

2018 Coast Survey Report

Great Ocean Road Coast Great Ocean Road Coast
May 2018

Great Ocean Road
Coast Committee Inc



Executive Summary

INTRODUCTION

The 2018 Great Ocean Road Coast Great Ocean Road Coast (Great Ocean Road Coast) survey was conducted to obtain insights about the views and behaviours of coastal users and their satisfaction with activities undertaken by the Great Ocean Road Coast.

An initial survey was conducted in 2015 and provides a benchmark against which the 2018 results can be compared. The questionnaire was updated in 2018 and hence comparisons with the 2015 results are limited.

SURVEY OBJECTIVES

The objectives of the survey were to:

- Provide the community with an opportunity to communicate openly with and provide feedback to the Great Ocean Road Coast.
- Measure community satisfaction with the Great Ocean Road Coast's performance across its core areas of responsibility and work.
- Identify any community concerns or key issues in relation to the coastal areas under the Great Ocean Road Coast's management.
- Gather and establish new baseline data to be used for comparative measurement against future Coast Survey results.

KEY FINDINGS

Respondent profile

More females (59%) than males (41%) participated in the survey. A total of 40% of those participating in the survey were permanent residents on the coast and a further 9% were holiday home owners. Non-permanent residents, were most likely to be visitors staying in a caravan, camper van, motorhome, cabin, tent or other accommodation (38%). Day trippers represented 9% of survey participants.

Of the permanent residents, a high proportion were from Torquay (37%) followed by Anglesea (14%), Jan Juc (14%) and Lorne (9%).

Frequency of visitation

One quarter of the survey participants reported that they had visited the beach or foreshore areas managed by the Great Ocean Road Coast five times or less in the last 12 months. However, there were some who visit several times a week, sometimes twice a day. Hence, the average visitation in the last 12 months was a high 88 visits.

Broad areas visited

Participants were asked to nominate one broad coastal area they had visited the most over the last 12 months. The main areas were: Torquay (36%), Anglesea/Pt Roadknight (25%) and Lorne (20%).

Executive Summary

Specific areas visited

Participants were then asked which specific areas they had visited. The following are the key specific areas for each broad coastal area:

Torquay:	Surf Beach/Back Beach; Fisherman's Beach; Front Beach; Foreshore Caravan Park and Whites Beach
Lorne:	Main Beach/Foreshore Area; Foreshore Caravan Park and Swing Bridge Area/Erskine River Precinct
Aireys Inlet:	Sandy Gully; Split Point
Moggs Creek:	Fairhaven Surf Lifesaving Club; Moggs Creek Beach
Jan Juc:	Jan Juc Beach
Anglesea:	Main Beach/Surf Beach

Time spent and travel mode

The most common amount of time spent at the location was between 1 and 3 hours (53%).

The majority drove their car to the location (63%) and the remainder mostly walked (32%).

Motivation to visit the coastal area

Motivation to visit the specific area were proximity to home or accommodation (48%) followed by aesthetic reasons of natural beauty and lack of development (40%) and safe swimming (35%).

Other motivators were ease of access (29%), surf conditions (29%), lack of crowds (27%), tracks and trails (26%), proximity to town facilities (24%), car parking availability (23%) and dogs being allowed (20%).

Activities at coastal locations

Multiple activities were undertaken at coastal locations with swimming (76%) and taking a short walk (73%) being the two most common activities. These were followed by passive activities such as relaxing and socialising.

When asked to choose the ONE MAIN activity swimming (22%), surfing (16%), short walk (13%) and walking the dog (10%) were chosen as the main activities.

Swimming was the main activity at most broad areas expect for Jan Juc where surfing was more likely to be the main activity and Fairhaven and Eastern View to Moggs Creek where dog walking was more likely to be the main activity.

Executive Summary

Coast attractions and challenges

Survey participants were asked to name three things they love about the coast and three challenges or threats they would like to see addressed.

The main coast attractions were the beaches and the natural environment.

The main challenges fell under the headings of environment, infrastructure and population. Some specific issues were the need to address erosion, rubbish/litter, over development, traffic congestion, tourism, parking, roads and dogs.

Attractions and improvements

Survey respondents were asked what were the specific attractions of the area they had visited and the key improvements that could be made. Similar to the above, the key attractions were aesthetics of the beaches and coastline, easy access to the beach, lack of over-development, cleanliness, safe swimming and access to walking and bike paths close to the coast.

Improvements nominated were the need to limit development, protect the natural environment, improve waste management, manage traffic better, enforce dog laws and increase signage about dog laws.

These were followed by more access to and better maintenance of facilities.

Improvements to broad coast areas

Compared with other areas, the following were an added focus:

- Anglesea/Point Roadknight: limit development, protect/enhance the natural environment, better traffic management/car parking, more fencing to protect vegetation
- Lorne: Better maintenance/upgrading of existing facilities
- Jan Juc: Limit development, improved waste management, protect/enhance the natural environment, enforce dog laws
- Aireys Inlet: More interpretation/educational signage
- Fairhaven*: Improved waste management, protect/enhance the natural environment, better traffic management/car parking, more signage about dog laws
- Eastern Views to Moggs Creek*: Limit development, improved waste management, protect/enhance the natural environment, better traffic management/car parking, more fencing to protect vegetation and more interpretation/educational signage

* Small sample sizes interpret with caution

Executive Summary

Familiarity with the Great Ocean Road Coast

A total of 46% of survey participants were either quite familiar or very familiar with the Great Ocean Road Coast and this is similar to the previous 2015 result.

The majority were aware of the Great Ocean Road Coast's area of management (85%) and that it is a not-for-profit organisation (75%).

Fewer were aware that the Great Ocean Road Coast is mostly funded by the Crown land caravan parks it manages (62%) and that it does not receive funding from ratepayer rates (53%).

Satisfaction with the Great Ocean Road Coast's performance

When asked to rate their satisfaction with the Great Ocean Road Coast for a range of activities, there were several participants who were unable to provide a response due to lack of familiarity with the Great Ocean Road Coasts work in these activities.

More than one third of participants were unable to provide a response in relation to community education programs, volunteer engagement, caravan parks management & operations, commercial activity management & support and community consultation.

Of those able to provide a response, high levels of satisfaction were recorded for each of the activities measured as shown opposite.

Percent satisfied with each activity



Executive Summary

Satisfaction with Great Ocean Road Coast Contact

A total of 50% of the survey participants had made contact with the Great Ocean Road Coast in the last 12 months.

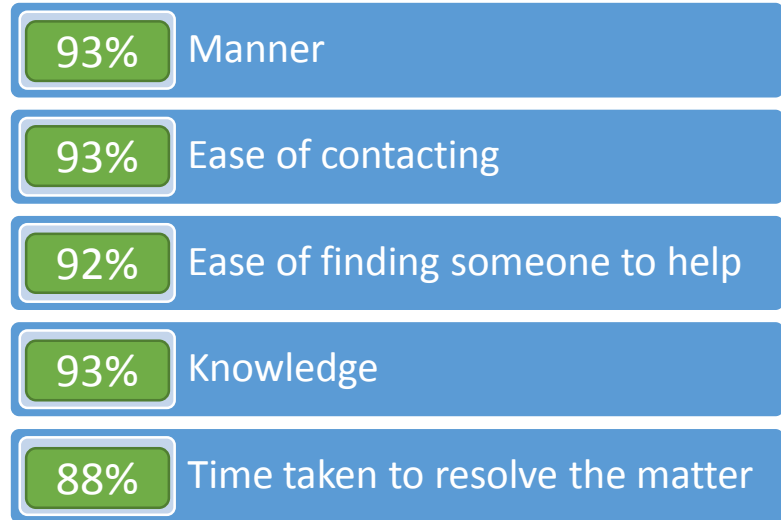
Contact was mostly about accommodation in a caravan park.

Contact was made with:

- Anglesea Family Caravan Park – 18%
- Lorne Foreshore Caravan Park – 15%
- The Great Ocean Road Coast’s office – 13%
- Torquay Foreshore Caravan Park – 12%
- Education team – 4%
- Conservation team – 3%
- Coastal reserves team – 3%

High levels of satisfaction were recorded for each aspect of customer service measured as shown opposite.

Percent satisfied with each activity



Compared with other contact made, satisfaction was lower across the board for contact with the Great Ocean Road Coast’s office, particularly in terms of the time taken to resolve the matter. This is likely due to the more complex nature of matters handled by the office.

