



Australian Government
Great Barrier Reef
Marine Park Authority

RESEARCH PUBLICATION NO. 90

Measuring community attitudes and awareness towards the Great Barrier Reef 2007

**J. Young,
J. Temperton.**



let's keep it great

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Australian Government

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EXECUTIVE SUMMARY

One of the Great Barrier Reef Marine Park Authority's (GBRMPA) corporate goals is to promote understanding of the Great Barrier Reef and the issues affecting its health and management. In line with this, GBRMPA regularly conducts a community survey to measure attitudes and awareness towards the Great Barrier Reef. Colmar Brunton Social Research (CBSR) was commissioned by GBRMPA to conduct a community survey with Queensland coastal regions and southern capital cities and six focus groups with residents from five Great Barrier Reef regions. This report presents the findings of the qualitative and quantitative research.

The quantitative survey was conducted using Computer Assisted Telephone Interviewing (CATI) among residents of Queensland coastal communities (QCC) and three southern capital cities (SCC). Queensland coastal communities included five regions that were sampled from postcodes supplied by GBRMPA: Cape York, Far Northern, Northern, Central and Southern regions. The three southern capital cities were Brisbane, Melbourne and Sydney. 1480 interviews were conducted in total, including 230 interviews with residents in each of the five Queensland coastal regions (1150 in total), and 330 interviews with residents across the three capital cities. Fieldwork was held between Wednesday 1 August 2007 and Sunday 19 August 2007. The overall response rate was 14 per cent. The average interview length was just under 15.6 minutes.

The qualitative research involved six focus groups of approximately three hours duration. These were held 25 September – 4 October 2007.

KEY FINDINGS

The following are key findings from the research. Please note that all figures shown are proportions of the total sample of respondents unless otherwise stated.

Awareness of the Great Barrier Reef

As one may expect, awareness of the existence of the Great Barrier Reef amongst Queensland coastal communities and southern capital cities is extremely high, although significantly higher amongst Queensland coastal communities (97% QCC¹; 87% SCC²). There is also a very high awareness of the Great Barrier Reef's World Heritage area status (95% QCC, 82% SCC). Awareness of this status is significantly higher amongst Queensland coastal communities.

The Great Barrier Reef's Zoning Plan takes into account the World Heritage values of the Marine Park and the principles of ecologically sustainable development. There is a considerable gap in awareness of the existence of zoning within the Marine Park between Queensland coastal communities and southern capital cities. Although the large majority of Queensland coastal communities are aware of zoning (80%), awareness of this amongst southern capital cities is 53 per cent points lower (27%). As one may expect, there was also a notable difference in awareness of the existence of zoning within the Marine Park between those who have fished in the Marine Park in the last 12 months and those who have not (96% compared to 30% have not fished in Marine Park in the last 12 months).

Perceptions of Green Zones

Green Zones protect the plants and animals within the Great Barrier Reef Marine Park by protecting important breeding and nursery areas such as seagrass beds, mangrove communities and deepwater shoals and reefs. Green Zones are 'no-take' areas and extractive activities like fishing or collecting are not allowed³.

¹ Queensland Coastal Communities

² Southern Capital Cities

³ Without written permission

Activities such as photography, swimming, snorkelling, boating and Indigenous hunting⁴ are permitted within a Green Zone. The majority of Queensland coastal communities understand that photography is permitted (79%), however there is lower awareness that swimming and snorkelling (69%), diving (57%), boating (55%) and Indigenous hunting or activities (43%) are permitted. Similar proportions of southern capital city residents are aware that each of these activities are permitted within a Green Zone (photography 79%; diving 52%; Indigenous hunting or activities 46%) however there is significantly lower awareness that swimming and snorkelling (61%) and boating (35%) are permitted.

Less than 20% of people are incorrect about the activities that are permitted within a Green Zone. Less than one in ten believe commercial fishing (6% QCC and SCC) or collecting or removal of plants and animals (3% QCC, 7% SCC) is allowed, however, twice as many (19% QCC, 17% SCC) believe recreational fishing is permitted.

There is a high level of acceptance of Green Zones amongst both Queensland coastal communities and southern capital cities (77% QCC, 79% SCC). Qualitative research suggests that the main reason for lack of acceptance is the perceived negative impact on recreational and commercial fishers.

