transient examples such as simple holiday house 'shacks'. Some were uncomfortable with the idea of leasing rather than owning land, which would be necessary to implement a sunset clause. A number of participants not aware of the existing widespread use of leasehold in Australia (e.g. Canberra).

"It would work well with a bowling club building, wouldn't work so well with freehold land."

"If you wanted to build just a little holiday shack – that's a bit different [and a sunset clause might be appropriate]."

"It's anti-Australian, we like to own! [People want to buy homes rather than long-term lease]."

This section covers the findings relating to population growth and coastal development

6. POPULATION GROWTH AND COASTAL DEVELOPMENT

Summary: Population growth and coastal development

- From both the qualitative and quantitative research it was apparent that the character of coastal settlements is highly valued. The majority (63%) of Victorians agreed with the statement *I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city*. Participants from the focus group discussions were able to easily describe a 'typical' Victorian town: small, laid-back places with friendly locals and little traffic. Typical coastal towns were usually framed as opposite to Melbourne. The Gold Coast and Surfers Paradise were mentioned frequently as examples of inappropriate development on the coast.
- The consideration of moving to the Victorian coast appeared quite low with seven percent (7%) of those living further than five kilometres from the coast reporting that they were considering this within five years, however, this equates to a large number of Victorians (an estimated 300,000 persons).
- Seventeen percent (17%) of respondents reported that they have access to a Victorian beach house owned by themselves or family. Qualitative research indicated that many have access to beach houses owned by friends.
- In the discussion groups, there were obvious concerns about the development of some areas of the Victorian coast and this was reflected quantitatively, just over half (52%) said they were not confident in Government planning and building guidelines capacity to protect Victorian coastal towns' character and feel.

Continued overleaf...

- Victorians appeared to have mixed feelings regarding how to best accommodate increased demand for housing along Victoria’s coastline. In the quantitative research, when asked to choose between two simplified options, just over half (52%) reported a preference for *allowing towns to expand outwards*, and 39% preferred *increasing the density of housing in existing town boundaries* (9% were unable to chose). The qualitative research demonstrated that the dilemma of expansion out or increasing the density was more complex. The majority of the qualitative research participants felt that coastal towns should probably increase in density rather than sprawl outwards. For any growth to be deemed appropriate, the character of the coastal town has to be retained. Where expansion was thought to need to occur, there was strong support for developing inland rather than creating a continuous stretch of development along the coastline.
- Victorians are in favour of at least some types of services or facilities being available on ‘undeveloped’ stretches of the Victorian coast. Only one percent stated that they did not think any of the examples listed would be appropriate. The three services and facilities with most support were fairly low-impact, they were: *signs with information about the area* (92%), *picnic area with one or two tables* (91%), and *access tracks* (88%).

6.1 Population movement and holiday houses

Respondents who lived less than five kilometres from the coast were asked whether they had moved to the coast from somewhere else, almost two-in-five (39%) said that they had moved to the coast from another area (61% said no). As shown in Table 18 below, those living within five kilometres of the coast in other parts of Victoria were more likely to have lived somewhere else prior to moving to the coast (56% compared with 33% of those who live within five kilometres of the coast in Melbourne).

Table 18: Respondents who moved to the Victorian coast after living elsewhere (Q59) by Location)

	Total sample	Melbourne	Rest of Victoria
	%	%	%
Yes	39	33↓	56↑
No	61	67↑	44↓

Weight: ABS Census 2006: age, gender, and location; those living <5km from the coast, base n = 401

Of those who had previously lived elsewhere before moving to the coast, 68% lived in Melbourne and 22% had lived in inland rural Victoria (all other mentions accounted for less than 2%).

All respondents living further than five kilometres from the coast were asked whether they are considering moving to the Victorian coast within the next five years. Seven percent (7%) reported that they were considering this move within five years. Although consideration may not correspond with actually going through with moving to the coast, the study sample was representative of Victoria and therefore indicates a large number of people who are considering moving to the Victorian coast (an estimated 300,000 persons). Consideration of moving to the Victorian coast was higher amongst those aged 18-29 (11%) and those aged 50-59 (14%).

Table 19: Respondents considering moving to the Victorian coast in the next five years (Q61) by Age (Q49)

	Total sample	18-29 years	30-39 years	40-49 years	50-59 years	60+ years
	%	%	%	%	%	%
Yes	7	11↑	1↓	4	14↑	4
No	93	89↓	99↑	96	86↓	96

Weight: ABS Census 2006: age, gender, and location; those living >5km from the coast, base n = 594

Those who said that they were considering moving to the Victorian coast in the next five years were asked where they would consider moving to. There were relatively few who answered this question therefore the responses are not presented as percentages, however, the top mentions were: Lakes Entrance, Mornington, Phillip Island and the Bellarine Peninsula.

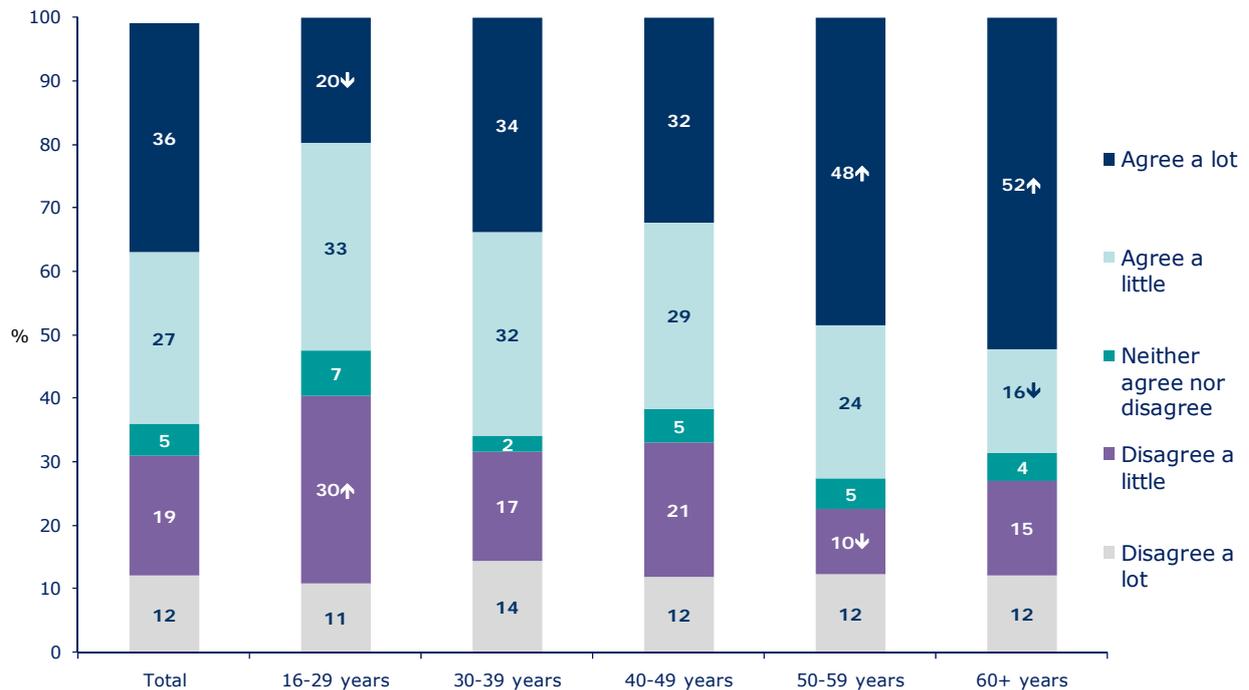
Many of those participating in the discussion groups also mentioned having access to beach houses on the Victorian coast owned by both friends and family.

6.2 Coastal character

Over three-in-five (63%) of Victorians agreed (*agree a lot* or *agree a little*) with the statement *I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city*. There has been no significant change on previous waves (68% agreed in Wave Three and 56% agreed in Wave Two).

There was no significant difference in opinion between those living within five kilometres of the coast or further away. Analysis by age revealed that Victorians aged 18-29 were more likely to disagree (*a lot* or *a little*) with the statement, 40% disagreed (compared with the average of 32%). Additionally, those aged 50-59 were more likely to agree (*a lot* or *a little*) than other age groups (73% agreed vs. the overall average of 63%).

Figure 2: I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city (Q311) by Age (Q49)



Weight: ABS Census 2006: age, gender, and location; those who had visited the coast base n = 971

Participants from the discussion groups were able to describe easily a “typical” Victorian town. These towns were considered to be small, laid-back places with friendly locals and little traffic. Many participants said *“not Melbourne!”* implying that typical coastal towns were framed as opposite to Melbourne. History was a feature of Victorian coastal towns that several participants identified as an important component; early settlers and historic landmarks were linked to these towns.

“People go out of their way more [in coastal towns].”

Coastal towns were inherently linked to holidays and leisure activities, even amongst those living in coastal towns, some of whom described living in coastal communities as being in *“holiday mode.”*

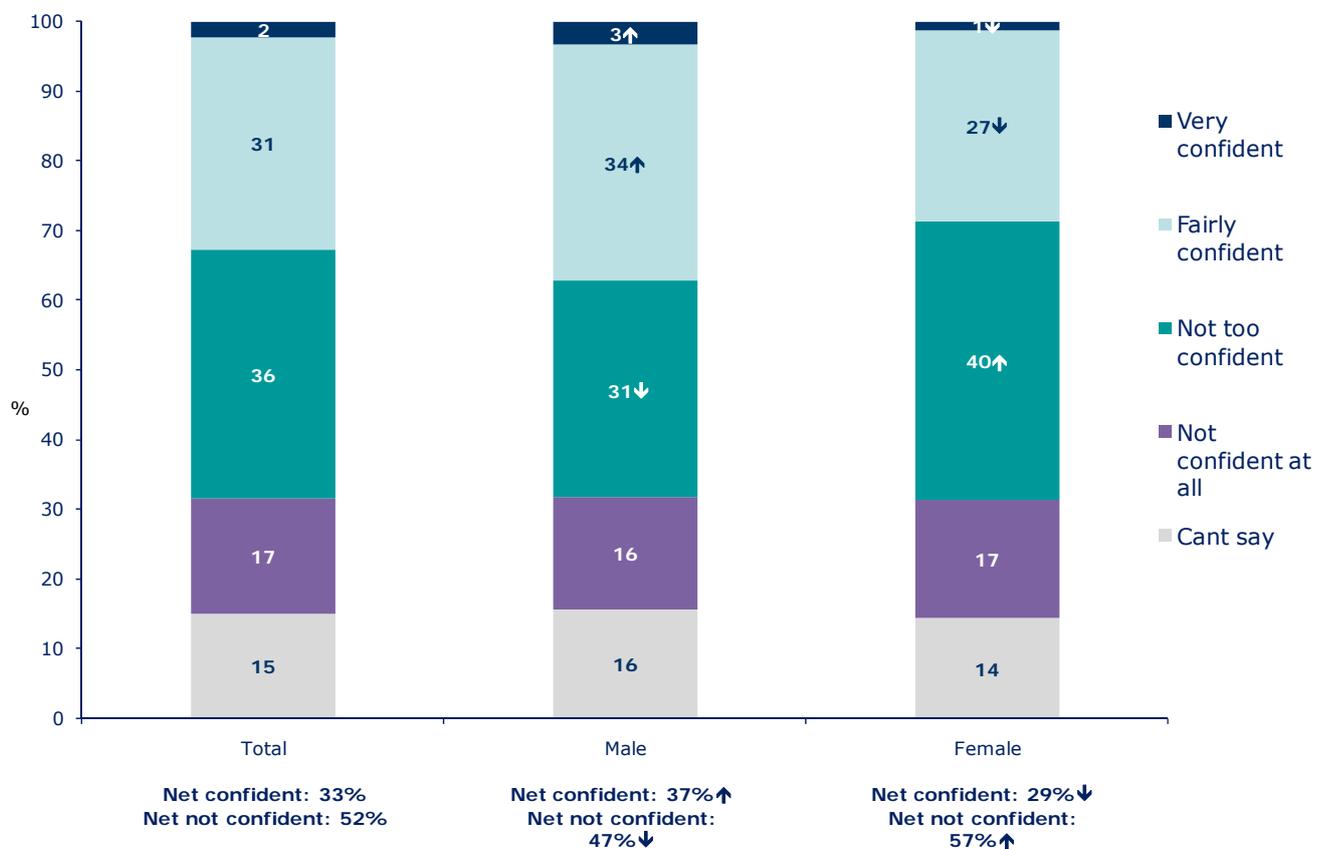
In the discussion groups, no one spontaneously likened coastal towns to suburbs of Melbourne, however, there were obvious concerns about the development of some areas and this is explored further in section 7.3 below.