Top priorities for the Great Ocean Road Coast

Survey participants nominated protecting the natural environment as the number one top priority for the Great Ocean Road Coast (78%). This was followed by community consultation about future plans (39%), educating the community about the coast (35%) and protecting cultural heritage (30%).

Survey Methodology

DATA COLLECTION

The survey was programmed into an online platform and a survey link was generated. The online survey link was disseminated via various forums including the Great Ocean Road Coast’s newsletter database, website & social media accounts as well as flyer handouts and mentions in the Surf Coast Times newspaper. The following table shows how participants became aware of the survey.

Great Ocean Road Coast Great Ocean Road Coast newsletter 'Coast News' / email from Great Ocean Road Coast	527	39%
Social media (Facebook, Twitter, Instagram etc.)	498	37%
Great Ocean Road Coast Great Ocean Road Coast website	108	8%
Newspaper	54	4%
Word of mouth	34	3%
Flyer in the mail	28	2%
Newsletter email	11	1%
Fairhaven SLSC	10	1%
Great Ocean Road Coast Great Ocean Road Coast office	9	1%
Flyer given at beach	8	1%
Flyer displayed somewhere else	7	1%
Anglesea caravan park	7	1%
Other	26	3%

All participants who completed the survey to the last question were provided with the chance to win a prize draw the the value of \$1,000.

The survey was open from 1/2/2018 to 6/4/2018.

RESPONSE RATES

A total of 1,345 commenced the survey and 1,069 completed the the final question. This is an excellent completion rate of 79%.

DATA ANALYSIS

Tables and charts are reported using percentage results. Some scores may not equal 100% due to rounding, or because some questions allowed respondents to choose more than one response.

For all rating scales (e.g. satisfaction) respondents who could not provide a rating have been excluded from the calculation of the results. Hence, these results are “of those able to provide a response”.

Results marked with an asterisk (*) designate small sample sizes – interpret results with caution.

Survey Methodology

THE QUESTIONNAIRE

A total of 40 questions are included in the survey, however respondents were asked only those questions relevant to their circumstances.

The average completion time was 15 to 20 minutes depending on the number of relevant questions answered by the respondent.

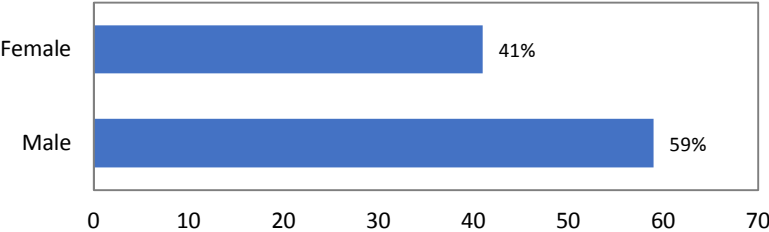
The questionnaire collected information on the following topics:

- Survey participant profile
- Frequency of visitation
- Top 3 things loved/could be improved
- Familiarity with the Great Ocean Road Coast
- Locations on the coast most visited
- Main coast activities
- Motivation to visit the area
- Satisfaction with the Great Ocean Road Coast's performance
- Priorities for investment
- Contact with the Great Ocean Road Coast
- Newsletter subscription

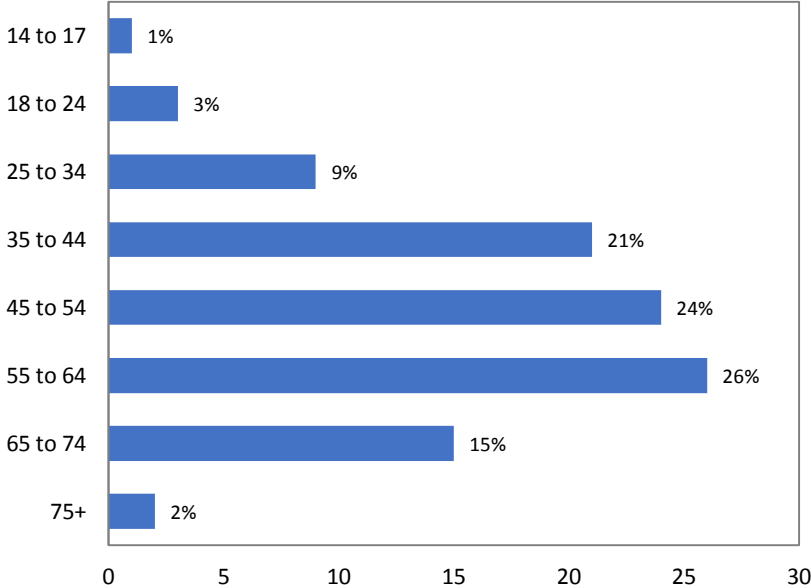
Survey Participant Profile

All answering (n=1345)

Gender



Age



Survey Participant Profile – Connection to the Coast

Connection to the coast

All answering (n=1345)

Permanent resident	537	40%
Visitor staying in a caravan/camper van/motorhome/cabin	307	23%
Visitor staying in other accommodation	121	9%
Day tripper	119	9%
Holiday home owner	118	9%
Visitor camping in a tent	90	7%
Worker	15	1%
Family live on the coast	11	1%
Surrounding area	9	1%
Business owner	6	<1%
Student/volunteer	5	<1%
Resident & business owner	2	<1%
Other	5	<1%

Permanent Residents

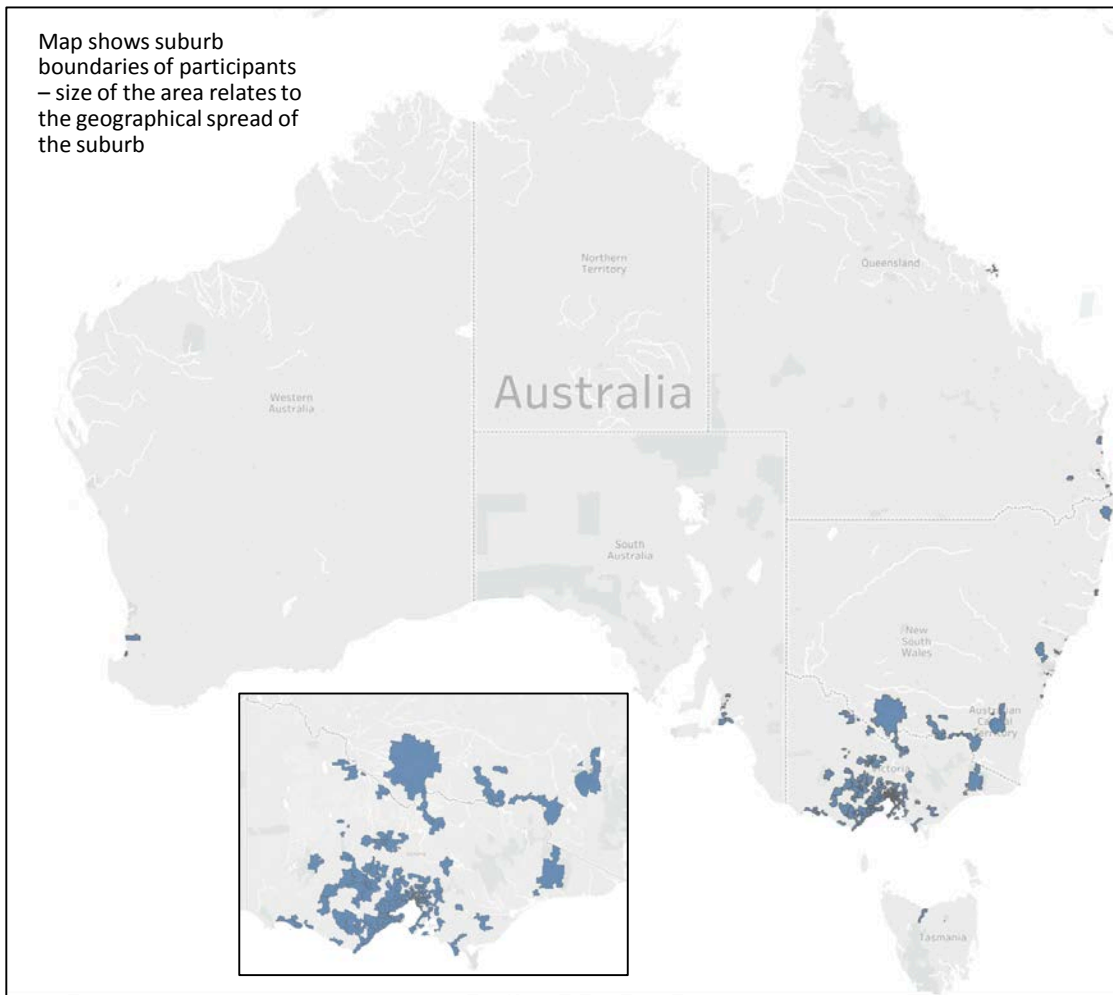
All permanent residents answering (n=535)

