

# The Great Ocean Road Coast Committee

## COMMUNICATION AND ENGAGEMENT SURVEY 2011 Summary of results and research outcomes

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### INTRODUCTION

April 2011

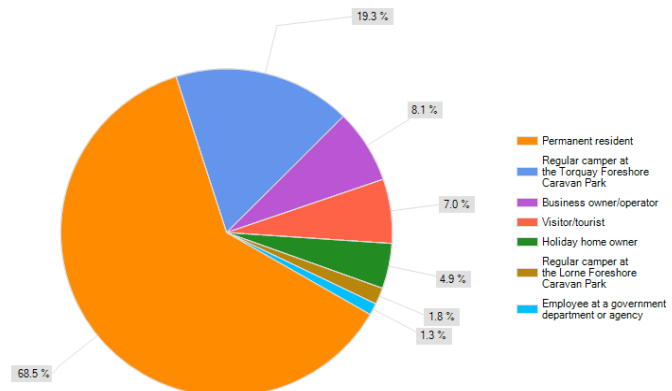
Over March and April 2011 The Great Ocean Road Coast Committee (GORCC) conducted a survey into the community's thoughts on GORCC's current communication and engagement activities, and their preferences for communication and engagement in the future.

The results will be invaluable in assisting the Great Ocean Road Coast Committee to better understand, communicate and work with the community to manage and care for our coastal reserves and caravan parks into the future.

Almost 400 people responded both online and by post and the following is an overview of what they told us and how GORCC is planning to respond to the results.

### WHO PARTICIPATED?

- The majority of respondents were aged between 45-64 years of age.
- Gender distribution was almost equal.
- 68% permanent residents, and 19.3% were regular campers in Torquay., followed by other groups including business owners and visitors.
- Most of the respondents resided in Torquay (34%), followed by those who lived in areas of Victoria other than the Surf Coast (28%) those from Lorne (10%).



### HOW MUCH DID THEY KNOW ABOUT GORCC AND ISSUES FACING THE COAST?

- The majority of respondents reported a medium level of knowledge about GORCC and GORCC's role (48%).
- 54% Said they had a medium level of awareness on issues confronting the coast, 28% said they had a high awareness, and 18% reported a low awareness.

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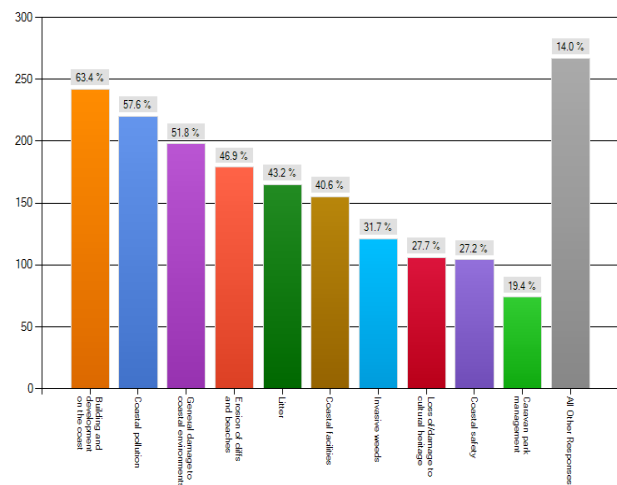
## WHAT WAS IMPORTANT TO THEM ?

### When it comes to coastal issues:

Respondents were asked to select their top 5 concerns when it came to the coast. The top 3 concerns selected were:

- 63% Building and development on the coast
- 58% Coastal pollution
- 52% Damage to coastal environments
- Of respondents who wrote a comment in the “other” section, most wanted to make a point that some aspect of environmental protection was most important to them.

Coastal issues of most importance to respondents



### When it comes to communication:

Respondents said several communications activities were “very important” to them, including:

- Being informed about issues, news and information relating to the coast.
- Being informed about issues, news and information relating to GORCC managed caravan parks.
- Being informed about the Great Ocean Road Coast Committee's major projects and decisions.
- Being consulted by the Great Ocean Road Coast Committee regarding major projects and decisions.
- Feeling their thoughts and concerns are being heard and considered by the Great Ocean Road Coast Committee.

## WHAT DID THEY THINK OF HOW GORCC COMMUNICATES NOW?

### Our communication methods (websites, newsletters, mail outs etc.)

- The most common way respondents received communication from GORCC was through “news and information in local newspapers”, which 77% of respondents had come across.
- Respondents indicated we are doing a good job with our website, which was rated “good” to “very good” by the majority of respondents.
- All other communications methods were rated as “average” to “very good” by the majority of respondents, except face to face communication, which respondents indicated needed to improve.