6.3 Managing growth on the coast

Confidence in government planning and building guidelines

A third (33%) of Victorians indicated they have confidence in Government planning and building guidelines to protect Victorian coastal towns' character and feel (*very confident* or *fairly confident*). Analysis by gender revealed that males were more likely to report confidence in Government regarding planning for Victorian towns (37% compared with 29% of females). Those aged 60 plus were more likely to report that they were *not confident at all* (24% vs. an average of 17%).

Figure 3: Confidence in Government planning and building guidelines in protecting the character and feel of towns along the Victorian coast (Q33) by Gender (Q1)



Weight: ABS Census 2006: age, gender, and location; all respondents (n=1001)

Perception of appropriate services and facilities on undeveloped coast

At least some sorts of services or facilities were considered to be appropriate on 'undeveloped' stretches of the Victorian coast by almost all Victorians, with only one percent of respondents stating that they did not think any of the items listed to them during the survey were appropriate. The three services and facilities with most support were *signs with information about the area* (92%), *picnic area with one or two tables* (91%), and *access tracks* (88%). The majority of services and facilities tested with respondents received support as appropriate by at least half of respondents.

Victorians were divided on whether to permit boat ramps (54%), paved car park (53%), camping grounds (53%) or sea walls (49%) on undeveloped stretches of coast.

Around a third of respondents supported caravan parks (36 percent) marinas for boats (32 percent) on undeveloped stretches of coast; less than one-in-five (19 percent) Victorians support hotels being developed in such areas.

Analysis by gender revealed that males were more likely than females to indicate that surf lifesaving facilities, roofed picnic areas, paved car parks, camping grounds, boat marinas and hotels/motels are appropriate on 'undeveloped' stretches of Victorian coast.

Please note that the gaps in the table overleaf mean that this feature was not asked in previous waves of the survey. Significantly fewer Victorians said *none of the above* in Wave Four (1%) than in previous waves (10% in both Wave Two and Three), remembering that not all of these features were asked in the previous waves of the research.

Table 20: Which services or facilities are appropriate on undeveloped stretches of Victorian coast (Q34) by Wave

	Wave Two	Wave Three	Wave Four
	%	%	%
Signs with information about the area	-	-	92
Picnic area with one or two tables	74	81↑	91↑
Access track	-	-	88
Toilet facilities/changing rooms	77	77	84↑
Surf lifesaving facilities	-	-	78
Cycling track	-	-	76
Roofed picnic facilities with tables and BBQ	61	59	74↑
Playground	46	51	68↑
Boat ramp	-	-	54
Paved car park	40	46↑	53↑
camping ground	-	-	53
Sea wall	-	-	49
Kiosk	30	35	44↑
Cafe/teahouse	32	37	41↑
Caravan park	-	-	36
Marina for boats	-	-	32
Hotel or motel	-	-	19
None of the above	10	10	1↓

Weight: ABS Census 2006: age, gender, and location; base n = 1001;

Preferences for accommodating increased demand for housing in coastal areas

Respondents were asked to indicate their preference for accommodating increased demand for housing along Victoria's coastline. Just over half (52%) reported a preference for *allowing towns to expand outwards*, two-in-five (39%) preferred *increasing the density housing in existing town boundaries* and the remaining one-in-ten (9%) were unable to chose. Analysis by age Table 21 shows that those aged 18-29 were more likely to be in support of outwards expansion (67%) and were less likely to be in support of increasing the density of existing settlements (31%).

Table 21: The best way to accommodate increased demand for housing along Victoria's coast (Q55) by Age (Q49)

	Total sample	18-29 years	30-39 years	40-49 years	50-59 years	60+ years
	%	%	%	%	%	%
Allowing towns to expand outwards	52	67↑	46	48	45	47
Increasing the density of housing in existing town boundaries	39	31↓	43	42	42	39
Can't say / don't know	9	2↓	11	10	12	14

Wave Four; Weight: ABS Census 2006: age, gender, and location; total sample, base n = 1001

Understandably, in the qualitative research this dilemma of expansion out or increasing the density was much more nuanced. In the discussion groups, generally the younger participants were more supportive of increased density in coastal towns rather than expansion compared with older participants (in contrast to the table above detailing the quantitative findings).

The majority of participants, in both Melbourne and regional locations, felt that coastal towns should probably increase in density rather than sprawl outwards. However, there were firm caveats with both scenarios, expansion was tolerated as long as there were parameters on that sprawl and increase density was tolerated as long as buildings remained relatively low-rise.

"Up, but not too much!"

"Spread it out, these little towns will never be a metropolis."

Overall, participants agreed that expanding coastal towns inland rather than along the coast was considered the better growth scenario. For some, there was a slight sense of inevitability in terms of development in coastal breaks, although it was agreed that ecologically significant areas should always be protected. For others, the idea of coastal towns meeting as they sprawled outwards was very objectionable.

"The idea of Inverloch meeting Wonthaggi means city, I don't want to live in a city, you live on top of each other then."

"Imagine the Great Ocean Road with no [settlement / town] gaps!"

"You need height restrictions so we avoid the anarchy of the Gold Coast."

"You want to keep some of the coast sacred, pristine, move development back [away from the coast]."

For any growth to be deemed appropriate, the character of the coastal town needed to be retained. As detailed above, participants in the discussion groups were asked to describe the attributes of typical Victorian coastal towns, in discussing this participants provided examples of what they considered to be poor examples of development. The Gold Coast and Surfers Paradise were mentioned in every group as an example of inappropriate development on the coast. Locally, Lorne, Mornington and Sorrento were usually pointed out as Victorian examples of development in which the coastal character had been changed or lost.

As a separate concept undesirable development was at times linked to perceived lack of amenities for a larger population including medical facilities, public transport links and schools, especially amongst those living in coastal towns.

A challenge is to balance development with the necessary amenities while maintaining the character of coastal towns.

This section covers the findings relating to the natural coastal and marine environment

7. NATURAL COASTAL AND MARINE ENVIRONMENT

Summary: Natural coastal and marine environment

- There was relatively strong disagreement with the negatively framed statement *The coastal and marine environments are unimportant to my lifestyle* with a mean rating of 2.8 overall (on a zero to ten scale). The sentiment of feeling that coastal and marine environments are important to Victorians' lifestyles was also reflected in the qualitative research. Participants spoke of visiting the coast quite frequently, or if they did not currently visit the coast often it was almost always a significant part of growing up and family holidays.
- From the qualitative research, it is evident that amongst those living in coastal areas there is a clear sense of pride in the local coastal and marine environment. Top-of-mind associations with the Victorian coast are usually focused on the iconic features of the coastline including the Great Ocean Road, the Twelve Apostles, Phillip Island and the penguins. Sandy beaches were the classic association with anything coastal; however, there were sometimes mentions of the less obvious features including fish, birds, marine mammals, invertebrates, estuaries, mangroves, and wetlands.
- From the qualitative research, it is evident that amongst those living in coastal areas there is a clear sense of pride in the local coastal and marine environment. Top-of-mind associations with the Victorian coast are usually focused on the iconic features of the coastline including the Great Ocean Road, the Twelve Apostles, Phillip Island and the penguins. Sandy beaches were the classic association with anything coastal; however, there were sometimes mentions of the less obvious features including fish, birds, marine mammals, invertebrates, estuaries, mangroves, and wetlands.

Continued overleaf...

- Just under half of Victorians (48%) reported concerns or annoyances with Victorian coastal or marine environments (consistent with Wave Three). The biggest cause of concern was *rubbish / litter / cigarette butts* (mentioned by just over a third), followed by *overcommercialised coast / inappropriate development* (11%) and *antisocial behaviour / drunks / hoons* (8%).
- Although a few participants were concerned that the Victorian coast was currently under threat, the general consensus was that it was healthy.
- When asked what threatened the coast, participants in discussion groups were most likely to cite quite broad threats initially, and then litter and pollution. When pressed, participants named a range of other threats such as erosion, population pressure, pressure of recreational use, and dredging.
- The majority (83%) of Victorians reported that they have heard of Victoria's Marine National Parks and Marine Sanctuaries. Awareness was higher than in Wave Three (72%). Support for Marine National Parks and Marine Sanctuaries remains high in Wave Four, (93%), with no notable difference to Wave Three.

7.1 General attitudes and knowledge about the Victorian coast

Participants in the group discussions were asked what features of the natural coastal and marine environment were unique in Victoria. For those living in Melbourne, top-of-mind associations with the Victorian coast focused on iconic features of the coastline including the Great Ocean Road, the Twelve Apostles, Phillip Island and the penguins. The first things to be mentioned were usually tourist attractions and, although based on natural features of the coast, these attractions all included man-made elements (boardwalks for access, viewing platforms, information boards etc.). Several mentioned a sense of openness and space as important factors in the 'feel' of the coastal and marine environment.

Participants from the regional discussion groups in Inverloch and Warrnambool generally listed features closer to home, usually places they visited on a day-to-day basis or were easily accessible locally. There was a clear sense of pride in the local coastal and marine environment.

Childhood was an important association with the coast. Regardless of location, most participants mentioned at some point places they had visited as children or had taken (or currently take) their own children.

Sandy beaches were the classic association with anything coastal; however, there were sometimes mentions of the less obvious features of the coastal and marine environment including fish, birds, marine mammals, invertebrates, estuaries, mangroves, and wetlands.

Perception of the importance of marine flora and fauna

There was strong agreement with the statement *The flora and fauna that live in marine environments are important to all Victorians* with a mean rating of 8.4 (on a zero to ten scale). As shown below in Table 22, those living five kilometers or less from the coast were more likely than those living further inland to agree (mean ratings of 8.6 compared to 8.3 respectively).

Table 22: Marine flora & fauna important (QAB) by Distance from coast (Q2)

	Total sample	5 km or less from coast	More than 5 km from coast
Mean agreement rating (0-10 scale)	8.4	8.6↑	8.3↓

Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 997

Analysis by age and gender found a greater propensity to agree with this statement (*The flora and fauna that live in marine environments are important to all Victorians*) among female respondents (mean rating 8.6) and those aged between 50 -59 years (mean rating 8.8). Males and those aged 18-29 years were less likely to agree (mean ratings 8.2 and 7.9, respectively).

Although not directly comparable (due to being asked in a different way), respondents in Wave Two and Wave Three were also asked about their agreement with this statement (*The flora and fauna that live in marine environments are important to all Victorians*). Agreement remains high, 95% of respondents in 2000 and 96% in 2007 reported that they agreed (*agree a little or agree a lot*).