Responsibility for the Great Barrier Reef

The Great Barrier Reef Marine Park Authority operates in partnership with other Australian and Queensland Government agencies to ensure that the World Heritage values of the Great Barrier Reef World Heritage Area are preserved and protected for future generations⁵. It is however evident that a considerable proportion of Queenslanders do not know who is responsible for managing the Great Barrier Reef Marine Park (29% QCC, 7% SCC are aware that GBRMPA is responsible for its management).

In terms of the Great Barrier Reef's management, just under half (42%) of Queensland coastal communities are satisfied with this aspect in comparison to management of other natural areas at a global scale, 31 per cent are neither satisfied or dissatisfied, 10 per cent are dissatisfied and 16 per cent do not know. Satisfaction with this amongst southern capital cities is however significantly lower (22% satisfied 31% neither satisfied or dissatisfied, 12% dissatisfied and 34% don't know).

The large majority agree that the community has a role to play in looking after the Great Barrier Reef (97% QCC, 91% SCC).

Threats to the Great Barrier Reef

The Great Barrier Reef is a vast interlinking web of life and many things that people do on the Reef and on land have the potential to threaten the Reef's fragile ecosystem. This research has identified that the majority of survey respondents continue to believe the Great Barrier Reef is under threat. Within Queensland coastal communities, just under two in three respondents (59%) believe the Reef is under threat. Interestingly, this proportion is significantly higher amongst the southern capital cities (66% believe the Reef is under threat). This perception has remained stable since the 2006 survey.

The majority of respondents believe the level of threat is increasing (59% QCC, 72% SCC), around a third believe 34 per cent believe the level of the threat is stable (34% QCC, 25% SCC) and only a small proportion believe it is decreasing (6% QCC, 3% SCC). Compared to 2006, both Queensland coastal communities and southern capital cities are significantly less likely to believe the threat is increasing and more likely to believe the level of threat to the Reef is remaining stable.

⁴ This activity is only allowed with a permit

⁵ Great Barrier Reef Marine Park Authority website
http://www.GBRMPA.gov.au/corp_site/key_issues/water_quality/management
Accessed 18th September 2007

People are more optimistic (42% QCC, 32% SCC) than pessimistic (19% QCC, 28% SCC) about the condition of the Great Barrier Reef in 10 years time.

The most common threats to the Reef are believed to be water pollution (58% QCC, 64% SCC), climate change/global warming/coral bleaching (55% QCC, 59% SCC), the rise in ocean temperature (54% QCC, 59% SCC), coastal development (53% QCC, 58% SCC), shipping (45% QCC, 49% SCC) and water quality (41% QCC, 50% SCC).

The effect of individuals on the Great Barrier Reef

Respondents are more inclined to believe that their activities at home and at work do not have an impact on the Reef. In Queensland coastal communities over half believe their activities at home (54%) and at work (67%) do not have an impact. A similar perception is shared by southern capital cities (54% believe their activities at home and 61% believe their activities at work do not have an impact).

Similar activities at home and work were described as having an impact on the Great Barrier Reef. Within Queensland coastal communities, running chemicals and pollutants down drains was the most common activity both within the home (22%) and at work (11%) followed by running chemicals and garden waste into household gutters and drains (12% home, 6% work). Within southern capital cities, electricity consumption or the burning of fossil fuels via household appliances was the most common spontaneously described home (21%) and work (15%) activity followed by cars burning fossil fuels (11% home, 8% work).

There are of course, particular activities that can have a positive impact on the Reef. Turning off lights and appliances when not in use is one activity employed by the large majority of survey respondents in the past 12 months (94% QCC, 94% SCC). Other common behaviours which result in a positive effect included recycling (84% QCC, 97% SCC), using energy efficient products (83% QCC, 84% SCC) and not running non-biodegradable chemicals or pollutants down sinks (76% QCC, 77% SCC).

Visiting the Great Barrier Reef

Less than half (42%) of Queensland coastal community residents have visited the Great Barrier Reef Marine Park in the past 12 months. As one would expect due to residing further away from the Reef, just 9 per cent of residents in southern capital cities have visited the Marine Park in the past 12 months. The proportion of residents within each region visiting the Marine Park has remained stable since the 2006 survey.