Torquay	199	37%
Anglesea	75	14%
Jan Juc	66	12%
Lorne	47	9%
Aireys Inlet	28	5%
Ocean Grove	25	5%
Bellbrae	12	2%
Fairhaven	12	2%
Apollo Bay	9	2%
Barwon heads	9	2%
Geelong South	7	1%
Armstrong Creek	3	1%
Warrnambool	3	1%
Other (less than 1% per suburb)	39	7%

Survey Participant Profile – Primary Place of Residence

Residential suburbs

Map shows suburb boundaries of participants – size of the area relates to the geographical spread of the suburb



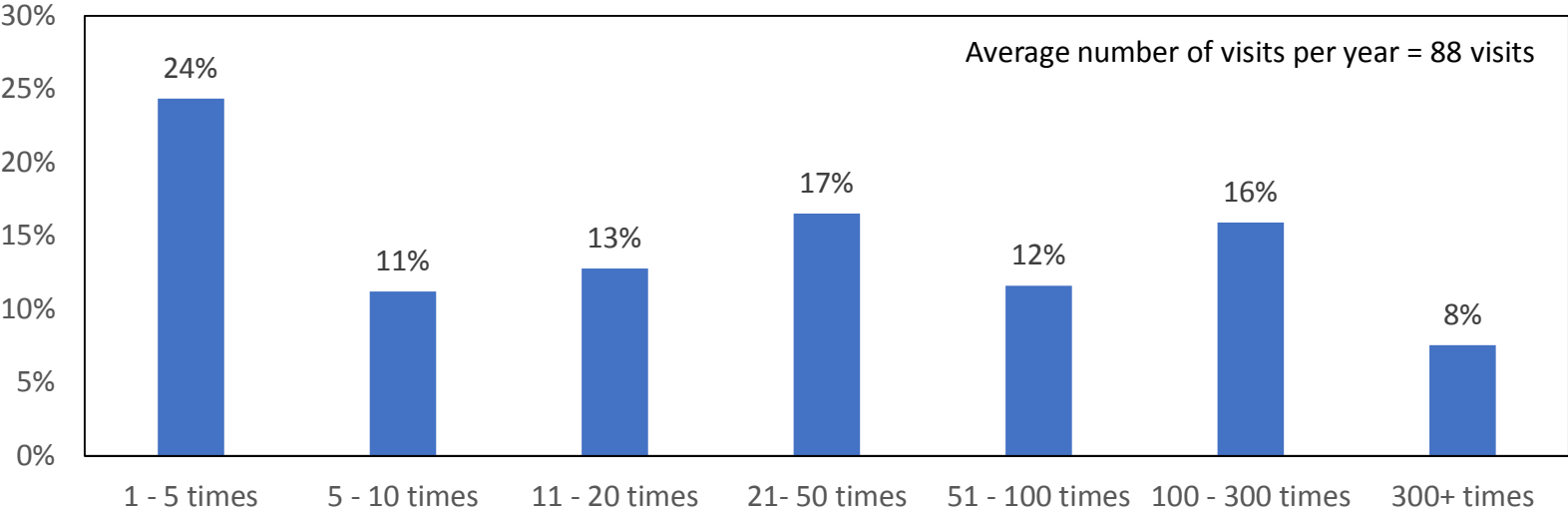
Key suburbs

Torquay	200	15%
Anglesea	76	6%
Jan juc	67	5%
Lorne	46	3%
Ocean Grove	43	3%
Aireys Inlet	29	2%
Grovedale	24	2%
Highton	20	1%
Geelong	19	1%
Barwon heads	14	1%
Bellbrae	13	1%
Fairhaven	13	1%
Belmont	12	1%
Apollo Bay	10	1%
Melbourne	10	1%
Ballarat	9	1%
Newtown	9	1%
Sunbury	9	1%
Armstrong Creek	8	1%
Clifton Springs	8	1%
Colac	8	1%
Essendon	8	1%
Geelong west	8	1%
Leopold	8	1%
Altona	7	1%
Mill Park	7	1%
Point Cook	7	1%

Frequency of Visitation

Number of times in the last 12 months, visited the beach or foreshore areas that the Great Ocean Road Coast Great Ocean Road Coast manages

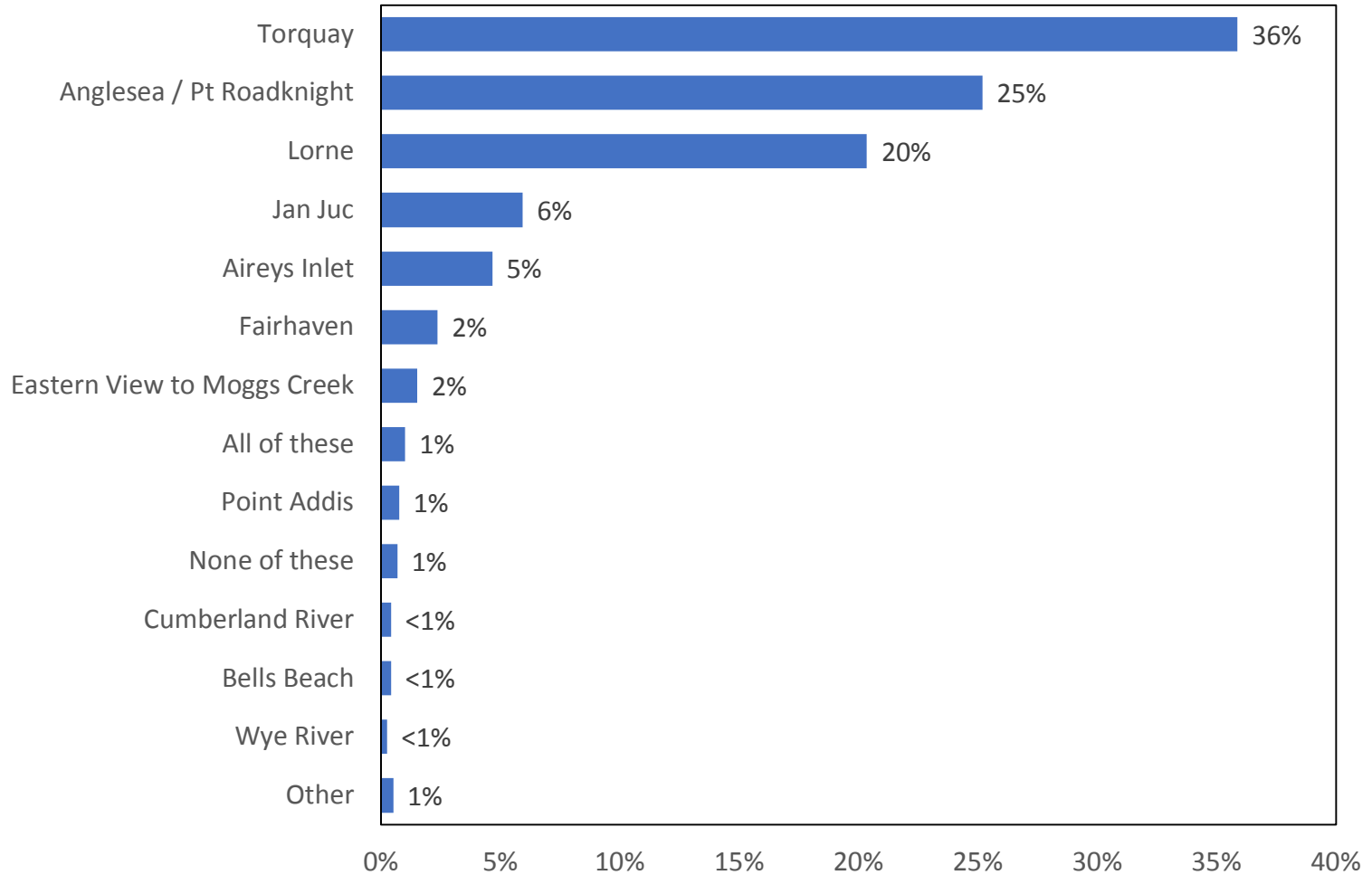
All answering (n=1300)



Broad Coastal Areas Visited in Last 12 Month

Respondents were asked to nominate which ONE broad coastal area they had visited the most over the last 12 months.