Perceived knowledge about coastal and marine environments

Ratings of the statement *I feel I know a fair bit about Victoria's coastal and marine environments* were mixed with an overall mean rating of 5.3 out of ten. As shown below in Table 23, on average those living within five kilometres of the coast felt they had higher levels of knowledge.

Analysis by age, gender, and location found no significant differences.

Table 23: Know a fair bit about Victoria's coastal and marine environments (QAC) by Distance from the coastline (Q2)

	Total sample	5 km or less from coast	More than 5 km from coast
Mean agreement rating (0-10 scale)	5.3	6.0↑	4.9↓

Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 995

Relationship between coastal and marine environments and lifestyle

There was relatively strong disagreement with the negatively framed statement *The coastal and marine environments are unimportant to my lifestyle* with a mean rating of 2.8 overall (on a zero to ten scale). Disagreement was strongest among females (mean rating 2.5 vs. 3.1 mean rating for males) and those living more than five kilometres from the coast (mean rating 2.4 vs. 3.1 mean rating for those living more than five kilometres from the coast). Differences recorded by age group are displayed below in Table 24.

Table 24: Coastal and marine environments are unimportant to my lifestyle (QAI) by Age

	Total sample	18-29 years	30-39 years	40-49 years	50-59 years	60+ years
Mean agreement rating (0-10 scale)	2.8	2.7	2.7	2.2↓	2.6	3.7↑

Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 1001

The sentiment of feeling that coastal and marine environments are important to Victorians' lifestyles was reflected in the qualitative research. Participants spoke of visiting the coast quite frequently, or if they did not currently visit the coast often it was almost always a significant part of growing up and family holidays.

Importance of coastal and marine environments as natural features of Victoria

There was moderate agreement with the statement *Our coastal and marine environments are the most important natural feature of Victoria* with a mean rating of 7.0 (on a zero to ten rating). As can be seen below in Table 25, males were less likely to agree with this statement and females more likely.

Table 25: Our coastal and marine environments are the most important natural feature of Victoria (QAK) by Gender (Q1)

	Total sample	Male	Female
Mean agreement rating (0-10 scale)	7.0	6.7↓	7.3↑

Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 1001

Analysis by distance from the coast found, not surprisingly, that those living closer to the coast were more likely to agree with this statement (mean rating 7.3 out of ten) than those living further inland (mean rating 6.9 out of ten). Analysis by age found no significant differences.

Awareness and support for Marine National Parks and Marine Sanctuaries

Over four-in-five (83%) respondents reported they had heard of Victoria's Marine National Parks and Marine Sanctuaries, a greater proportion than indicated they had heard of these reserves in the previous wave (72%).

Table 26: Heard of Victoria's Marine National Parks and Marine Sanctuaries (Q46) by Distance from the coastline (Q2)

	Total sample	5 km or less from coast	More than 5 km from coast
	%	%	%
Yes	83	87↑	80↓
No	17	13↓	20↑

Filter: Wave Four; Weight: ABS Census 2006: age, gender, and location; base n = 1001; 38% filtered out

Victorians living within five kilometres of the coast had a greater level of awareness of Victorian Marine National Parks and Marine Sanctuaries compared with those living further away (87% vs. 82% aware respectively). Younger Victorians were less likely to report having heard of Victoria's Marine National Parks and Marine Sanctuaries, 76% said they had. Those aged 60 plus were more likely to have heard of Victoria's Marine National Parks and Marine Sanctuaries (89%).

Support for Marine National Parks and Marine Sanctuaries remains high in Wave Four, 93% of respondents support Marine National Parks and Marine Sanctuaries (*strongly support* or *mildly support*), with no notable difference to Wave Three in 2007 (92% supported) as seen in Table 27 below. Support for Marine National Parks and Marine Sanctuaries was higher amongst those who live in Melbourne (95%) than those who live in the rest of Victoria (86%) as well as respondents aged 30-39 (99%). Those aged 60 plus were less likely to indicate support (88% support compared with 94% of those aged 59 or below).

Table 27: Support for the Marine National Parks and Marine Sanctuaries (Q47) by Wave

	Wave Three	Wave Four
	%	%
Strongly support	70	65
Mildly support	21	28
No opinion either way	5	5
Mildly oppose	2	1
Strongly oppose	1	2
Net support	92	93
Net oppose	4	3

Weight: ABS Census 2006: age, gender, and location; all those who had heard of marine parks, base n = 865

7.2 Concerns and issues regarding the natural coastal and marine environment

All respondents were asked whether they had any concerns or annoyances in regard to the Victorian coastal or marine environment; just fewer than half (48%) said 'yes'. Comparisons to Wave Three found that the proportion of people reporting a concern or annoyance has remained relatively stable.

Analysis by the key demographic characteristics of gender, age group, location and distance from the coast found a number of differences displayed overleaf in Table 28. In summary, female respondents, those aged 50-59 years, and those living less than five kilometres from the coast were more likely to report having concerns or annoyances in Wave Four.

Table 28: Whether respondents have concerns or annoyances in regard to the Victorian coastal or marine environments by Key demographics

	Wave		Gender		Age					Location		Distance from the coast	
	Wave Three	Wave Four	Male	Female	18-29	30-39	40-49	50-59	60+	Melbourne	Rest of Victoria	< 5 km	> 5 km
	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	44	48	42↓	51↑	43	41	48	54↑	48	45	48	56↑	43↓
No	56	52	56↑	49↓	57	59	52	46↓	52	54	52	44↓	57↑

Weight: ABS Census 2006: age, gender, and location; base n = from 1001

All of those respondents who reported having concerns or annoyances about the Victorian coast (48% of the total sample) were asked what these concerns or annoyances were. As displayed in Table 29 overleaf, the largest response, given by just over one third (35%) was *rubbish / litter / cigarette butts* followed by *overcommercialised coast / inappropriate development* (11%) and *antisocial behaviour / drunks / hoons* (8%).

Table 29: Concerns about the Victorian coast (Q30)

	Those who had concerns or annoyances about the Victorian coast
	%
Rubbish / litter / cigarette butts	35
Overcommercialised coast / inappropriate development	11
Antisocial behaviour / drunks / hoons	8
Decreasing destroying of natural habitat	7
Population pressures / Overpopulation / Overcrowded	6
Erosion of dunes / beaches / cliffs	6
Poor water quality / unclean / dirty water	6
Pollution NFI	6
Overfishing / illegal fishing	4
Desalination plant	4
Dredging (in relation to damaging marine ecosystems)	4
Marine traffic	3
Fishing restrictions / Too many marine parks	3
Dredging NFI	3
Foreign flora and fauna	2
Other	22

Weight: ABS Census 2006: age, gender, and location; those who had concerns, base n = 502

There was moderate agreement with the statement *I think our marine environments are under real threat* with a mean rating of 7.1 (on a zero to ten rating). As shown below in Table 30, female respondents were more likely to agree with this statement than males (mean rating 7.5 compared to 6.7).

Analysis by age found that those aged between 18-29 years were more likely to agree with this statement than other age groups (mean rating 7.4) while those aged over 60 years were less likely to agree (mean rating 6.7).

Table 30: I think our marine environments are under real threat (QAA) by Gender (Q1)

	Total sample	Male	Female
	%	%	%
Mean agreement rating (0-10 scale)	7.1	6.7↓	7.5↑

Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 1001

7.3 Perception of threats to the Victorian coast

Participants in the discussion groups were most likely to cite commonplace and generally vague threats to the Victorian coast. Litter and pollution were generally mentioned initially. However, when pressed, participants named a range of potential threats such as erosion, population pressure, pressure of recreational use, and dredging.

Overall, people were noted as the ultimate source of most threats to the coast. This was perceived in two ways.

The first way was people’s proximity to and use of the coast specifically humans physically being in the coastal and marine environment and using the areas for leisure (boating, jet skis) and fishing (both recreational and commercial), and physically altering the coastal and marine environment, (for example, dredging).

“We’re loving it to death.”

The second way was more indirect; that is, through the way that humans are influencing the climate. Climate change and sea level rise were mentioned as a threat to the Victorian coast in all of the group discussions (although rarely top of mind) even by those who acknowledged that they had lots of questions and some doubts about climate change and sea level rise.

Participants to the discussion groups were recruited to reflect a range of attitudes towards the environment. Amongst those who were more knowledgeable some sophisticated responses included thermal pollution and climate change and sea level rise were some of the first responses.

Although a few participants were concerned that the Victorian coast was currently under threat, the general consensus was that it was healthy.

"You wouldn't get the seals and the whales coming in if there was something wrong."



This section covers the findings relating to coastal management

8. COASTAL MANAGEMENT

Summary: Coastal management

- The majority of Victorians agreed that the Victorian coast is well managed (67% agreed); however, this measure has declined since the previous wave of research in 2007 (when 74% agreed).
- Despite this agreement that the Victorian coast is well managed overall, Victorians appeared to be unsure about whether specifically *the government* is doing a good job of managing the coastal and marine environment. The majority of respondents (58%) rated their agreement with the statement *The government is doing a good job of managing the Victorian coastal and marine environment* as around midway on the zero to ten scale (on average, the agreement rating was 5.2).
- From the qualitative research it is clear that coastal and marine management is generally not 'visible' to the community (other than development on the water's edge), leaving most unsure as to what is involved in actively managing these environments.
- Victorians generally did not feel well informed about coastal planning and management. This may be why there has been a decrease since Wave Three on agreement that the coast is well managed. Group discussions also implied this link. When people were unsure about who managed the coast, there was a greater tendency to assume that it was not being well managed.
- There was scepticism over the ability of communities to influence the development of their local areas. Just over a third (35%) of Victorians agreed that local communities have enough say in government planning decisions affecting their local area.
- The top four mentions when asked what, if any, are the issues affecting the Victorian coastal and marine environment that the government should respond to were overfishing / illegal fishing (29%); pollution (21%); development (14%); and pollution from stormwater (12%).

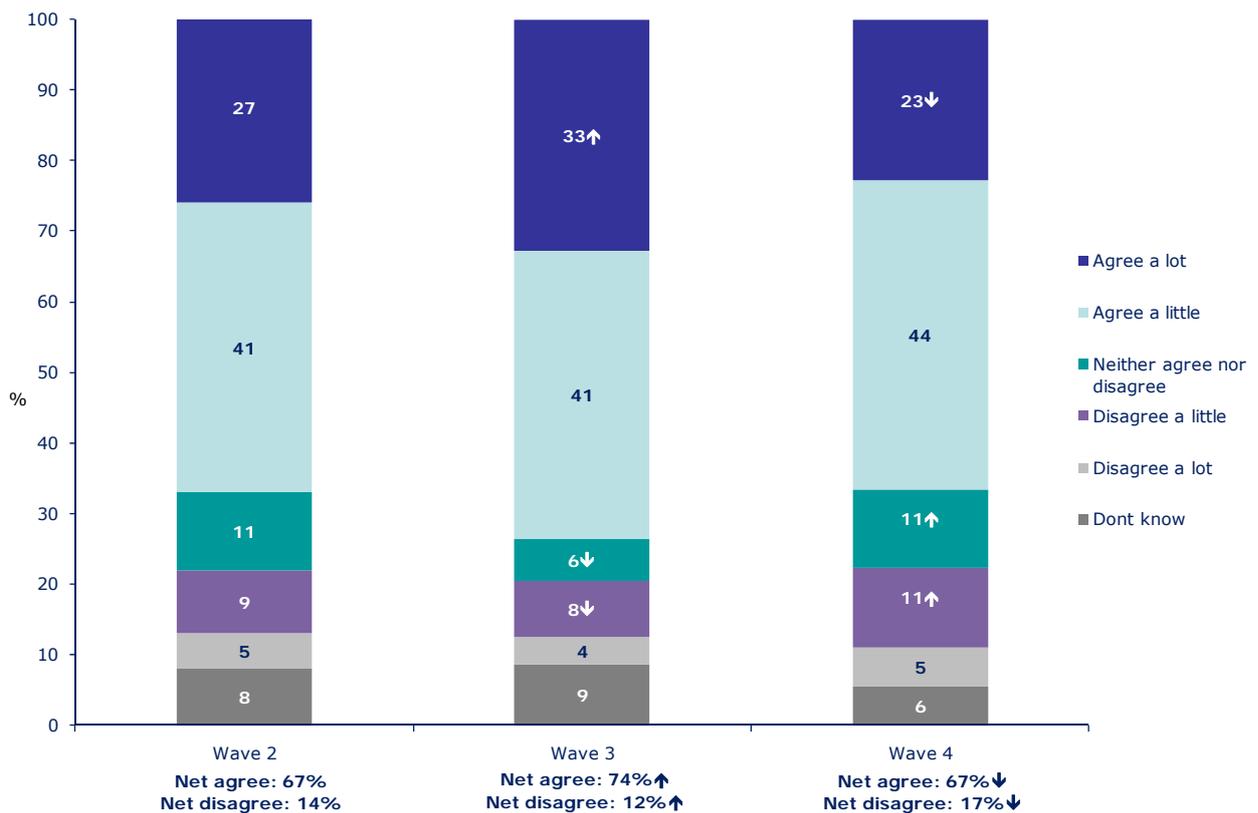
Continued overleaf...