Of those who have visited the Marine Park the average number of visits among people in Queensland coastal communities is 14.6 compared to 1.2 times among people in southern capital cities.

The most common water-based activities undertaken in the Marine Park by Queensland coastal community visitors were recreational fishing (37%), motor boating (36%), swimming (27%) and snorkelling (27%). Southern capital city visitors were more inclined to undertake snorkelling (65%), but similar proportions to those among Queensland coastal communities participate in motor boating (35%) and swimming (33%).

In order to know where to go and what to do in the Marine Park, the Great Barrier Reef Marine Park Authority's zoning maps were the most common source of information used by Queensland coastal communities (39%). Southern capital city visitors were more likely to utilise 'other' sources (for example pamphlets, flyers, travel agents/books, newspapers), however 15 per cent also use zoning maps.

In their last trip to the Marine Park, most visitors felt they had the right amount of information to do the right thing in terms of adhering to the regulations in the Marine Park (88% QCC visitors, 80% SCC visitors).

The large majority of visitors to the Marine Park were satisfied with their visit (85% QCC visitors, 94% SCC visitors) and would recommend visiting the Marine Park to their friends and family (98% QCC visitors, 97% SCC visitors).

Information sources about the Great Barrier Reef

Amongst all survey respondents, television news (32% QCC, 37% SCC) and newspapers (31% QCC; 34% SCC) were the most common sources of information about the Great Barrier Reef followed by TV documentaries (21% QCC, 29% SCC) and TV advertisements (20% QCC, 11% SCC) and Internet (14% QCC and 20% SCC).

To a large degree, the information sources preferred by survey respondents matched the information sources currently used. Television news was the preferred information source by Queensland coastal residents (22%) and southern capital cities (27%) followed by newspapers (19% QCC, 22% SCC), TV documentaries (18% QCC, 25% SCC), TV advertisements (16% QCC, 9% SCC) and Internet (14% QCC, 25% SCC).

BACKGROUND

The Great Barrier Reef Marine Park Authority (GBRMPA) is the principal adviser to the Australian Government on the care, development and management of the Great Barrier Reef Marine Park. The goal of the GBRMPA is:

“To provide for the protection, wise use, understanding and enjoyment of the Great Barrier Reef through the care and development of the Great Barrier Reef Marine Park.”

The value of tourism on the Great Barrier Reef and surrounding areas to the Australian economy is approximately \$6.8 billion per annum⁶. Since initial establishment of the Great Barrier Reef Marine Park in 1975, tourism on the Reef has transformed from some small operators in regional centres to a multi-billion dollar industry focused offshore from Cairns, Port Douglas and in the Whitsundays. The marine tourism industry is diverse, offering a wide range of experiences, from day trips, to cruise ships, bareboat yachts or kayaking in coastal areas.

The GBRMPA has developed management tools to provide for the range of tourism and recreation opportunities throughout the Marine Park and to minimise the impacts of tourism and recreation activities on the fragile environment so that the diversity, integrity and productivity of the Reef is maintained.

The GBRMPA uses management tools such as Zoning Plans, Plans of Management and permit conditions to manage tourism and recreation to ensure that activities and growth do not overwhelm the capacity of the natural resources or impinge on the enjoyment of a wide range of visitors.

Visitors to the Great Barrier Reef can be broadly divided into:

- People who access the Marine Park as part of a commercial tour operation (tourists)
- People who access the Marine Park independently, either with a privately owned vessel or directly off a beach (independent recreational users).

The GBRMPA conducts regular community surveys to gather feedback about the Great Barrier Reef and the level of environmental awareness from residents of Queensland coastal areas and three southern capital cities (Brisbane, Melbourne and Sydney). Colmar Brunton Social Research was commissioned by GBRMPA for the 2006 and 2007 waves of the study.

This report presents the key results from the 2007 survey and compares these wherever possible with the 2006 results.

⁶ GBRMPA (2007) Measuring the Economic and Financial Value of the Great Barrier Reef Marine Park, 2005-2006
A Report by Access Economics Pty Ltd for Great Barrier Reef Marine Park Authority. GBRMPA Research Publication No 87.