All answering (n=1179)



Specific Areas Visited

TORQUAY		
Torquay Surf Beach / Back Beach	83	18%
Fisherman's Beach	65	14%
Torquay Front Beach	58	13%
Torquay Foreshore Caravan Park	56	12%
Whites Beach	55	12%
Cosy Corner	42	9%
Surf Coast Walk (Torquay to Eastern View)	20	4%
Point Impossible	16	3%
Point Danger	11	2%
Elephant Walk	4	1%
Nudist Beach	4	1%
Taylor Park	4	1%
Yellow Bluff	0	0%
All equally	18	4%
Others	18	4%
Not sure	8	2%
TOTAL	462	462

LORNE		
Lorne Main Beach / Foreshore Area (Louitt Bay)	67	28%
Lorne Foreshore Caravan Park	56	23%
Lorne Swing Bridge Area / Erskine River Precinct	39	16%
Lorne Point (Surf Break)	18	7%
Cumberland River Caravan Park	13	5%
Queens Park	6	2%
St Georges River	5	2%
Erskine Rapids Walk	5	2%
Shelly Beach	4	2%
Doug Stirling Walk	4	2%
Point Grey (Surf Break)	2	1%
Bert Alsop Walk	1	0%
Stony Creek Beach	0	0%
All of these	7	3%
Other	11	5%
Not sure	2	1%
TOTAL	242	100%

Specific Areas Visited

AIREYS INLET		
Sandy Gully	17	31%
Split Point	11	20%
Painkalac Creek	9	16%
Step Beach	8	15%
Not sure	2	4%
Other	8	15%
TOTAL	55	100%

JAN JUC		
Jan Juc Beach	40	57%
Surf Coast Walk (Torquay to Eastern View)	13	19%
Bird Rock	11	16%
Rocky Point	0	0%
Not sure	1	1%
Other	5	7%
TOTAL	70	100%

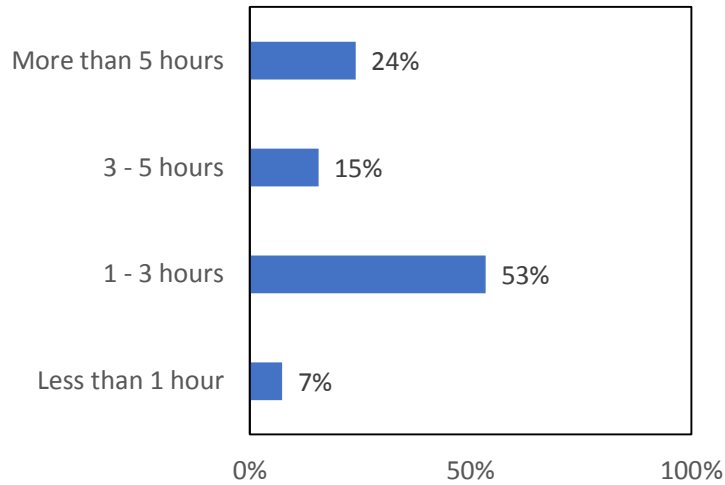
MOGGS CREEK		
Fairhaven Survey Lifesaving Club	18	39%
Moggs Creek Beach	8	17%
Eastern View Beach	7	15%
'The Spot' Survey Break	6	13%
Sprout Creek (Eastern View)	4	9%
Memorial Arch Precinct	1	2%
Surf Walk (Torquay to Eastern View)	0	0%
Not sure	0	0%
Other (please specify)	2	4%
TOTAL	46	100%

ANGLESEA		
Anglesea Main / Surf Beach	196	66%
Point Roadknight Beach	55	18%
Point Roadknight Back Beach	19	6%
Surf Coast Walk (Torquay to Eastern View)	15	5%
Other	11	4%
Soapy Rocks	1	0%
Not sure	1	0%
TOTAL	298	100%

Time Spent & Mode of Travel

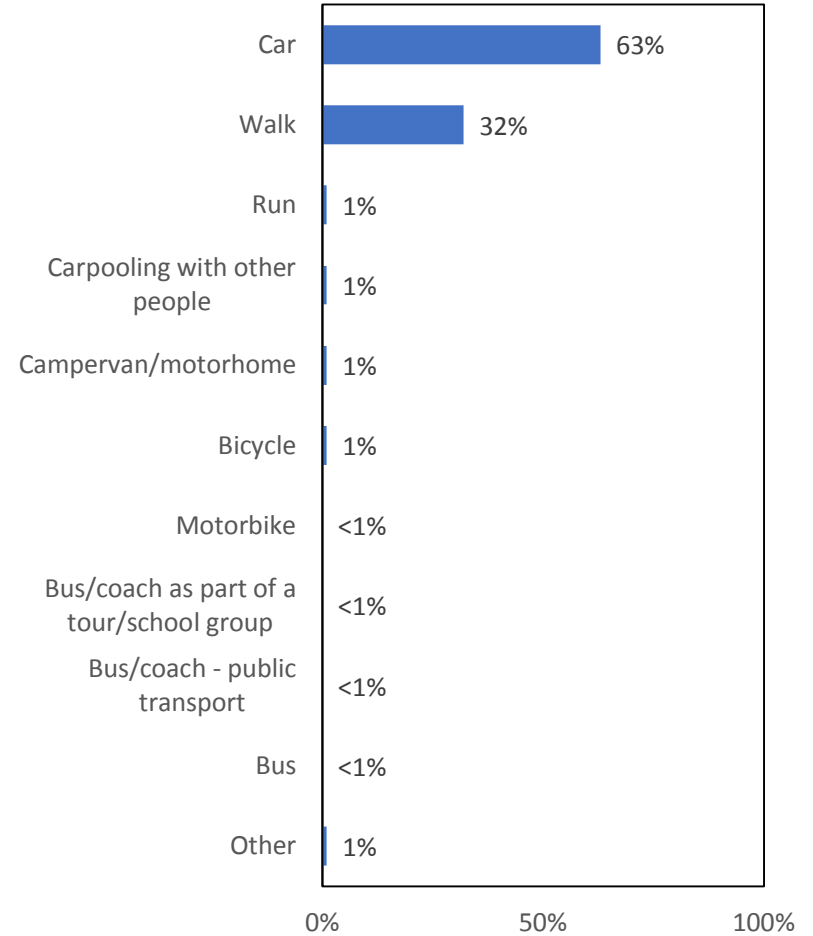
Typical time spent at location

All answering (n=1106)



Travel mode to location

All answering (n=1106)



Motivation to Visit Coastal Area

Proximity to house or accommodation	552	48%
Natural beauty / less developed	457	40%
Safe swimming beach	398	35%
Easy to access (e.g. stairs, paths or entries)	334	29%
Surf conditions	328	29%
Less crowded than other areas	311	27%
Tracks or trails available for walking or cycling	291	26%
Proximity to a town or shopping area	274	24%
Car park availability	261	23%
Dogs are allowed	228	20%
Facilities available (e.g. toilets, showers, seating, BBQs etc.)	218	19%
Grassy areas available	175	15%
Family or historical connection	171	15%
Surf lifesaving patrol	169	15%
Closest to where I travelled from	146	13%
Less commercial activities or events than other locations	143	13%
Lookout at the location	110	10%
Kiosk, van or other food outlet close by	108	9%
Shade from the sun	79	7%
Event or organised activity	74	6%
Recommendation from friends or family (word of mouth)	48	4%
Dogs are NOT allowed	46	4%
Accessibility for people with a disability	19	2%
Doesn't have surf lifesaving patrol	15	1%
Close to public transport	12	1%
Tripadvisor ratings or reviews	4	0%
Other	108	9%
TOTAL	1141	100%

Main & Other Activities at Coastal Locations

All answering (n=1141)

	MAIN	OTHER	TOTAL
Swimming	22%	55%	76%
Short walk (up to one hour)	13%	59%	73%
Relaxing or resting	6%	57%	64%
Socialising / meeting up with family or friends	5%	45%	51%
Surfing	16%	27%	43%
Outdoor activity with or for children	6%	34%	40%
Medium walk or half day walk (1 to 4 hours)	8%	30%	38%
Walking the dog	10%	23%	33%
Sightseeing	2%	29%	31%
Running/jogging	1%	17%	18%
Bird watching	1%	11%	12%
Fishing	1%	10%	11%
Mountain bike riding	1%	10%	11%
Long walk or day walk (more than 4 hours)	2%	7%	9%
Snorkelling or scuba diving	0%	7%	8%
Working	1%	4%	4%
Yachting or sailing	0%	1%	2%
Motorised boating or jet skiing	0%	1%	1%
Other	4%	7%	11%