- Interest expressed in volunteering to help improve and protect the coast was similar to previous waves, with almost one-in-three Victorians in agreement with the statement *I would be interested in joining a volunteer group to improve and protect the coast*.
- Seventeen percent of respondents said they had definitely heard of the VCC (similar proportion in Wave Three in 2007); the majority, 73%, said they had not (76% in 2007). A majority (80%) of Victorians have not heard of the VCS, 11% said they had definitely heard of the VCS, 9% thought they probably had.

8.1 General attitudes and knowledge about coastal management

Although the majority of Victorians believed that the coast is well managed, agreement has declined since Wave Three in 2007; 67% agreed (*agree a lot* or *agree a little*) that the coast is well managed in 2011 compared with 74% in 2007. However, level of agreement was comparable with Wave Two of the research conducted in 2000 when agreement was 67%.

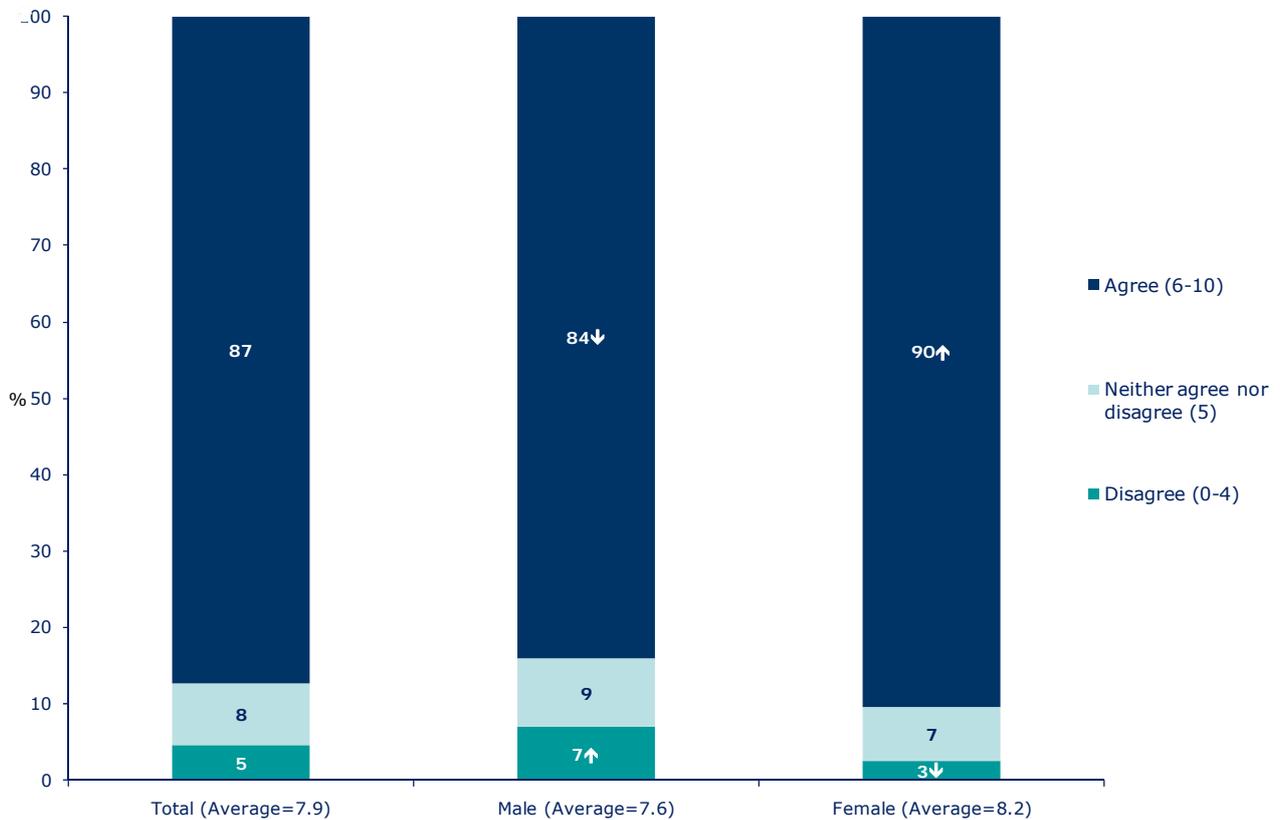
Figure 4: The Victorian coast is well managed (Q31D) by Wave



Weight: ABS Census 2006: age, gender, and location; total sample, base n = 1001

The mean agreement rating for the statement *Victoria's coastal and marine environments should be more carefully maintained and protected* was 7.9. Females were more likely to give a higher rating of agreement (8.2) compared with males (7.6) on the zero to ten scale.

Figure 5: Victoria's coastal and marine environments should be more carefully maintained and protected (QAJ) by Gender (Q1)

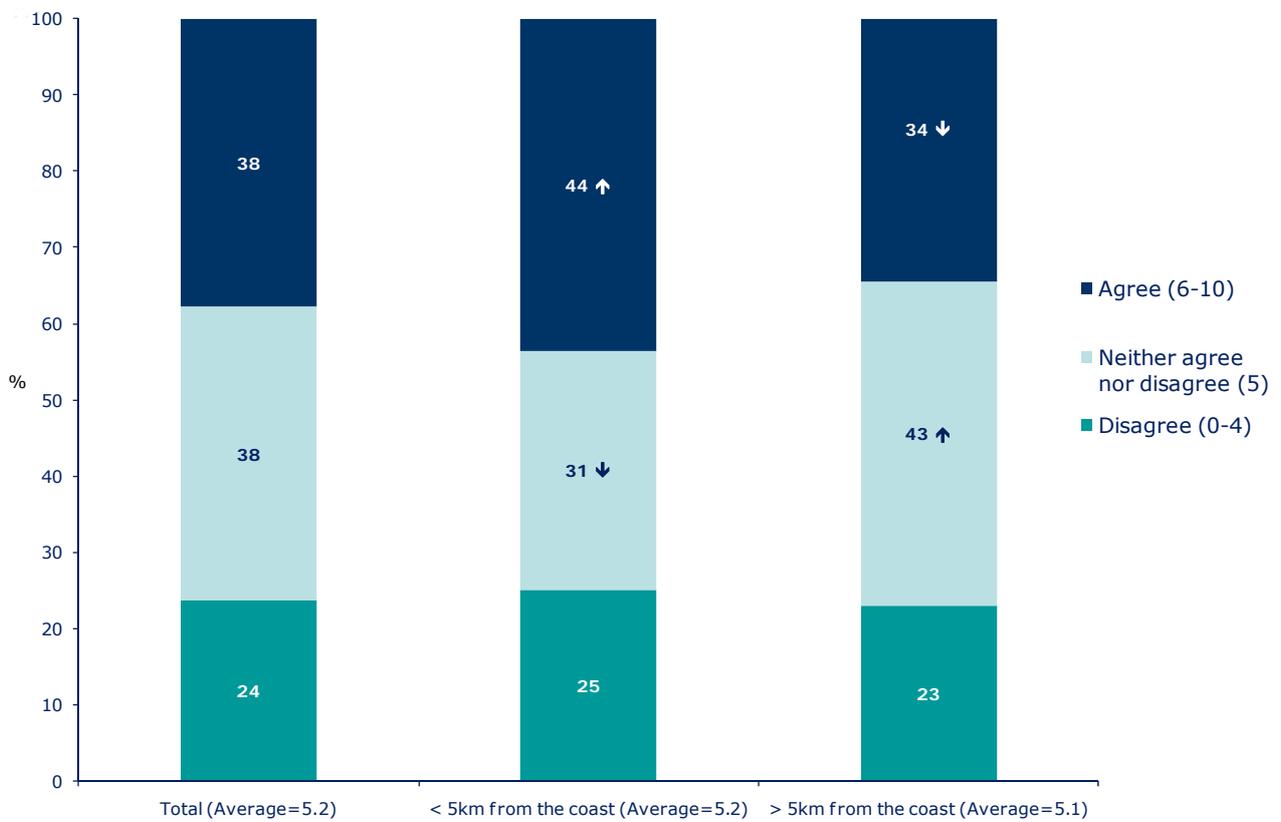


Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 991

Victorians appeared to be unsure about whether the government is doing a good job of managing the Victorian coastal and marine environment. The majority (58%) of respondents rated their agreement as 4, 5 or 6 (on the zero to ten scale); on average the agreement rating was 5.2 for the statement *The government is doing a good job of managing the Victorian coastal and marine environment*.

Although the average rating of agreement for those living within five kilometres of the coast and those living further away was not significantly different, those living more than five kilometres away were more likely to give a rating of 5 (43%) than those living closer to the coast (31%) suggesting that they were unsure about what the government is doing in terms of managing the Victorian coast.