AIMS AND OBJECTIVES

RESEARCH AIM

One of the GBRMPA's corporate goals is to promote understanding of the Great Barrier Reef and the issues affecting its health and management. In order to be informed and involved in the management of the Great Barrier Reef, the community needs to have a good understanding of the pressures affecting it. GBRMPA conducts community surveys to gather feedback about the Great Barrier Reef and the level of environmental awareness from residents of Queensland coastal areas and three southern capital cities (Brisbane, Melbourne and Sydney).

SPECIFIC RESEARCH OBJECTIVES

The objectives of the research are:

- Chart 1.** To measure awareness of the Great Barrier Reef Marine Park
- Chart 2.** To measure awareness of the Great Barrier Reef Marine Park Authority
- Chart 3.** To measure satisfaction with the way the Great Barrier Reef Marine Park is managed
- Chart 4.** To measure awareness of the threats posed towards the Great Barrier Reef Marine Park Authority
- Chart 5.** To determine perceptions of the degree of threat the Great Barrier Reef Marine Park is facing
- Chart 6.** To measure visitation to the Great Barrier Reef Marine Park
- Chart 7.** To determine satisfaction with visitation to the Great Barrier Reef Marine Park
- Chart 8.** To determine information sources about the Great Barrier Reef Marine Park
- Chart 9.** To measure awareness of the activities that have an effect on the Great Barrier Reef Marine Park
- Chart 10.** To determine whether Queensland coastal and southern capital city residents undertake these behaviours

RESEARCH DESIGN CONSIDERATIONS

Following the social science review undertaken by CBSR in 2007 and in consultation with GBRMPA, some modifications were made to the questionnaire for this year's survey. Importantly, cognitive interviews were conducted with members of the general public to ensure the question wording was appropriate and that responses to the questions could be interpreted correctly. Following the cognitive interviews the questionnaire was revised again and the final version of the questionnaire is appended to this report.

Consistent with the 2006 methodology, a quantitative survey involving 1480 Computer Assisted Telephone Interviews (CATI) was undertaken with residents of Queensland coastal communities and three southern capital cities. The Queensland coastal communities included five regions that were sampled from the Greater Barrier Reef coastal population: Cape York, Far Northern, Northern, Central and Southern. Details of each region including the name of the Local Government Area that it falls within and their respective postcodes can be found in Appendix A: Technical Notes. The three southern capital cities consisted of Brisbane, Melbourne and Sydney.

Table 1. Interview breakdown according to location

	City / Region	No. Interviews
Cities	Brisbane	110
	Melbourne	110
	Sydney	110
Queensland coastal communities	Cape York	230
	Far Northern	230
	Northern	230
	Central	230
	Southern	230
TOTAL		1480

Interviewing was conducted between Wednesday 1 August 2007 and Sunday 19 August 2007. For in-depth information about the account of the survey methodology and response rate see Appendix A – Technical Notes. For more detailed sample characteristics see Appendix B – Sample Profile.

Following the CATI survey qualitative research was undertaken to explore issues which had emerged from the quantitative survey results.

The qualitative research involved six focus groups with 51 residents (the general public) from five Great Barrier Reef regions. The duration of each focus group was approximately three hours and seven to ten participants were involved in each group. The focus groups were observed by GBRMPA research and regional staff.

Table 2. Research sample

Locations	Date
1. BUNDABERG	24 September
2. ROCKHAMPTON	25 September
3. MACKAY	26 September
4. TOWNSVILLE	2 October
5. CAIRNS	4 October
6. COOKTOWN	27 September
Total 6	

Focus groups were conducted 25 September – 4 October 2007. Each focus group took approximately three hours to complete. A full sample profile is appended to this report.

INTERPRETATIVE NOTES

Tables and percentages

Where they have been used in this report, percentages have been rounded to whole numbers. Because of this rounding, sums of the component items in figures or tables may not equal the subtotals and totals shown. Base sizes and question details for each question are shown under each figure or table. Each respondent was asked every relevant question, consistently and without exception. ‘No opinion’ or ‘do not know’ are considered a valid response and these results are **included** in the analysis.