Main Activity by Broad Coastal Area Visited

	ALL AREAS (n=1141)	TORQUAY (n=416)	ANGLESEA / POINT R'KNIGHT (n=296)	LORNE (n=237)	JAN JUC (n=70)	AIREYS INLET (n=55)	FAIRHAVEN (n=28)*	EASTERN VIEW TO MOGGS CREEK (n=17)*
Swimming	22%	20%	30%	22%	7%	20%	14%	6%
Short walk (up to one hour)	13%	12%	12%	14%	16%	22%	11%	18%
Relaxing or resting	6%	6%	6%	10%	1%	2%	7%	0%
Socialising / meeting up with family or friends	5%	7%	6%	9%	0%	0%	4%	0%
Surfing	16%	15%	16%	8%	34%	13%	14%	53%
Outdoor activity with or for children	6%	7%	6%	7%	0%	9%	0%	0%
Medium walk or half day walk (1 to 4 hours)	8%	8%	7%	9%	11%	9%	7%	0%
Walking the dog	10%	13%	6%	5%	17%	16%	18%	18%
Sightseeing	2%	2%	2%	4%	0%	2%	0%	0%
Running/jogging	1%	2%	1%	0%	3%	4%	0%	0%
Bird watching	1%	0%	1%	0%	0%	4%	0%	0%
Fishing	1%	1%	1%	0%	4%	0%	0%	0%
Mountain bike riding	1%	0%	3%	0%	0%	0%	0%	0%
Long walk or day walk (more than 4 hours)	2%	2%	3%	3%	0%	0%	0%	0%
Snorkelling or scuba diving	0%	0%	1%	0%	0%	0%	0%	0%
Working	1%	0%	0%	1%	0%	0%	0%	0%
Yachting or sailing	0%	0%	0%	0%	0%	0%	0%	0%
Motorised boating or jet skiing	0%	0%	1%	0%	0%	0%	0%	0%
Other (please specify)	4%	4%	1%	4%	3%	0%	18%	6%

Coast Attractions and Challenges

Top 3 things love most about the coast

All answering (n=1182)

Broad topic	% of all responses
Beaches	27%
Natural Environment	24%
Atmosphere	13%
Lifestyle	12%
Beauty	11%
Location	8%
People	4%

The colour of the ocean & the natural beauty of the coastline.

The relaxed atmosphere of the beach locations - families playing cricket, surfing, umbrellas, kiosks, toilet access and no speed boats or jet skis

Magnificent rough and rugged coast with safe swimming beaches

Nature is protected and preserved to its natural state

Top 3 challenges or threats to the coast would like to see addressed

All answering (n=1157)

Broad topic	% of all responses
Environment	23%
Infrastructure	18%
Population	14%
Waste	11%
Development	11%
Tourism	9%
Wildlife	7%
Services	7%
Lifestyle	4%
GORCC	1%

Specific challenges related to:

- *Erosion*
- *Rubbish*
- *Over development*
- *Traffic*
- *Tourism*
- *Litter*
- *Parking*
- *Roads*
- *Dogs*

Attractions of the location

Natural beauty, coastal scenery or views	902	82%
Beach and ocean aesthetics	792	72%
Easy access to the beach	638	58%
Not over-developed, natural environment	590	53%
Cleanliness in general - free from rubbish	563	51%
Family friendly / safe swimming beach	503	46%
Access to walking and bike paths close to the coast	468	42%
Well maintained walking and bike paths	350	32%
Good for surfing	348	32%
Wildlife and plants	302	27%
Friendliness of the people	300	27%
Well maintained and protected coastline	279	25%
Dogs allowed on the beach	259	23%
Well maintained facilities - toilets, BBQs etc.	253	23%
Good caravan parks	245	22%
Sense of local community ownership	222	20%
Variety / choice of beaches	208	19%
Open space or grassy area close to beach	200	18%
Good car parking	168	15%
Remoteness and isolation - not crowded	166	15%
Range of recreational opportunities available	152	14%
GORCC's conservation work to protect the coast	146	13%
Other	67	6%
TOTAL	1104	100%

Improvements at the location

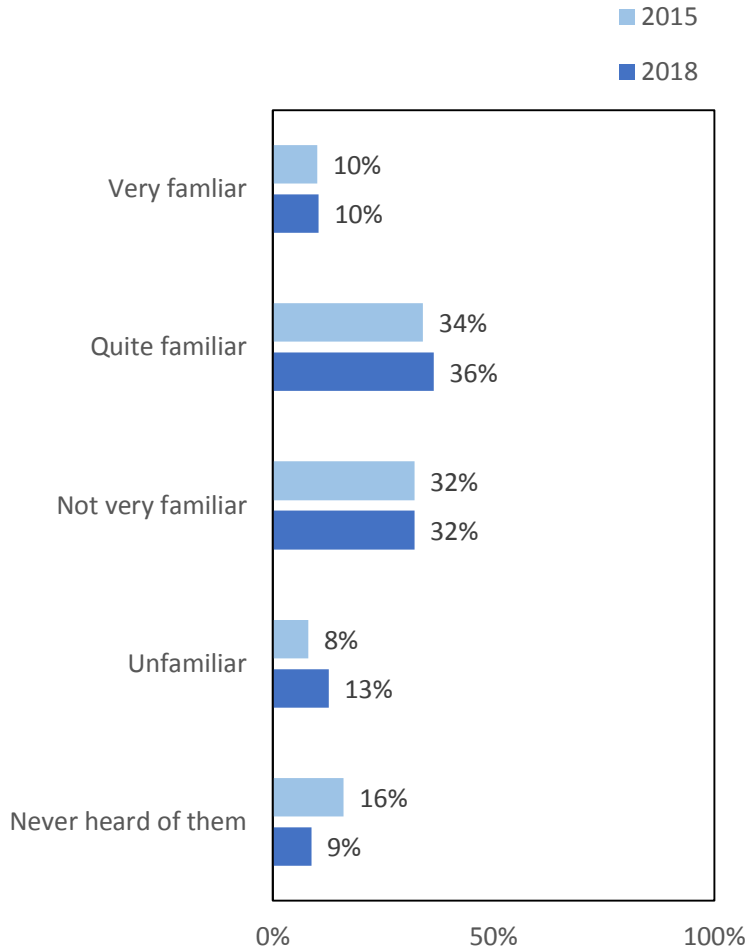
Limit development	445	42%
More protection / enhancement of the natural environment	354	33%
Improved waste management	324	30%
Better traffic management / car parking	313	29%
Enforcement of dog laws	260	24%
More signage about dog laws	201	19%
Needs more facilities (e.g. toilets, drinking taps, shade, seating, picnic/BBQ areas etc.)	180	17%
Better maintenance / upgrading of existing facilities	175	16%
More fencing to protect vegetation	168	16%
More interpretation / educational signage	139	13%
More dogs off leash areas	95	9%
More / improved walking/bike tracks or paths	82	8%
More caravan / camping opportunities	80	8%
Increase / improve beach access	62	6%
More / better safety signage	61	6%
More community events	55	5%
More / better directional signage	50	5%
Safe swimming	53	5%
Other	211	20%
TOTAL	1064	100%