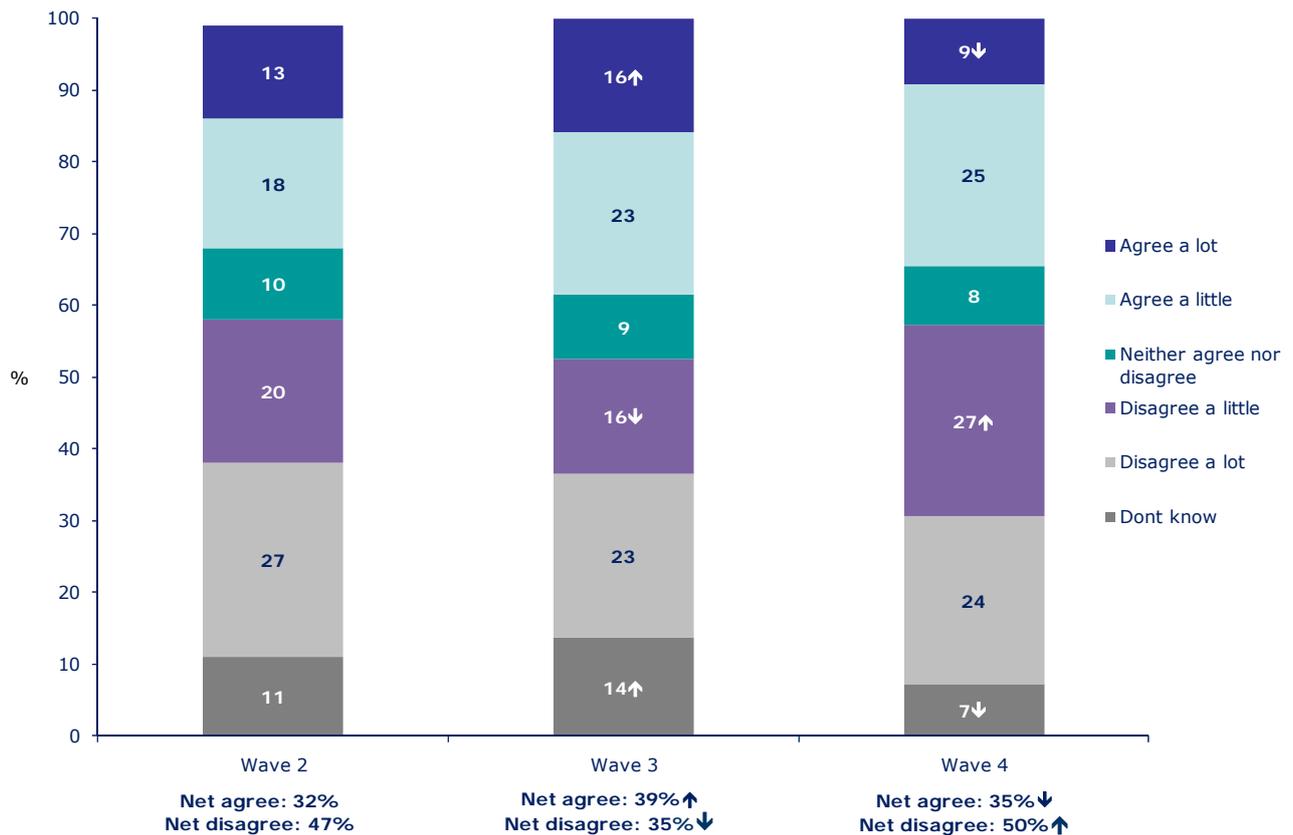
Figure 6: The government is doing a good job of managing the Victorian coastal and marine environment (QAQ) by Distance from the coastline (Q2)



Wave Four; Weight: ABS Census 2006: age, gender, and location; all those who could provide a response, base n = 953

Opinions about whether local communities generally have enough say in government planning decisions affecting their own area were mixed. Half (50%) disagreed (*disagree a lot* or *disagree a little*), just over a third (35%) agreed (*agree a lot* or *agree a little*), 8% reported neither and 7% didn't know. Disagreement was higher in Wave Four (50%) than Wave Three (39%), but this reflects a movement of those expressing an opinion (rather than saying *don't know*). In Wave Two, 32% agreed, 47% disagreed (10% indicated neither and 11% said *don't know*).

Figure 7: I feel local communities generally have enough say in Government planning decisions affecting their own area (Q31G) by Wave



Weight: ABS Census 2006: age, gender, and location; base n = 1001

Those aged 18-29 were more likely to agree that local communities generally have a say in government planning decisions affecting their area (44%) than those aged 30 and over (31%). Melbourne residents appeared to have greater confidence in local communities having a voice about government planning decisions, 38% of Melburnians agreed versus 25% of the rest of Victoria (and reflecting this those living in the rest of Victoria were more likely to disagree, 63% vs. 45% of Melburnians).

8.2 Coastal management concerns and issues

Respondents were asked what, if any, are the issues affecting the Victorian coastal and marine environment that the government should respond to. The top four unprompted mentions were overfishing / illegal fishing (29%), pollution (21%), development (14%) and pollution from stormwater (12%). Only one percent said that there was nothing the government should respond to and five percent said *don't know*.

Table 31: Issues affecting the Vic. marine environment that government should respond to (Q57)

	%
Overfishing / illegal fishing	29
Pollution	21
(Over) development	14
Pollution from stormwater / runoff (incl. litter carried by stormwater)	12
Climate Change	11
Protect the coast / marine life	11
Marine traffic	10
Dredging of the Port Phillip Bay	6
Marine park management	5
Erosion	4
Policing	4
Desalination plant	3
Foreign fauna flora	3
Other	10
None	1
Don't Know	5

Weight: ABS Census 2006: age, gender, and location; those who had issues with coast & marine, base n = 607

Analysis by age revealed that younger respondents were more likely to mention climate change as something the government should address (17% those aged 18-39 vs. 6% of those aged 40 plus). Similarly, younger respondents were more likely to mention issues to do with stormwater (19% of those aged 18-39 vs. 6% of those aged 40 plus). Older Victorians were more likely to mention issues to do with development (21% of those aged 40 plus vs. 5% of those aged 18-39).

8.3 Indicators of healthy coastline

Participants of the discussion groups were asked to describe the indicators of a healthy coastal and marine environment. Despite mentioning a range of coastal and marine environments (including rocky shores, saltmarshes and mangroves) almost all described a healthy coastline in terms of a sandy beach. The first indicator mentioned was usually clean water followed by the presence of wildlife and clean beaches. The wildlife mentioned was usually larger mammals and birdlife higher up the food chain (the more visually obvious).

Although threats to the coast were usually acknowledged to be caused by humans, the presence of humans was conversely deemed to be an indicator of a healthy coastline; that is, if there was something 'wrong' or fundamentally unhealthy about the coast then people wouldn't be able to be there in the first place.

Interestingly, many of the indicators of health were intrinsically linked to management (i.e. not untouched, 'pristine' coast) including vegetation being 'under control', being able to attract tourists, and foreshore management.

8.4 Perceptions of coastal management responsibilities

In terms of managing the Victorian coastal and marine environment, just over half (51%) of Victorians considered that the State Government should be responsible, just over a third (34%) cited local councils, almost a quarter (23%) cited the local community and local organisations, and 17% said Federal Government. Just over a quarter (27%) said everybody should be responsible. Females were more likely to mention local councils (39%) than males (30%), and younger Victorians aged 18-29 were more likely to mention local councils (44%, compared with 31% of those aged 30 or over). Respondents aged 19-29 were less likely to mention the State Government as being responsible: 44% mentioned the Victorian Government compared with 55% of those aged 30 plus.

Table 32: Who should be responsible for managing Victoria's coastal and marine environments? (Q54)

	%
Victorian Government	51
Local council/s	34
Everybody	27
The local community / Local organisations	23
Federal Government	17
Government body or statutory authority	14
Parks Authority	9
Expert	7
DSE	7
Government (unspecified)	6
VCC	5
Can't say / don't know	7
Other	23

Weight: ABS Census 2006: age, gender, and location; all respondents, base n = 1001

When asked to rate their level of agreement with the statement *I feel jointly responsible for the current set of environmental problems*, respondents' average rating was 5.1 (on the zero to ten scale). Females were more likely to rate their agreement higher than males (5.4 and 4.8 respectively). Those aged 60 plus were more likely to give a lower rating of agreement (4.6 compared with 5.2 for those aged less than 60). Melburnians were more likely to give a higher level of agreement (5.2 on average) compared with the rest of Victoria (4.7).

Table 33: I feel jointly responsible for the current set of environmental problems (QBE) by Gender (Q1)

	Total	Male	Female
Mean agreement rating (0-10 scale)	5.1	4.8↓	5.4↑

Filter: Wave Four; Weight: ABS Census 2006: age, gender, and location; base n = 999;

The mean agreement rating for the statement *I am confident that there are strategies in place to ensure the Victorian coastal and marine environment will be preserved and protected for future generations* was 5.7, a quarter of respondents reported their agreement rating to be 5, indicating that many were unsure.

Table 34: I am confident that there are strategies in place to ensure the Victorian coastal and marine environment will be preserved and protected for future generations (QAD)

	Total sample %
Disagree (0-4)	24
Neither agree nor disagree (5)	25
Agree (6-10)	51
Mean agreement rating (0-10 scale)	5.7

Weight: ABS Census 2006: age, gender, and location; those who could provide a response, base n = 986

Participants in the qualitative research generally assumed that the Victorian Government was responsible for the coastal and marine environments and development in these areas, however, this was described as an assumption with participants usually admitting that they did not know or were not sure. Local government was also assumed to play an important role, especially with regards to planning and development in coastal areas. Coastal and marine management was generally not particularly 'visible' to participants (other than developments on the water's edge), leaving most feeling in the dark as to what is involved in managing these environments.

"There doesn't appear to be a strategy for the Victorian coast."

"Someone's doing something that's not right."

“It’s the government’s fault [re: inappropriate development], they should be planning things.”

In discussions there were mixed feelings about whether the coast was well managed. A number of participants relayed anecdotes about local incidents of planning disputes or engagement with government that they felt frustrated over, but this was rarely related to coastal management, rather, their negative experiences with planning disputes in coastal areas coloured their perception of whether the government was capable of successfully managing the coastal and marine environment overall. Some felt that there ought to be more consistent management of the coast, they perceived that there were too many bodies and organisations involved.



8.5 Community participation and engagement

The average agreement rating for the statement *I would be interested in joining a volunteer group to improve and protect the coast* was 4.1 (on the zero to ten scale). Unsurprisingly, those living closer to the coast (within five kilometres) were more likely to give a higher rating of agreement (4.9 compared with 3.7 for those who live further away).

Although not directly comparable due to the phrasing of the question, it appears that in the 2011 survey, interest in volunteering to help improve and protect the coast was fairly similar to previous waves. Those responding that they would be *fairly* or *very interested* in joining a volunteer group to improve and protect the coast accounted for 30% of respondents in Wave One, 32% in Wave Two, and 29% in Wave Three. Assuming that those giving ratings of 6-10 were expressing agreement, 31% *agree* in Wave Four. This figure of almost one-in-three Victorians agreeing that they would be interested in joining a volunteer group to improve and protect the coast, represents a significant proportion of the population, potentially thousands of members of the public.

Figure 8: I would be interested in joining a volunteer group to improve and protect the coast (QAF) by Distance from the coastline (Q2)



Wave Four; Weight: ABS Census 2006: age, gender, and location; those who could provide a response, base n = 988

Agreement rating for the statement *I would be willing to offer financial support to ensure a much higher level of preservation of the Victorian coastal and marine environments* was very similar to interest in volunteering on the coast, 4.2 was the average rating with no notable differences by demographics (on the zero to ten scale).

The question about a financial contribution was asked in the previous wave in a slightly different format (therefore not directly comparable), however support appears to be similar, 30% of respondents in 2007 said they would be willing to offer financial support for the coast (66% said *no* and 4% *don't know*).

Table 35: I would be willing to offer financial support to ensure a much higher level of preservation of the Victorian coastal and marine environments (QAG)

	%
Disagree (0-4)	44
Neither agree nor disagree (5)	29
Agree (6-10)	27
Mean agreement rating (0-10 scale)	4.2

Wave Four; Weight: ABS Census 2006: age, gender, and location; those who could provide a response base n = 989

8.6 Knowledge of the VCC and the VCS

Awareness of the Victorian Coastal Council

Awareness of the VCC remains at a similar level to Wave Three in 2007, 17% of respondents reported that they had definitely heard of the VCC (this was 14% in 2007). One-in-ten (10%) respondents said they thought they had heard of the VCC (same as 2007) and the majority (73%) said they had not (76% in 2007). Awareness of the VCC was greater amongst those living within five kilometres of the coast (33% said *yes, definitely* or *think so* compared with 24% of those living further away).