Classification of ratings

Although satisfaction scales are measured on a 10-point scale, these scales have been collapsed to five and three categories for ease and clarity of analysis. Thus, for five category graphs or tables:

- A rating of 1 or 2 is classified as extremely dissatisfied
- A rating of 3 or 4 is classified as dissatisfied
- A rating of 5 or 6 is classified as neither satisfied nor dissatisfied
- A rating of 7 or 8 is classified as satisfied
- A rating of 9 or 10 is classified as extremely satisfied

For three category graphs or tables:

Table 1. A rating of 1, 2, 3 or 4 is classified as dissatisfied

Table 2. A rating of 5 or 6 is classified as neither satisfied nor dissatisfied

Table 3. A rating of 7, 8, 9 or 10 is classified as satisfied

This categorisation was also used for other questions using 10-point scales, such as optimism/pessimism and agreement/disagreement.

Prompted and unprompted responses

Some questions in the survey collected both a prompted and an unprompted response. For example, respondents were asked:

“Which activities at home have an impact on the Great Barrier Reef”?

This question was first asked in an open fashion without providing the respondent with response categories to choose from. The resultant answer is the ‘unprompted’ response. Unprompted responses

capture what is top-of-mind for the respondent and hence are probably the most influential in terms of their beliefs or decision-making. The interviewer then went on to probe about specific options that were not mentioned by the respondent on a top-of-mind basis. For example, the interviewer asked:

“Do think any of the following activities can have an impact on the Great Barrier Reef?”

The answer is the ‘prompted’ response. By combining the unprompted and prompted responses into ‘total mentions’, we get a complete understanding of what is causing the greatest threat to the Great Barrier Reef.

Other (specify) responses

Some questions in the survey collect pre-coded responses and also have an option for the respondent to suggest an ‘other’ response not listed as a pre-coded response. For example question eight asked ‘*What do you believe are the main threats to the Great Barrier Reef?*’. A list of likely responses have been included as pre-coded responses (i.e. commercial fishing, recreational fishing, water pollution, etc...) as well as an option for an ‘other’ response where individuals mention a threat that is not on the list of pre-coded responses. The recorded verbatim of all ‘other’ responses for each question is included in Appendix F. It is important to note that should more than 1 per cent of verbatims for ‘other’ mention the same topic, post-survey a new pre-code is created and the proportion of respondents who mentioned this topic is displayed in this report.

Sorting of results

In charts and tables, rows are sorted from most frequent response to least where appropriate.

Quantitative vs. qualitative research

Quantitative research, by its nature, is limited in the extent to which it can explore underlying ‘why’ questions. This is the role of qualitative research. Six focus groups were conducted following the community survey in order to further explore the issues which emerged from the quantitative research.

Sample details

The postcodes for the quantitative research were supplied by the GBRMPA. Based on these postcodes, the details of the sample were selected from electronic white pages. At least **three** attempts – at different times of the day and days of the week – were made to contact the selected respondents.

Testing for differences amongst groups

In all tables and graphs in this report, groups were compared against each other. We have conducted tests of statistical significance between:

- Each Queensland coastal area result against the average for all Queensland coastal areas: The figures in **red bold** (i.e. **35%**) represent the Queensland coastal areas with a statistically significant lower result than the total Queensland coastal community result. Conversely, the figures in **blue bold** (i.e. **44%**) represent the area where the result is statistically significant higher result than the total Queensland coastal community result.
- Each Southern capital city result against the average for all Southern capital cities: The figures in **red bold** (i.e. **35%**) represent the Southern capital city with a statistically significant lower result than the total Southern capital city result. Conversely, the figures in **blue bold** (i.e. **44%**) represent the city with a statistically significant higher result than the total Southern capital city result.
- The results for total Queensland coastal areas against the results for total Southern capital cities: Figures with a red arrow next to them () represent a result that is a statistically



significant lower than result than the other of these two areas. Conversely, a blue arrow next to a figure () represents where a statistically significant higher result is noted compared to the other.