Improvements by Broad Coastal Area Visited

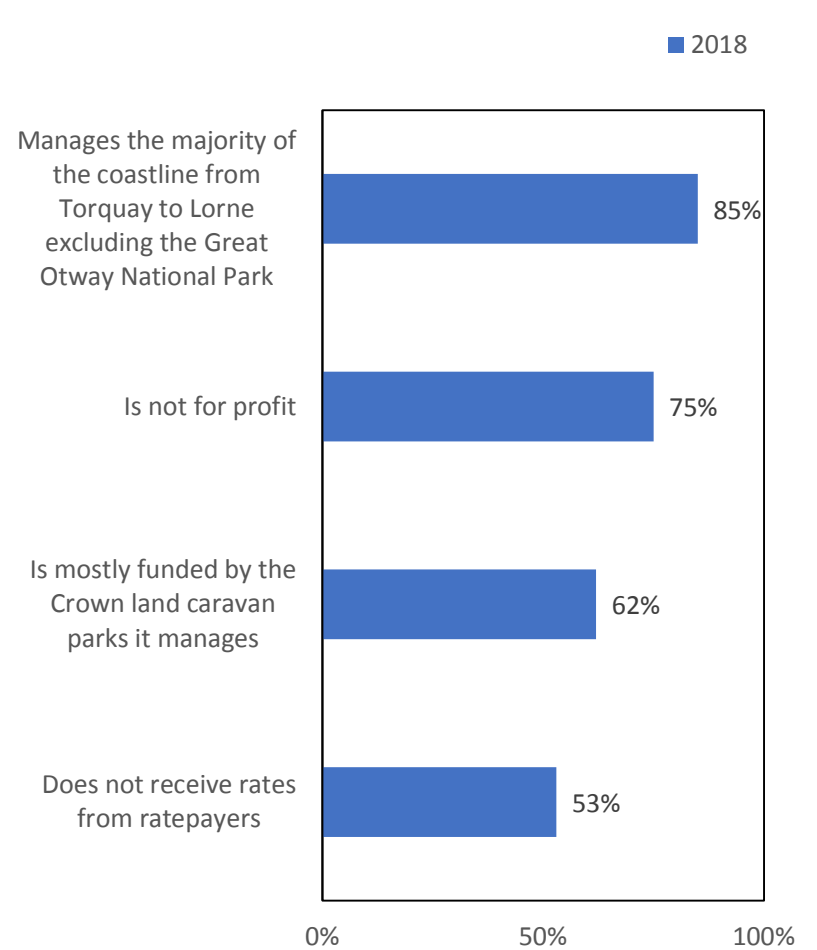
	Torquay	Anglesea / Pt R'knight	Lorne	Jan Juc	Aireys Inlet	Fairhaven	Eastern View to Moggs Creek
	(n=423)	(n=297)	(n=240)	(n=70)	(n=55)	(n=28)*	(n=18)*
Limit development	31%	45%	35%	49%	40%	36%	44%
Improved waste management	26%	23%	28%	39%	29%	43%	50%
More protection / enhancement of the natural environment	25%	35%	25%	36%	31%	50%	61%
Enforcement of dog laws	25%	22%	18%	37%	20%	32%	0%
Better traffic management / car parking	22%	34%	29%	16%	15%	43%	44%
More signage about dog laws	18%	18%	15%	21%	16%	32%	0%
Needs more facilities (e.g. toilets, drinking taps, shade, seating, picnic/BBQ areas etc.)	15%	16%	19%	10%	11%	18%	6%
Better maintenance / upgrading of existing facilities	14%	14%	25%	7%	4%	11%	0%
More fencing to protect vegetation	14%	20%	8%	10%	13%	25%	44%
More interpretation / educational signage	10%	13%	12%	11%	18%	14%	17%
More dogs off leash areas	8%	8%	9%	7%	7%	4%	0%
More caravan / camping opportunities	8%	7%	9%	1%	2%	4%	0%
Increase / improve beach access	7%	5%	3%	0%	5%	0%	6%
More / better safety signage	6%	6%	3%	3%	7%	11%	0%
More community events	5%	5%	4%	4%	0%	4%	6%
More / improved walking/bike tracks or paths	5%	9%	10%	1%	5%	0%	0%
More / better directional signage	4%	4%	5%	3%	5%	0%	6%
Safe swimming	4%	7%	4%	4%	2%	4%	0%

Familiarity with the Great Ocean Road Coast Great Ocean Road Coast

Self reported familiarity with the Great Ocean Road Coast
All answering (n=1190)



Knowledge of the Great Ocean Road Coast's activities
All answering (n=1079)



Satisfaction with Performance

Survey participants were asked to rate their satisfaction with the Great Ocean Road Coast Great Ocean Road Coast performance across a range of aspects as follows:

ACCESS FACILITIES: Includes the provision and care of access to the coast for those who use it for activities such as surfing, fishing or walking. Facilities include pathways, stairs, lookouts, ramps, car parks, fishing platforms etc.

OTHER FACILITIES: Includes the construction and care of coastal amenities and other facilities such as toilet blocks, fences, club houses, stormwater drains, seawalls etc.

CARAVAN PARK MANAGEMENT & OPERATION: Includes the operation of the Torquay and Lorne foreshore caravan parks directly managed by Great Ocean Road Coast Great Ocean Road Coast and the Anglesea and Cumberland River caravan parks that Great Ocean Road Coast Great Ocean Road Coast leases to private operators.

COMMERCIAL ACTIVITY MANAGEMENT AND SUPPORT: Includes the issuing and operation of licences and permits for specific activities such as surf schools, weddings, events as well as other operations generating income on the coast such as kiosks etc.

COMMUNITY EDUCATION PROGRAMS: Includes conducting environmental education programs with groups and individuals.

VOLUNTEER ENGAGEMENT: Includes meaningful opportunities for community members to volunteer on the coast.

COMMUNITY CONSULTATION: Includes conducting consultation and engagement activities with the community about the preparation and implementation of plans and strategies that guide Great Ocean Road Coast Great Ocean Road Coast's work.

NATURAL ENVIRONMENT PROTECTION: Includes REVEGETATION to protect and care for the natural coastal environment such as beaches, sand dunes, cliffs, plants, animals and water.

NATURAL ENVIRONMENT PROTECTION: Includes CONTROLLING PEST PLANTS AND ANIMALS to protect and care for the natural coastal environment such as beaches, sand dunes, cliffs, plants, animals and water.

Rating scale

Very satisfied

Satisfied

Dissatisfied

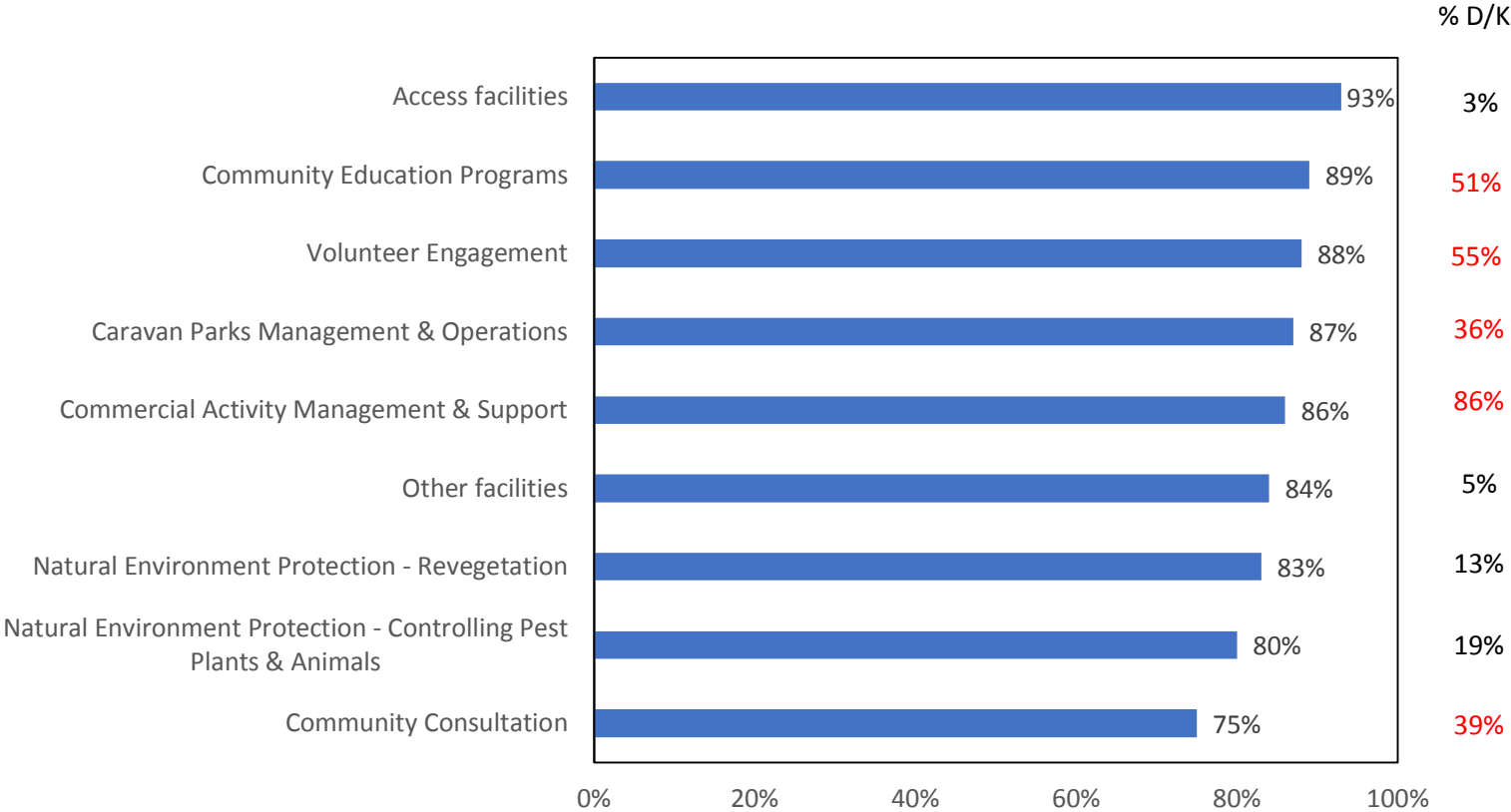
Very dissatisfied

Not sure / don't know

Note: satisfaction scale changed in 2018 by removing the neutral response, hence comparison with 2015 results is unable to be provided