Table 36: Heard of the Victorian Coastal Council (Q40) by Wave

	Wave Three	Wave Four
	%	%
Yes, definitely	14	17
Yes, maybe/think so	10	10
Net 'Yes'	24	27
No	76	73

Weight: ABS Census 2006: age, gender, and location; all respondents, base n = 1001

Awareness of the Victorian Coastal Strategy

The vast majority (80%) of Victorians have not heard of the VCS. Around one-in-ten (11%) respondents said they had definitely heard of the VCS and a similar proportion (9%) thought they probably had. Those living within five kilometres of the coast were more likely to report that they had definitely heard of the VCS (16% said *yes, definitely* compared with 8% of those who live further away from the coast). Older Victorians were more likely to say that they definitely heard of the VCS, 18% of those aged 50 plus and 7% of those aged under 50 said they had definitely heard of the VCS.

Table 37: Heard of the Victorian Coastal Strategy (Q40a)

	Total sample
	%
Yes, definitely	11
Yes, maybe/think so	9
No	80

Weight: ABS Census 2006: age, gender, and location; all respondents base n = 1001

9. KEY FINDINGS AND CONCLUSIONS

Use of the Victorian coast

- Victorians make a substantial number of trips to the coast on a yearly basis, over four-in-five (84%) reported having made at least one day trip to the coast in the last twelve months with the average number of day trips in the last twelve months being 23.4 trips.
- Over half (57%) of Victorians had made an overnight trip to the Victorian coast in the last twelve months. The average number of overnight trips within the last twelve months was 5.6 trips.
- The most frequently visited locations along the Victorian coast were Phillip Island (7%); Sorrento (6%); Lorne (5%); Torquay (5%); and Apollo Bay (5%).
- Those living within five kilometres of the coast reported visiting their local foreshore frequently, over a quarter (26%) said that they visited daily, and 86% report visiting their local foreshore at least once a month.
- Overall, Victorians appeared to be satisfied with their coastal experience: 87% gave a rating of either *Excellent* or *Very good*.
- All of those who visited the coast were asked what the most enjoyable aspect of the trip was. The most popular answer, given by just under a fifth of respondent (19%) was *enjoying the atmosphere / scenery / just being there* followed by *spending time with friends / family* and *walking / hiking* (11% for both).
- According to Victorians, the top three things that contribute to a good coastal or marine experience all relate to a clean and unspoilt environment. These contributors included *clean / clear water* (37%); a lack of *litter / rubbish / debris* (37%); and a *pristine / unspoilt / undeveloped / natural environment* (22%).
- Among those who made visits to the coast, the most commonly mentioned activity was *walking or hiking*, mentioned by almost two thirds (63%). *Swimming* was the next most common activity (52%), then *nature-based activities / appreciation* (31%).

Planning for sea level rise

- Overall, Victorians considered climate change and sea level rise to pose a (current or future) threat to the Victorian coast. Over two thirds of Victorians (67%) reported they

agree with the statement *climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas of Victoria's coast.*

- However, the qualitative research revealed that despite agreement that the Victorian coast was likely to be affected by sea level rise, the implications of a one metre rise were not well understood, particularly in terms of magnitude. Participants found it very challenging to visualise the implications of this scenario. One metre was considered by most to be quite negligible in terms of impact since it would most likely occur via a 'slow creep' that would mean people would be able to adapt to that change. Some participants perceived one metre sea level rise to be significant and mentioned implications such as loss of land, stormwater and flora and fauna, but these were in the minority. There were many questions raised relating to flood and storm events and what was or wasn't part of a 'natural cycle'.
- The responsibility for responding to the impacts of climate change and sea level rise in Victoria was thought to rest with the State Government. The Victorian State Government was the most commonly cited entity in terms of who should be mainly responsible for action on the impacts of climate change and sea level rise on the Victorian coast, mentioned by 29%. The second most common response was Federal Government (24%), and third was local government (15%). The perceived role of State Government was reflected in the agreement with the statement *I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise*, the mean agreement rating being 7.4 (on a zero to ten scale).
- Both the quantitative and qualitative research show that Victorians were unsure over the role individuals should play in terms of taking responsibility for risk posed to them by sea level rise. Respondents had mixed feelings about the statement *Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk*, with a mean agreement rating of 5.0. Although participants in the discussion groups felt strongly that if people chose to live in property that had clearly been identified as at risk of flooding they should manage their own risk, they also acknowledged the confusion and lack of knowledge that was likely to exist regarding risk.
- Communication from those who possess knowledge about anticipated sea level rise (most likely assumed to be State and Federal Governments) was identified as critical in helping people to manage their own risk.

Population growth and coastal development

- From both the qualitative and quantitative research it was apparent that the character of coastal settlements is highly valued. The majority (63%) of Victorians agreed with the statement *I am concerned that our Victorian coastal towns are increasingly looking more*



like ordinary Australian suburbs or parts of the city. Participants from the focus group discussions were able to easily describe a 'typical' Victorian town: small, laid-back places with friendly locals and little traffic. Typical coastal towns were usually framed as opposite to Melbourne. The Gold Coast and Surfers Paradise were mentioned frequently as examples of inappropriate development on the coast.

- Victorians had some concern that coastal towns look too much like Melbourne suburbia, and the discussion groups revealed that people have very definite ideas about how coastal towns should not look. Victorians were keen for coastal towns to retain their (often long-standing) sense of character and not develop into sprawling or high-rise metropolises with too many people.
- The consideration of moving to the Victorian coast appeared quite low with seven percent (7%) of those living further than five kilometres from the coast reporting that they were considering this within five years, however, this equates to a large number of Victorians (an estimated 300,000 persons).
- Seventeen percent (17%) of respondents reported that they have access to a Victorian beach house owned by themselves or family. Qualitative research indicated that many have access to beach houses owned by friends.
- In the discussion groups, there were obvious concerns about the development of some areas of the Victorian coast and this was reflected quantitatively, just over half (52%) said they were not confident in Government planning and building guidelines capacity to protect Victorian coastal towns' character and feel.
- Victorians appeared to have mixed feelings regarding how to best accommodate increased demand for housing along Victoria's coastline. In the quantitative research, when asked to choose between two simplified options, just over half (52%) reported a preference for *allowing towns to expand outwards*, and 39% preferred *increasing the density of housing in existing town boundaries* (9% were unable to choose). The qualitative research demonstrated that the dilemma of expansion out or increasing the density was more complex. The majority of the qualitative research participants felt that coastal towns should probably increase in density rather than sprawl outwards. The community felt that there were firm caveats with both scenarios; expansion was tolerated as long as there were parameters on that sprawl and increased density was tolerated as long as buildings remained relatively low-rise. For any growth to be deemed appropriate, the character of the coastal town has to be retained. Where expansion was thought to need to occur, there was strong support for developing inland rather than creating a continuous stretch of development along the coastline.

- Victorians are in favour of at least some types of services or facilities being available on 'undeveloped' stretches of the Victorian coast. Only one percent stated that they did not think any of the examples listed would be appropriate. The three services and facilities with most support were fairly low-impact, they were: *signs with information about the area* (92%), *picnic area with one or two tables* (91%), and *access tracks* (88%).

Natural coastal and marine environment

- The natural features of the coastal and marine environment in Victoria are important to Victorians. There was strong agreement with the statement *The flora and fauna that live in marine environments are important to all Victorians* (with a mean rating of 8.4 on a zero to ten scale). However, there was a more mixed response to agreement with the statement *I feel I know a fair bit about Victoria's coastal and marine environments* with an overall mean rating of 5.3.
- There was relatively strong disagreement with the negatively framed statement *The coastal and marine environments are unimportant to my lifestyle* with a mean rating of 2.8 overall (on a zero to ten scale). The sentiment of feeling that coastal and marine environments are important to Victorians' lifestyles was also reflected in the qualitative research. Participants spoke of visiting the coast quite frequently, or if they did not currently visit the coast often it was almost always a significant part of growing up and family holidays
- From the qualitative research, it is evident that amongst those living in coastal areas there is a clear sense of pride in the local coastal and marine environment.
- Top-of-mind associations with the Victorian coast are usually focused on the iconic features of the coastline including the Great Ocean Road, the Twelve Apostles, Phillip Island and the penguins. Sandy beaches were the classic association with anything coastal; however, there were sometimes mentions of the less obvious features of the coastal and marine environment including fish, birds, marine mammals, invertebrates, estuaries, mangroves, and wetlands.
- Just under half of Victorians (48%) reported concerns or annoyances with Victorian coastal or marine environments (consistent with Wave Three). The biggest cause of concern was *rubbish / litter / cigarette butts* (mentioned by just over a third), followed by *overcommercialised coast / inappropriate development* (11%) and *antisocial behaviour / drunks / hoons* (8%).
- Although a few participants were concerned that the Victorian coast was currently under threat, the general consensus was that it was healthy.

- When asked what threatened the coast, participants in discussion groups were most likely to cite quite broad threats initially, and then litter and pollution. When pressed, participants named a range of other threats such as erosion, population pressure, pressure of recreational use, and dredging. Threats to the coast were either considered to be due to people's proximity to the coast or more indirectly via climate change.
- The majority (83%) of Victorians reported that they have heard of Victoria's Marine National Parks and Marine Sanctuaries. Awareness was higher than in Wave Three (72%). Support for Marine National Parks and Marine Sanctuaries remains high in Wave Four, (93%), with no notable difference to Wave Three.

Coastal management

- The majority of Victorians agreed that the Victorian coast is well managed (67% agreed); however, this measure has declined since the previous wave of research in 2007 (when 74% agreed).
- Despite this agreement that the Victorian coast is well managed overall, Victorians appeared to be unsure about whether specifically *the government* is doing a good job of managing the coastal and marine environment. The majority of respondents (58%) rated their agreement with the statement *The government is doing a good job of managing the Victorian coastal and marine environment* as around midway on the zero to ten scale (on average, the agreement rating was 5.2).
- From the qualitative research it is clear that coastal and marine management is generally not 'visible' to the community (other than development on the water's edge), leaving most unsure as to what is involved in actively managing these environments.
- Victorians generally did not feel well informed about coastal planning and management. This may be why there has been a decrease since Wave Three on agreement that the coast is well managed. Group discussions also implied this link. When people were unsure about who managed the coast, there was a greater tendency to assume that it was not being well managed.
- There was scepticism over the ability of communities to influence the development of their local areas. Just over a third (35%) of Victorians agreed that local communities have enough say in government planning decisions affecting their local area.
- The top four mentions when asked what, if any, are the issues affecting the Victorian coastal and marine environment that the government should respond to were overfishing / illegal fishing (29%); pollution (21%); development (14%); and pollution from stormwater (12%).

- Interest expressed in volunteering to help improve and protect the coast was similar to previous waves, with almost one-in-three Victorians in agreement with the statement *I would be interested in joining a volunteer group to improve and protect the coast.*
- Seventeen percent of respondents said they had definitely heard of the VCC (similar proportion in Wave Three in 2007); the majority, 73%, said they had not (76% in 2007). A majority (80%) of Victorians have not heard of the VCS, 11% said they had definitely heard of the VCS, 9% thought they probably had.