- The results of demographic subgroups compared to the total survey population results: The figures in **red bold** (i.e. **35%**) represent the demographic subgroup with a statistically significant lower result than the total survey population result. Conversely, the figures in **blue bold** (i.e. **44%**) represent the demographic subgroup where a statistically significant higher result has been noted in comparison to the total survey population.
- The results for 2006 against the results for 2007: Again, figures with a red arrow next to them represent a statistically significant lower result compared to the other. Conversely, a blue arrow next to a figure represents a statistically significant higher result than the other.
- All tests for statistical significance are tested to a 95 per cent confidence interval using a **t-test**.

WEIGHTING

To ensure the survey results were representative of the target population, they were adjusted, or **weighted**, using population information from the Australian Bureau of Statistics. This is done because the sample data on its own is biased. For example, in telephone surveys typically greater proportions of females participate than males when compared to the proportion of females in the population. Similarly, the data needs to be adjusted as approximately the same numbers of people were interviewed in each region, whereas the population is distributed unevenly across each region.

In this research, all the data was weighted by location and sex based on the actual total target population (five Queensland coastal community regions and three southern capital cities). Weighting adjusts the proportions of these demographics in the sample so they are the same as the proportions in the wider population.

In some cases there can be confusion with how the proportions of responses to a question are calculated, particularly with small samples. For example, one particular question in this survey asked respondents whether they agreed or disagreed with a statement and only two of the 14 respondents from Southern capital cities who answered this question mentioned they agreed. One may think that if two of the 14 people agreed with this question, then the calculated proportion would be 14 per cent (2 divided by 14). However one cannot calculate the results in this way as the data is weighted. In this particular case, the responses provided by these two particular people have less representation in the total sample and thus the weighted result is not 14 per cent, but 1 per cent. Their responses have been weighted down.

Likewise, the responses of some respondents are weighted up and have more representation in the total sample than should the data be unweighted.

More information about the weighting can be found in Appendix A: Technical Notes.

DETAILED FINDINGS

In this section we detail the findings of the community survey and focus groups. Questions that existed in previous waves of the research have previous wave's data included in tables or charts in order to identify any changes in these results over time.

AWARENESS AND PERCEPTIONS OF THE GREAT BARRIER REEF MARINE PARK

The following section details findings specifically on awareness and perceptions of the Great Barrier Reef. Respondents were asked whether they were aware of the existence of the Great Barrier Reef Marine Park. Results are presented in the table below.

Table 3. Awareness of the existence of the Great Barrier Reef Marine Park

Q2a. Are you aware there is a Great Barrier Reef Marine Park? SINGLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	95%	98%	96%	95%	99%	97% ↑	90%	91%	82%	87% ↓
No	5%	1%	4%	5%	1%	3%	10%	8%	17%	13%
Don't know	0%	0%	0%	1%	0%	0%	0%	1%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

While there is almost complete awareness of the Great Barrier Reef Marine Park among residents of Queensland Coastal communities (97%), those in southern capital cities are significantly less aware (87%). Amongst Queensland coastal communities, Southern region residents have a significantly higher level of awareness of the Marine Park.

The previous wave of research also asked respondents if they were aware that there is a Great Barrier Reef Marine Park. Chart 1 below compares the awareness between 2006 to 2007.