Satisfaction with Performance - Overall

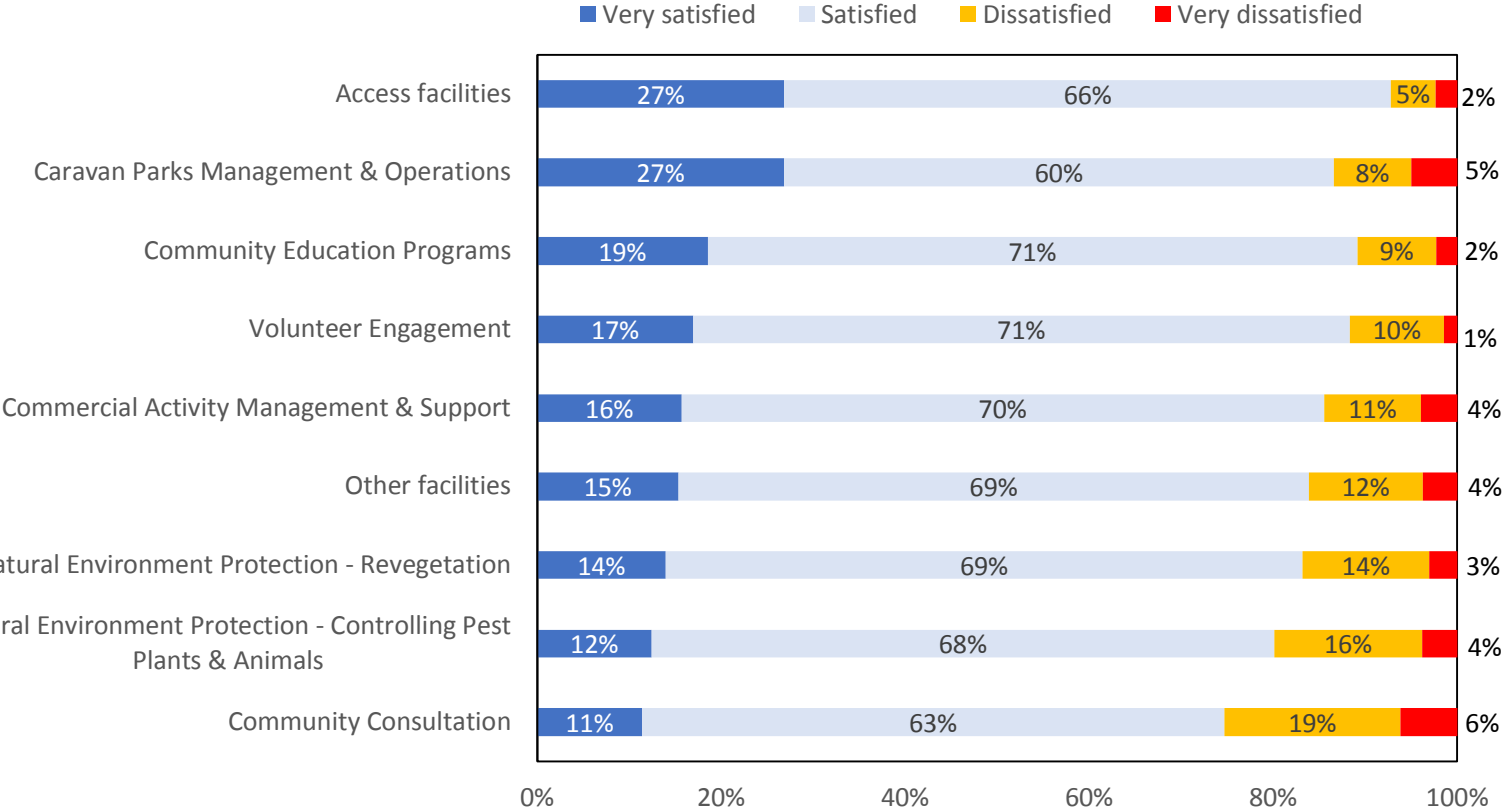
All answering (n=1094)



Note: satisfaction scale changed in 2018 by removing the neutral response, hence comparison with 2015 results is unable to be provided

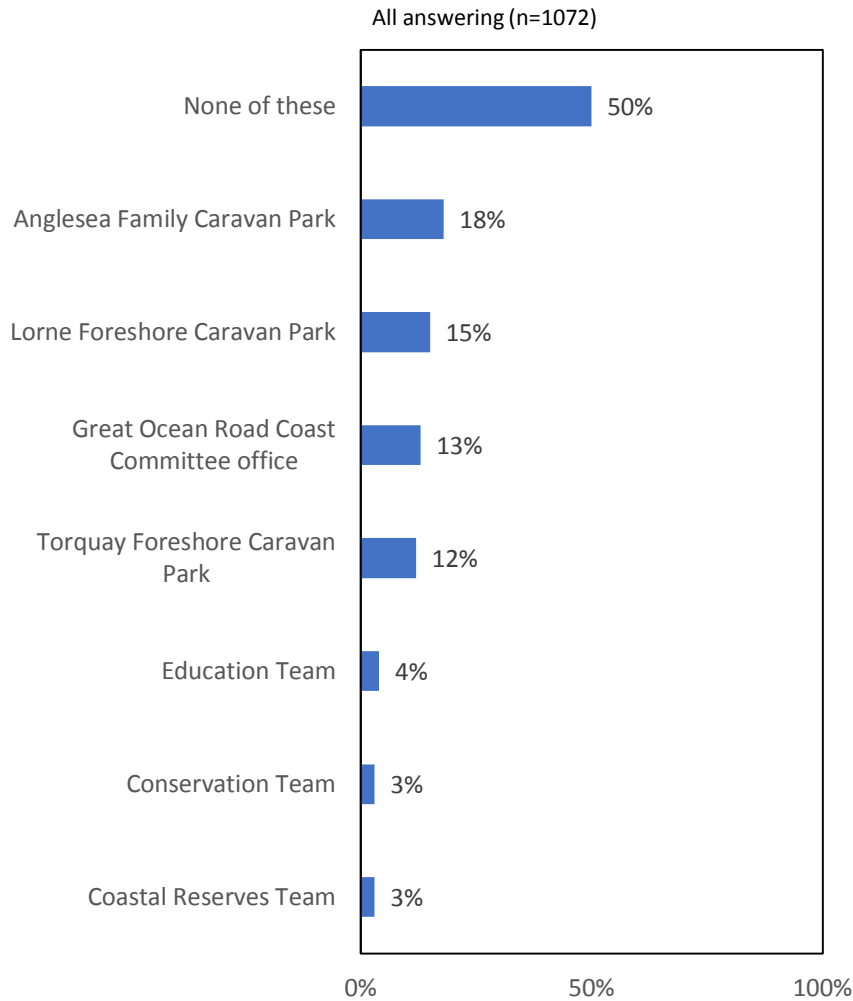
Satisfaction with Performance - Detailed

All answering (n=1094)



Note: satisfaction scale changed in 2018 by removing the neutral response, hence comparison with 2015 results is unable to be provided