APPENDIX A: DEMOGRAPHIC PROFILE

Table 38: Gender

	%
Male	50
Female	50

Total sample, base n = 1001

Table 39: Distance from the coastline

	%
Total	100
5 or less km from coast	40
More than 5 km from coast	60

Total sample, base n = 1001

Table 40: Coastal location

	%
Port Phillip Bay	60
Western Port Bay	10
The West Coast (Pt. Lonsdale to SA Border)	19
The East Coast (San Remo to NSW Border)	12

Total sample, base n = 1001

Table 41: Work status

	%
Full-time work	41
Part-time work	15
Casual work	3
Unemployed	2
Retired	31
Home duties	5
Full time student	1

Total sample, base n = 1001

Table 42: Age

	%
18-29 years	6
30-39 years	11
40-49 years	18
50-59 years	26
60+ years	38

Total sample, base n = 1001

Table 43: Marital status

	%
Single	15
Married or living together	70
Divorced/separated	7
Widowed	6
Other	0
Refused	1

Total sample, base n = 1001

Table 44: Children living at home

	%
Yes, aged under 10 years	18
Yes, aged 10 - 17 years	17
No	70

Total sample, base n = 1001

Table 45: Language other than English spoken at home

	%
Yes	11
No	89

Total sample, base n = 1001

Table 46: Household income

	%
Less than \$35,000	23
Between \$35,000 and \$60,000 (i.e. up to \$59,999)	21
Between \$60,000 and \$85,000	16
More than \$85,000	26
Refused	14

Total sample, base n = 1001

Table 47: Education

	%
No formal education	0
Primary school	5
Secondary school	36
Technical college (TAFE)	19
University	38
Prefer not to say/refused	1

Total sample, base n = 1001

APPENDIX B: QUESTIONNAIRE

Victorian Coastal and Marine Environment Research 2011

Wave Four Survey –Questionnaire

Introduction

Hello, my name is **(Full Name)** from Ipsos, the market and social research company. We're conducting an important survey on behalf of the Victorian Coastal Council and the Department of Sustainability and Environment, to do with the Victorian Coastal and marine environments. Could I please speak to the person in the household who is 18 years or older whose birthday is next?

Re-introduce if necessary

Background **[read out]**

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

- Q1. DNRO** Record gender (quota check - 50/50)
- Male01
 Female.....02

- Q2.** Firstly, approximately how many kilometres do you live from the nearest coastline, beach, bay or ocean? _____Km
Digit must be entered. Round to nearest km. Zero allowed. Max value to be 500 km. If <6km, count in bracket 1, if 6-15km, count in bracket 2, if >15km count in bracket 3.

CHECK QUOTAS (IF FULL, END WITH THANKS):

Residential Location	Melbourne n=	Rest of Victoria n=	Total n=
Within 5 km of coast	200	200	400
More than 5 km from coast	300	300	600
Total	500	500	1000

Q3. [IF LIVE WITHIN 5 KM OF COAST] And can I just check whether that is along [READ OUT, PROBE IF NECESSARY] ...?
SINGLE RESPONSE

- Port Phillip Bay01
- Western Port Bay02
- The West Coast (Pt. Lonsdale to SA Border)03
- The East Coast (San Remo to NSW Border)04

Q40. Have you heard of an organisation called the Victorian Coastal Council? [DNRO unless to clarify 'yes']

- Yes, definitely01
- Yes, maybe/think so02
- No.....03

QA. I am now going to read out a number of statements. For each of these, please indicate the extent to which you agree or disagree using a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree [READ OUT, SINGLE RESPONSE, RANDOMIZE, PROMPT FOR NUMERICAL RESPONSE AND AVOID DK]

		Rating 0-10	Don't Know
A	I think our marine environments are under real threat		99
B	The flora and fauna that live in marine environments are important to all Victorians		99
C	I feel I know a fair bit about Victoria's coastal and marine environments		99
D	I am confident that there are strategies in place to ensure the Victorian coastal and marine environment will be preserved and protected for future generations		99
E	I believe the effects of climate change on the Victorian coast should be a key current Government priority		99
F	I would be interested in joining a volunteer group to improve and protect the coast		99
G	I would be willing to offer financial support to ensure a much higher level of preservation of the Victorian coastal and marine environments		99
H	Sea level rise poses a threat to the Victorian coastal and marine environment in the coming decades		99
I	The coastal and marine environments are unimportant to my lifestyle		99
J	Victoria's coastal and marine environments should be more carefully maintained and protected		99
M	Our coastal and marine environments are the most important natural feature of Victoria		99
N	I enjoy nature and wildlife		99

O	I enjoy an active, outdoors lifestyle		99
P	I feel local communities generally have enough say in Government planning decisions affecting their own area		99
Q	I feel well informed when it comes to planning and management of Victoria's coastal and marine environments		99
R	I believe the Victorian coastal and marine environment is already being affected by climate change		99
S	The government is doing a good job of managing the Victorian coastal and marine environment		99

QB I am now going to read out a number of statements. For each of these, once again, please indicate the extent to which you agree or disagree using a scale of 0 to 10, where 0 is strongly disagree and 10 is strongly agree **[READ OUT, SINGLE RESPONSE, RANDOMIZE, PROMPT FOR NUMERICAL RESPONSE AND AVOID DK]**

		Rating 0-10	Don't Know
A	I believe more investment needs to be made in alternative energy sources such as wind, tidal and wave power		99
B	Individuals who live in coastal areas likely to be affected by sea level rise should be responsible for managing their own risk		99
C	I believe planning laws for the coast should limit development in areas likely to be affected by sea level rise		99
D	I rarely talk to friends and family about what they can do to help the environment		99
E	I feel jointly responsible for the current set of environmental problems		99
F	I am completely unconcerned about the environment		99
G	I will be personally affected by climate change in the next 5 years		99
H	If Governments did more to tackle climate change, I'd do more too		99
I	Industry and business should be doing much more to tackle climate change		99
J	It is too expensive to make changes at home to reduce my environmental impact		99
M	We should be taking steps to address climate change right now even if this involves significant costs		99
N	Human activities have no significant impact on climate change		99
O	Collectively, individuals can reduce the effects of climate change		99
P	I am willing to make changes to help the environment even if they don't		99

	fit with my current lifestyle		
Q	I am doing all I can to reduce my environmental impact		99
R	The seriousness of climate change and sea level rise is exaggerated		99
S	I believe I understand the causes and likely impacts of climate change		99

Q66a [IF LIVE WITHIN 5 KM OF COAST] How often do you go to your local foreshore for short visits? **[IF NECESSARY: a short visit is less than 3 hours] [READ OUT CODES 1-4 IF NECESSARY TO HELP CLARIFY]**

- Daily.....01
- Weekly02
- Fortnightly.....03
- Monthly.....04
- Less often (than monthly).....98
- [DNRO]** Never99

Q66b [IF LIVE WITHIN 5 KM OF COAST AND IF PREVIOUS Q 1-4] And what did you do when you last visited your local foreshore for a short visit? **[DNRO]**

- Walking01
- Walking the dog02
- Swimming03
- Running04
- Surfing05
- Other **[SPECIFY]**98
- [DNRO]** Never99

Q67a In the past 12 months, how many day trips for recreation or leisure did you make to the Victorian Coast?

RECORD NO. OF TRIPS, NO RANGES, APPROX NO. IS OK _____

Q67b In the past 12 months, how many overnight trips (of one or more nights) for recreation or leisure did you make to the Victorian Coast?

RECORD NO. OF TRIPS, NO RANGES, APPROX NO. IS OK _____

IF MADE

- **DAY TRIP**
- **OVERNIGHT TRIP**

SELECT TRIP TYPE RANDOMLY

For the next few questions I would like you to just think about your most recent [INSERT TRIP TYPE] to an area of the Victorian coast - now thinking about that trip ...

Q7. What coastal area or town was it that you visited? **DNRO, ACCEPT MULTIPLE RESPONSES**

- Apollo Bay.....01
- Inverloch.....02
- Lakes Entrance.....03
- Lorne.....04
- Phillip Island05
- Port Fairy06
- Portsea07

Rosebud.....	08
Rye	09
Sorrento	10
Torquay	11
Warrnambool	12
Other [SPECIFY] :	13
St Kilda.....	14
Anglesea	15

Q21 What was the most enjoyable aspect of your trip **[SINGLE ITEM RESPONSE]**

.....

Q23 How would you rate the overall quality of your experience of this most recent **[INSERT TRIP TYPE]** visit to the Victorian coast? Would you say that it was **[READ OUT]**?

Excellent	01
Very good	02
Good	03
Fair	04
Poor	05

Now thinking more generally about your use and interaction with the Victorian coastal and marine environment...

Q68 Can you list up to three activities you did while visiting the Victorian coast in the last 12 months? **[DNRO]**

Walking / hiking	01
Fishing.....	02
Lying on the beach / sun bathing / relaxing on the beach ..	03
Swimming	04
Walking the dog	05
Bicycle riding	06
Boating	07
Surfing / body boarding.....	08
Camping	09
Caravanning	10
Visiting cafes / restaurants	11
Other [SPECIFY]	98
Did not visit the Victorian coast in last 12 months	99

Q28 What do you feel are the things that contribute to a good coastal or marine environment experience? What else? **PROBE FULLY [DNRO - PROBE TO CLARIFY, MULTIPLE RESPONSE] IF 'GOOD WEATHER' OR 'GOOD SURF' PROBE FOR MORE FACTORS**

Picnic facilities.....	01
Toilet facilities/changing rooms.....	02
Kiosk/Café/teahouse	03
Playground / areas for children to play.....	04
Provision/availability of car parking	05
Plenty of open space / clear horizons.....	06
Pristine / unspoilt / undeveloped / natural environment.....	07
Clean / clear water	08
No pollution (specify	09
A safe environment (specify).....	10
Good / easy / safe access to beach	11
Not too many people / not overcrowded.....	12
Seeing marine life.....	13
No litter / rubbish / debris	14



Safe swimming conditions.....15
 Good weather (specify.....16
 Good surf17
 Other [specify]:18

Q29 Are there any things that currently concern or annoy you about the Victorian coastal or marine environments? **[DNRO]**

Yes.....01
 No.....02

Q30 **[If Q29 = 1]** Could you please describe these concerns to me? What other issues or concerns do you have about the Victorian coast or marine environments? **[PROBE FULLY AND CLARIFY ANY VAGUE RESPONSES]**

Rubbish / litter / cigarette butts / broken glass01
 Over commercialised coast / inappropriate development ...02
 Poor water quality / unclean or dirty water03
 Pollution **[NFI]**04
 Dredging **[NFI]**05
 Overcrowded / too many people / over populated06
 Decreasing / destroying of natural habitat.....07
 Dredging – specifically in relation to the natural habitat / ecosystem / wildlife08
 Antisocial behaviour / drunks / ‘hoons’09
 Erosion of dunes / beaches / cliffs10
 Other **[SPECIFY]**.....11

Q31. I am going to read out a few statements that some people have made about the Victorian coast – please tell me whether you agree or disagree with each, and whether that is a lot or a little. Firstly... ?

ROTATE & PROBE FOR DEGREE OF AGREE/DISAGREE

		Agree a lot	Agree a little	Neither agree nor disagree	Disagree a little	Disagree a lot	Don't know
01	I think most of the Victorian coast has been preserved in a very natural state	1	2	3	4	5	6
02	Port Phillip Bay is a clean, natural marine environment	1	2	3	4	5	6
03	Camping and caravan parks should not be allowed on any foreshore areas	1	2	3	4	5	6
04	The Victorian coast is well managed	1	2	3	4	5	6
07	I feel local communities generally have enough say in Government planning decisions affecting their own area	1	2	3	4	5	6
08	Coastal developments do not seem to be having a significant impact on Victoria’s native flora and fauna	1	2	3	4	5	6
09	I am concerned that our Victorian coastal towns are increasingly looking more like ordinary Australian suburbs or parts of the city	1	2	3	4	5	6
10	More research is needed about how climate change will impact upon the Victorian coastal and marine environments, and what this means for Victorians	1	2	3	4	5	6
11	Climate change is causing sea levels to rise leading to coastal erosion and flooding in vulnerable, low lying areas of Victoria's coast	1	2	3	4	5	6

Q54 Who do you think should be responsible for managing Victoria’s Coastal and marine environments?