Chart 1. Percentage change in awareness between 2006 and 2007

Q2a. Are you aware there is a Great Barrier Reef Marine Park? SINGLE RESPONSE

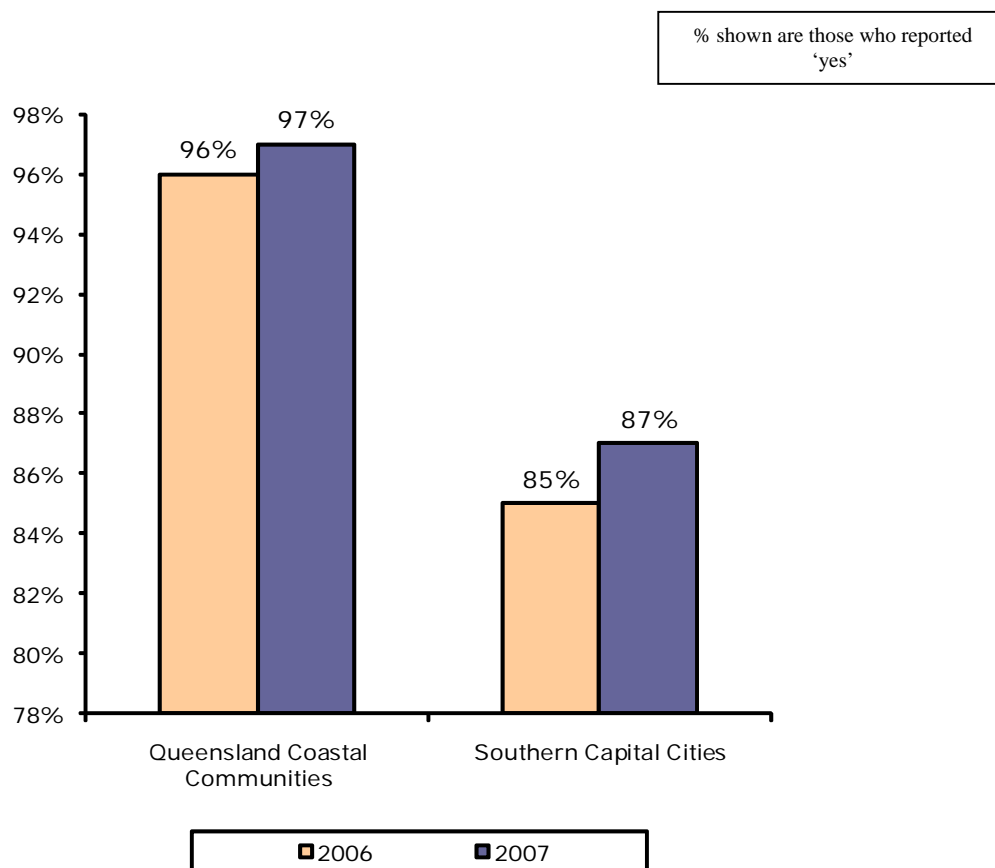


Chart 1 indicates there has been very little change in awareness of the Marine Park between 2006 and 2007 amongst both Queensland coastal and southern capital city residents. Awareness amongst Queensland coastal residents remained high, whereas the residents of southern capital cities' awareness remained lower.

Compared to 2006, levels of awareness of the Great Barrier Reef Marine Park within each individual Queensland coastal community have remained stable.

There are a number of differences in awareness of the Marine Park according to particular demographic characteristics, as shown in the table below.

Table 4. Awareness of the existence of the Great Barrier Reef Marine Park by demographics

Q2a. Are you aware there is a Great Barrier Reef Marine Park? SINGLE RESPONSE

Base: Total sample		n	Yes	No	Don't know
TOTAL		1480	87%	12%	1%
Visited the Marine Park	Yes	531	93%	7%	0%
	No	946	87%	12%	1%
Gender	Male	613	93%	7%	0%
	Female	867	82%	16%	2%
Age	17 - 29	169	71%	29%	0%
	30 - 39	253	87%	10%	2%
	40 - 49	323	92%	8%	0%
	50 - 59	366	88%	10%	2%
	60 +	363	91%	9%	0%
Household structure	Single / couple with children	639	88%	11%	1%
	Single / couple without children	737	89%	10%	1%
	Group household	96	71%	29%	0%
Language	Non-English speaking background	142	73%	24%	4%
	English only	1334	90%	10%	0%
Background	Indigenous / Torres Strait Islanders	70	56%	44%	0%
	Other	1406	88%	12%	1%
Agricultural land owner	Land owner	183	99%	1%	0%
	Does not own land	1296	87%	12%	1%
Fished in the Marine Park	Yes	193	99%	1%	0%
	No	1287	87%	12%	1%

As expected, the most obvious difference exists between those who have visited the Marine Park and those who have not (the latter has lower awareness), however other key differences are evident according to gender, age, language, Indigenous/Torres Strait Islander backgrounds and whether or not a resident owns land used for agricultural purposes:

- Males are generally more aware of the existence of the Great Barrier Reef Marine Park than females
- A larger proportion of older residents are aware of the existence of the Marine Park, particularly compared to the 17 to 29 year old age group who are significantly less likely to be aware
- Those residents living in group households are significantly less likely to be aware of its existence – this is likely to be because a large proportion of group households consist of 17 to 29 year olds
- A significantly lower proportion of non-English speaking background residents and Indigenous or Torres Strait Islander residents are aware of the Marine Park's existence
- Residents who own land for agricultural purposes are significantly more likely to be aware of the Great Barrier Reef Marine Park
- Residents who have fished at the Marine Park for recreational purposes in the last 12 months were significantly more likely to be aware of its existence.