### GORCC’s past communication and consultation activities.

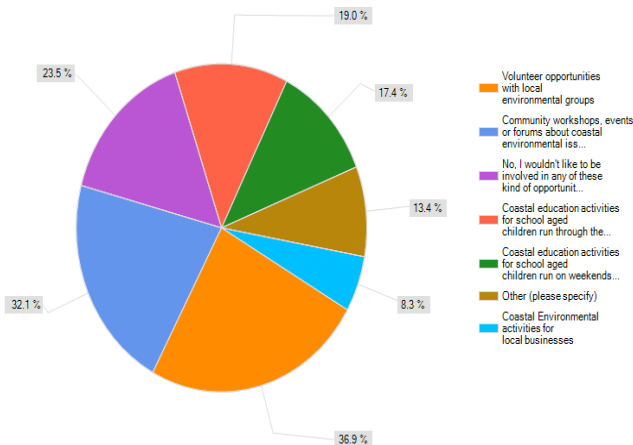
- The majority of respondents agreed or strongly agreed that GORCC is doing a good job of:
  - Keeping them informed about our work.
  - Keeping them informed about coastal issues.
  - Getting the community involved in caring for the coast.
- However many respondents selected “can’t say” (30%) when asked whether GORCC was doing a good job in consulting the community., indicating they may not have been involved in consultation previously.

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Future participation activities respondents were most interested in.



## HOW DID THEY FEEL ABOUT ENVIRONMENTAL EDUCATION AND VOLUNTEER PARTICIPATION OPPORTUNITIES?

### Environmental Education

17% of respondents (or a member of their immediate family) had participated in some form of environmental education activity run by GORCC before. However 32% were interested in taking part in a community workshop or event about coastal issues and/or how to care for the environment

### Volunteering

33% of respondents (or a member of their immediate family) had volunteered with a coastal environmental group before. 37% were interested in future environmental volunteering opportunities.

## HOW DID THEY FEEL ABOUT GORCC'S PAST CONSULTATION ACTIVITIES?

- Half of the respondents had participated in a consultation activity with GORCC. They were most likely to have attended a community meeting, workshop or forum, filled out a survey or called or emailed GORCC .
- Of the people who had engaged in a consultative or process most (58%) were satisfied with the process.
- 53% were satisfied that their contribution was heard and considered by GORCC..

## HOW WOULD THEY LIKE TO BE CONSULTED IN THE FUTURE?

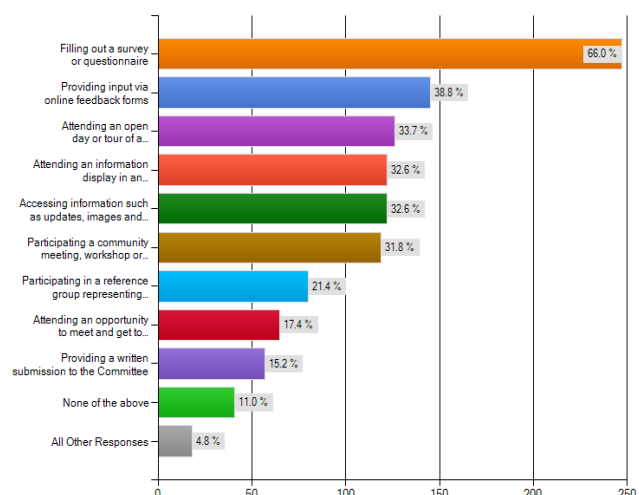
### Preferred consultation activities

- Most respondents preferred to fill in a survey (66%), followed by filling out online feedback forms (39%), taking a tour of a project or area (34%), viewing and accessing information on the GORCC website (32%) and contributing at a community meeting, workshop or forum (32%).

### Preferred times of day/year:

- The majority of respondents preferred to participate on weekends (33%), or outside business hours on weekdays (30%).

How they would like to be consulted in the future



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## WHAT DOES THIS INFORMATION TELL US AND WHAT WILL GORCC DO FROM HERE?

**The results from the survey indicate that GORCC needs to focus on the following communication and engagement imperatives for the future:**

- Increase the availability of information about GORCC and GORCC's role in the community.
- Increase the availability of information in the community about all the different ways GORCC communicates and how they can access information and opportunities to have input.
- Increase face to face communication opportunities and working to improve face to face communication in general.
- Create more consultation opportunities for the community, and ensure the community's thoughts and concerns are considered in the decision making process where possible.
- Establish and promote more opportunities to participate in environmental education and volunteering programs.

*The above imperatives will form the basis of communication and engagement planning and activities into the future, and a survey will be conducted in 12 months to measure our progress.*

**Plans are already underway to address some of these areas of focus. Programs and initiatives which have recently been established or which will occur shortly include:**

- An upcoming environmental education program offering opportunities for schools and groups to participate in hands-on learning opportunities. Information will be on our website and in local newspapers.
- An "online education centre" on our website with interactive and fun games, puzzles, activities for parents and kids to try and resources for teachers and older students. – all with an environmental theme.
- Distribution of information about regional environmental volunteer groups and how to get involved.
- Opportunities to have you say about the future of the coast. Information on participation opportunities will be available in many locations including on the GORCC website, in local newspapers and in the Coast News E-Newsletter. A major opportunity for the entire community to have a say will be available in the second half of 2011.

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