[DNRO, PROBE FULLY, MULTIPLE RESPONSE]

Victorian Government	01
Local council/s	02
Federal Government	03
The local community	04
Other [SPECIFY]	98
Can’t say / don’t know	99

Q33. How confident are you in current Government planning and building guidelines in protecting the character and feel of towns along the Victorian coast? Would you say you are . . . **(READ OUT)**

Very confident	01
Fairly confident	02
Not too confident	03
Not confident at all	04
[DNRO] Can’t say	05

Q55 The number of people living on Victoria’s coast has increased considerably in the last two decades. Which of the following do you think is the best way to accommodate the increased demand for housing? **[READ OUT AND ROTATE ORDER OF 1 and 2]**

Allowing towns to expand outwards.....	01
Increasing the density of housing in existing town boundaries.....	02
[DNRO] Can’t say / don’t know.....	03

Q34. I want you to imagine an undeveloped stretch of land along the Victorian coast, with just the beach on one side and a road on the other. There are no developments or structures for 10 kilometres. Which of the following services or facilities would you find appropriate on this undeveloped piece of land?

[READ OUT ALL, ROTATE (CODE 8 ALWAYS LAST), ACCEPT MULTIPLE RESPONSES]

Picnic area with one or two tables	01
Roofed picnic facilities with tables and BBQ	02
Toilet facilities/changing rooms	03
Kiosk	04
Café/teahouse	05
Playground	06
Paved car park	07
None of the above	08
camping ground	09
Caravan park	10
Surf lifesaving facilities.....	11
Hotel or motel.....	12
Access track	13
Sea wall	14
Cycling track.....	15
Boat ramp	16
Signs with information about the area	17
Marina for boats	18

Q56 Who do you think should be mainly responsible for action on the impacts of climate change and sea level rise on the Victorian coast **[READ OUT & RANDOMISE ORDER OF CODES 1-7]**

The Federal Government	01
The international community	02



Business / industry	03
State government.....	04
Local government.....	05
Environmental groups / non-government organisations	06
Individuals and their families.....	07
DNRO None of these	08
DNRO All of these	09
DNRO Other [SPECIFY]	98
DNRO Don't know.....	99

Q40a. Have you heard of the Victorian Coast Strategy? **[DNRO unless to clarify 'yes']**

Yes, definitely	01
Yes, maybe/think so	02
No.....	03

Q46. Have you heard of Victoria's Marine National Parks and Marine Sanctuaries?

Yes.....	01
No.....	02

Q47. **[ASK IF Q46 = 1]** Do you support or oppose the Marine National Parks and Marine Sanctuaries? Is that strongly or mildly?

Strongly support	01
Mildly support	02
Mildly oppose.....	03
Strongly oppose	04
[DNRO] No opinion either way	05

Q57 What, if any, are the issues affecting the Victorian marine environment that the government should respond to? **[IF NONE CODE 99]**

.....

Q58 Do you have access to a beach house within Victoria- either that you or your family own? **[NB OTHER THAN PERMANENT PLACE OF RESIDENCE]**

Yes.....	01
No.....	02

That's great. Just to help with our statistical analysis, we have a few questions about you...

IF LIVE WITHIN 5KM OF COAST, ASK

Q59. Have you moved to the coast after living somewhere else, either an urban centre or inland?

Yes.....	01
No.....	02

Q60 IF Q59 = 1 Where did you live before? [city, town, or nearest regional town]

IF DO NOT LIVE WITHIN 5KM OF COAST, ASK

Q61 Are you currently considering moving to the Victorian coast within the next 5 years?

Yes.....	01
No.....	02

Q62 IF Q61 = 1 (previous question) Where would you be likely to move to? [town, or nearest town]

.....

Q63 What is your work status? **SINGLE CODE ONLY – PROBE FOR CLARIFICATION IF NECESSARY:** what best describes how you spend most of your time?

Full-time work.....	01
Part-time work.....	02
Casual work.....	03
Unemployed.....	04
Retired.....	05
Home duties.....	06
Full time student.....	07
Prefer not to say/refused.....	08

Q49. Could you please tell me your approximate age? **[If necessary read out options 1-6]**

17 years or under.....	01
18-29 years.....	02
30-39 years.....	03
40-49 years.....	04
50-59 years.....	05
60+ years.....	06
[DNRO] I'd prefer not to say.....	09

Q50. Which would best describe you? **(Read all)**

Single.....	01
Married or living together.....	02
Divorced/separated.....	03
Widowed.....	04
Other.....	05
Refused.....	06

Q51 Do you have any of your own children aged under 10 living with you? And aged 10 to 17 years?

Yes, aged under 10 years.....	01
Yes, aged 10 - 17 years.....	02
No.....	03

Q64 Is any language other than English spoken in your household? **SINGLE CODE ONLY**

Yes.....	01
No.....	02

Q52 Which of the following best describes your household's total annual income before tax? **READ OUT. SINGLE RESPONSE.**

Less than \$35,000.....	01
Between \$35,000 and \$60,000 (i.e. up to \$59,999).....	02
Between \$60,000 and \$85,000.....	03
More than \$85,000.....	04
Refused DO NOT READ OUT	05

Q65 What is your highest educational attainment? **[READ OUT ONLY IF NECESSRY, SINGLE CODE ONLY]**

No formal education.....	01
Primary school.....	02
Secondary school.....	03
Technical college (TAFE).....	04
University.....	05
Prefer not to say/refused.....	06



Q53 Finally, can you tell me the postcode there? _____

Thanks very much for your time.

The Victorian Coastal Council and the Department of Sustainability and Environment appreciates your help.

INSERT VALIDATION AND PRIVACY SPIELS

Respondent Name:

Telephone No.: (.....) STD

Interviewer Name:

Signature:



APPENDIX C: DISCUSSION GUIDE

Coast & Marine Tracking Wave Four Discussion Guide

Introduction – 10 minutes

- Thank for participating.
- Purpose: To discuss Victoria's coastal and marine environment, how it should be managed, and some of the things threatening it.
- Audio-taping – for research purposes only. Request permission. Reassure confidentiality, anonymity. Turn off if appropriate.
- Interview will take about an hour and a half. Explain that there are no right or wrong answers – it is each individual's thoughts and opinions that matter.
- Introductory exercise: Each person talks to the person to their left for a few minutes gathering information about their life (e.g. work, relationships, children), then uses this information to introduce that person to the rest of the group.

General impressions about the coastal and marine environment – 20 minutes

- I'd like to start by talking broadly about the natural coastal and marine environment in Victoria, and the things that make it unique.
 - o What else? Anything else?
 - What is it about the coast that makes it special? Is there something about the feel or 'vibe' of the coast?
 - [*If not mentioned*] Some people have mentioned that the sense of space is important. Do you agree?
 - What about coastal towns? How do you feel about them? What else?

- [*If not already raised*] Do you have some kind of coastal interest? Do you have family there, or a holiday home, or a place you go / used to go regularly?
- How often do you visit the coast? What sort of things do you do there?
- What do you like about the coast? What else? What do you want when you go there?
- What are the biggest threats facing Victoria's coastal and marine environment? What else? Anything else?
 - o [*If not mentioned*] What about climate change? Do you see this as a threat to the coastal and marine environment? Why is that/Why not?

Coastal Developments –25 minutes

- o [*If not already mentioned*] What about building and developments along the coast and in coastal towns? Do you see this as a threat? Why is that/Why not?
- What about developments in 'coastal breaks' – these are the non-urban areas between towns – they can be rural areas, or national parks, or crown land. Do you think these areas are important to the character of the coast? Why is that / Why not?
- Thinking about coastal towns for a moment – what are you looking for when you go to a coastal town? What are the ideal elements of ideal coastal town? What does an ideal town look like?
 - o How would you describe the characteristics of a typical Victorian coastal town?
- More and more people are moving to Victoria's coastal towns and cities and this means that local communities need to grow and adapt in order to accommodate an increased population.
 - o How do you feel about this?
 - What are the positives? What else? Anything else?
 - What are the negative aspects? What else? Anything else?
- Given that Victorian's coastal towns are growing and this growth is likely to continue – what do you think is the most appropriate way for them to do this?
 - o Do you think towns should grow within their current boundaries? That is, should the population get denser? Why is that?
 - What are the good things about this?
 - What are the negatives? [*If not raised mention the option of high-rise buildings*]
 - o Do you think town boundaries should be expanded to accommodate increased populations?
 - What are the good things about this?
 - What are the negatives?
- Taking everything into account – what do you think is the best way to accommodate increased population growth in coastal towns and cities?

- Who do you think is responsible for managing this population growth in our coastal towns?
- Who do you think should be responsible?
- Do you think growth is being managed well, or not? How can you tell?

Climate change and its impact on the coastal and marine environment – 35 minutes

- [*If climate change mentioned earlier when discussing threats*] A few of us mentioned climate change earlier as something that will have an impact on the Victorian Coastal and marine environment. I'd like us to spend some time now talking about climate change and its impact on the coast. Before we get into this though, we recognise that climate change is a big and complicated issue, and we only want to focus on certain parts of it today. For example, we don't want to get caught up in conversations about carbon tax.
- How concerned are you about the impacts of climate change, in general? Why is that?
- We all know that the coast is always changing. In the future, though, this might happen faster than before, and we need to work out how we will adapt. I'd like you to imagine for a moment that sea levels are going to rise by about one metre over the 100 years.
 - What kind of impacts do you think this will impact on the Victorian Coast, and on our coastal towns?
- Flooding and erosion from storm surges could become a major issue for those living along the coast, what do you think this means for...
 - ...beaches?
 - ...foreshore infrastructure – things like boat ramps, walking tracks, sewage systems, power systems etc.
 - ...native animals and plants?
 - ...coastal towns?
- If a large number of people were impacted by flooding from large storm surges – how do you think we as a nation should address this?
- What if people who choose to move to coastal areas were warned that there was a chance the flooding would happen?
 - What does this mean for them if their homes were flooded? [*probe for responsibility*] that is if people were forewarned but then impacted?
 - What if you were told that you could live in or buy a property near the coast, but that you would have to move in, say 20 years, or 50 years because it would become too flood prone? [NB this is referred to as a 'sunset clause' – mention as appropriate]
 - What about existing homes that are already in this zone? [NB – proceed carefully with those living on the coast!]
 - Should current owners be compensated in some way? By whom?
 - [If not raised] Would you expect the government to pay for compensation?

- o Are there ways this could be better managed, for example for higher rates for those living in flood prone areas? [NB once again – proceed carefully with coastal residents]
- Who do you think is responsible for managing the impact of climate change on the Victorian coast?
- Who do you think should be responsible for managing the impact of climate change on the Victorian coast?
- Do you think the coast is currently well managed or not?
 - o How can you tell? What are your 'indicators' – what are the sorts of things you see or hear that make you think the coast is well managed, or not well managed?
- From your point of view as a layperson, what are the five ways you would measure a healthy coast, when you look at a stretch of coast, what evidence would you look for to show that it is healthy?
- Currently, there is opportunity for Victorians to be involved in management of the coast from local opportunities right through volunteering for important peak bodies and councils that provide advice government.
 - o Do you think this is a good idea or not?
 - o Should we keep a system that allows for this?
 - o Did you know about this before? [*If no:*] Does this make you feel differently about how the coast is managed?
- And can I get a quick show of hands - how many of us think that climate change is probably caused by humans?

Thank and sign-off

- Thank you on behalf of the Victorian Coastal Council. Your comments and suggestions, together with those of other participants, will be used to help the Office identify ways in which it can serve and inform people more effectively about the services it offers.
- Reassure confidentiality, anonymity.



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