Contact in Last 12 Months and Reason for Contact

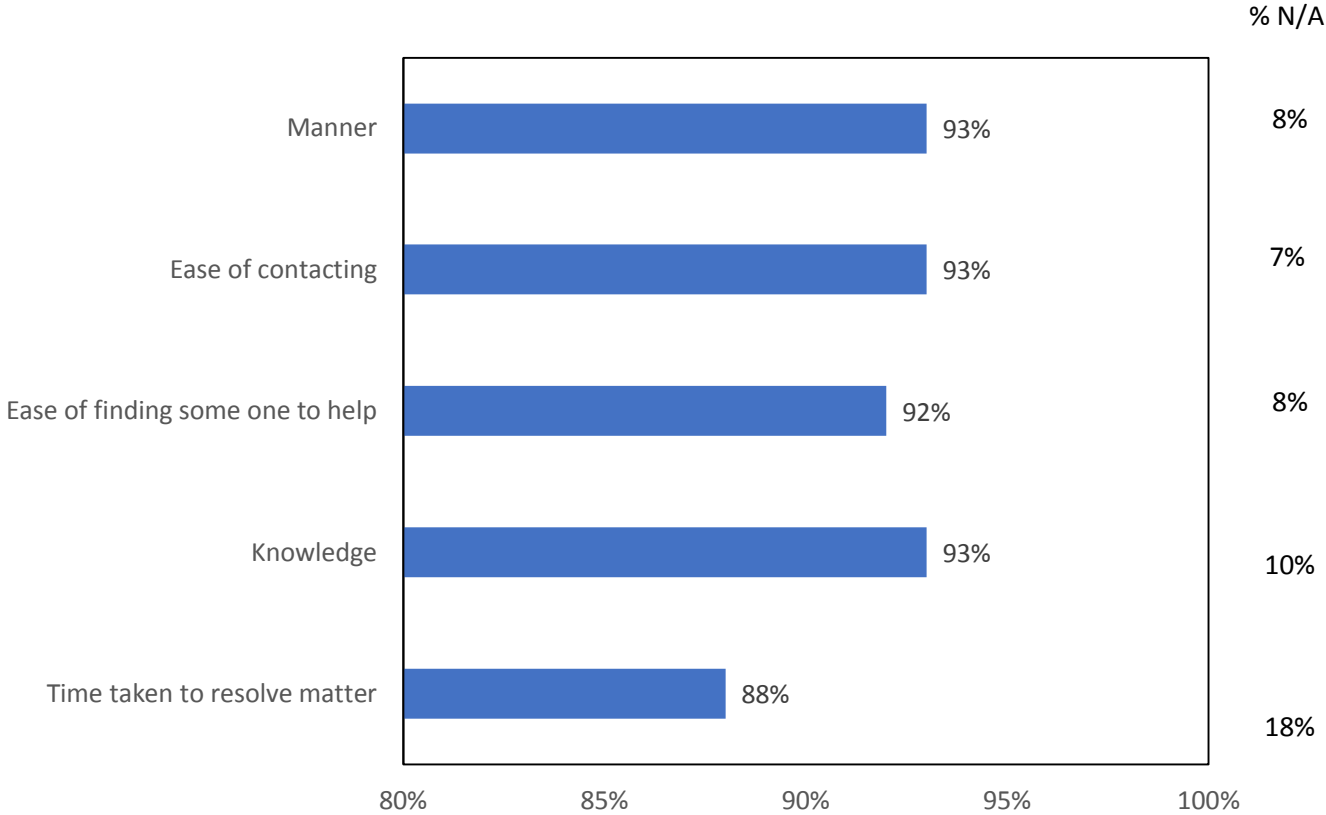


All answering who made contact (n=570)

Accommodation in Lorne or Torquay caravan park	147	26%
Accommodation in Lorne, Torquay or Anglesea caravan parks	143	25%
Maintenance issue	52	9%
Invoice or account	21	4%
General complaint	18	3%
Great Ocean Road Coast Great Ocean Road Coast's environmental education program	19	3%
Conservation issue	13	2%
Environmental volunteering	12	2%
Event permit	14	2%
Planning process	11	2%
Wedding permit	3	1%
Animal on beach (compliance)	2	0%
Other	80	14%
Can't recall	35	6%

Satisfaction with Contact - Overall

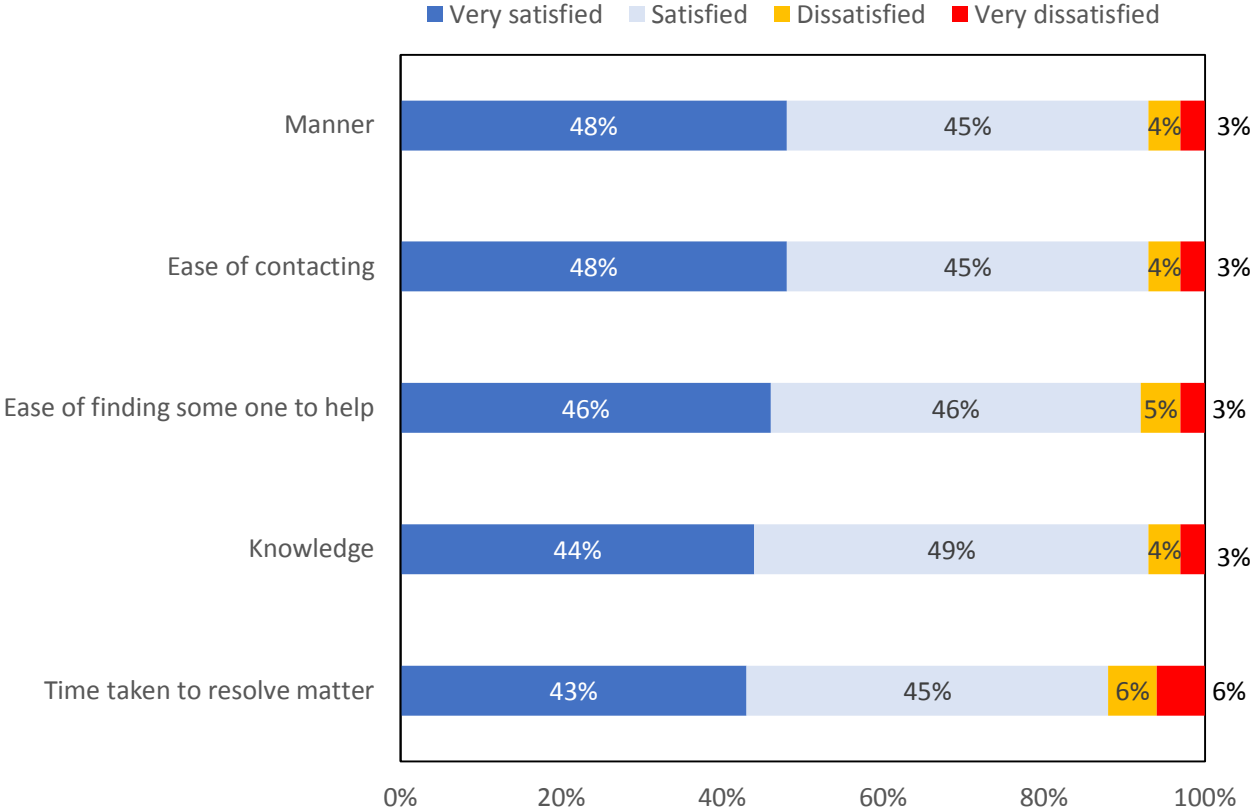
All answering who made contact (n=570)



Note: satisfaction scale changed in 2018 by removing the neutral response, hence comparison with 2015 results is unable to be provided

Satisfaction with Contact - Detailed

All answering who made contact (n=570)



Note: satisfaction scale changed in 2018 by removing the neutral response, hence comparison with 2015 results is unable to be provided

Satisfaction with Contact – Detailed by Office Last Contacted

	Anglesea Family Caravan Park	Lorne Foreshore Caravan Park	Torquay Foreshore Caravan Park	Great Ocean Road Coast Great Ocean Road Coast office	Coastal Reserves Team	Conservation Team	Education Team
	(n=164)	(n=124)	(n=107)	(n=105)	(n=26)*	(n=22)*	(n=22)*
Ease of contacting	90%	93%	91%	75%	69%	82%	82%
Ease of finding someone to help	88%	88%	87%	73%	69%	77%	73%
Knowledge	85%	86%	87%	71%	77%	82%	73%
Manner	85%	86%	91%	75%	77%	82%	77%
Time taken to resolve matter	76%	80%	75%	57%	69%	64%	59%

Top Priorities for the Great Ocean Road Coast

All answering (n=1081)

	No.	%
Protecting the natural environment	839	78%
Consultation with the community about future plans	422	39%
Educating the community about the coast	374	35%
Protecting cultural heritage	326	30%
Improving facilities like toilets, drinking taps, BBQs etc.	300	28%
Improving access like stairs, pathways, lookouts, ramps etc.	290	27%
Preparing and implementing plans and strategies for the coast	290	27%
Improving car parking	233	22%
Facilitating greater volunteer engagement	189	17%
Managing & supporting commercial activities that generate income on the coast	162	15%
Improving fences, stormwater drains etc.	130	12%
Maintain beaches, facilities and amenities	30	3%
Ban/control dogs	26	2%
Focus on issues with caravan park/camping grounds	21	2%
Focus on issues with tourism	14	1%
Control development	13	1%
Better waste management	11	1%
More communication and consultation with all locals	8	1%
Improve local events	6	1%