Qualitative insight

Awareness

Most participants in the qualitative research were aware of the existence of the Great Barrier Reef Marine Park, however there was some confusion about exactly where the Park is located and what it includes.

People suggested the Marine Park starts at Bundaberg, Byron Bay, Rockhampton, Mackay, north of Bribie Island, Stradbroke Island, Harvey Bay, Gladstone, Brisbane, Lord Howe Island and extends as far north as Cairns, Port Douglas, Cape York, Torres Strait, New Guinea.

“I think it starts here in Bundaberg. We are often advertised as the gateway to the reef. I'm not entirely sure but I think it ends at Cape York or possibly New Guinea.”

“It includes- Islands, all of the coastline, the reef.”

“It starts at Stradbroke Island or the North tip of Fraser Island and extends to Cairns or the tip of Cape York. It includes everything in between.”

“Wouldn't have a clue.”

“It ends below Townsville.”

Most thought that coral and fish were included in the park but most were not aware that the Marine Park includes waters to the low tide mark (excluding the mainland beaches).

Perceptions

Participants were very positive about the Great Barrier Reef Marine Park appreciating its natural beauty, the recreational and economic opportunities it affords, its accessibility and international reputation. There is a widespread belief the Marine Park is necessary for preservation of the Reef.

When asked about the **good things** that come to mind about the Great Barrier Reef Marine Park residents replied:

- *“Recreation, sailing, diving fishing, swimming, snorkelling”*
- *“Unique/absolute beauty”*
- *“Accessible”*
- *“Romantic”*
- *“Internationally acclaimed”*
- *“Only living thing that is visible from space”*
- *“Makes us proud. It's unique and it's ours...beautiful”*
- *“Pristine nature/beaches”*
- *“Blue”*
- *“Sight seeing”*
- *“Holidays and sun”*
- *“Keeps the sharks away from the beach...they stay on the other side”*
- *“Protects us from a tsunami”*

- *“Tourism and jobs”*
- *“Generations (something passed down to me by my parents and passed on to my children.)”*

On the negative side, Queensland coastal residents were concerned about the effects of pollution, global warming and over exploitation of the Reef as well as threats from natural enemies like the crown-of-thorns starfish. When asked about the **negative things** that come to mind about the Great Barrier Reef Marine Park residents replied:

- *“Disappearing coral”*
- *“Dead coral”*
- *“Increasing pollution”*
- *“Crown-of-thorns starfish ”*
- *“Over fishing”*
- *“Global warming”*
- *“Endangered”*
- *“Coral bleaching”*
- *“Pesticides in our gardens”*
- *“We are all contributing to the demise of the reef by not knowing where the Marine Park is or much about it”*
- *“Pollution”*
- *“Over exploitation and use.”*

Other negative perceptions associated with the Reef, which create problems for **some** Queensland coastal community residents included:

- *“Too many tourists”*
- *“(smell of) coral spawning”*
- *“Jelly fish”.*

A few also mentioned confusion about zoning as a negative and others mentioned restrictions on recreational and commercial fishing.

“There are different zones that tell you what you can and can’t do. That is the scary part; I honestly wouldn’t be able to tell you what you can and can’t do. It is annoying but you understand what it has been done for”.

Residents were asked about the positive and negative impacts of living close to the Marine Park and how those impacts will change in the future. The results are presented in the table overleaf.

Table 5. Positive and negative impacts about living close to the Marine Park



Positive impacts	Negative impacts	Future impacts
<ul style="list-style-type: none"> • Economic benefit from fishing and tourism including additional employment opportunities. <p><i>“Good for tourism, brings in money, a lot of people come here to fish, charter boats come here for the day, good place to go for recreation, it is a protective barrier for our beaches.”</i></p> <ul style="list-style-type: none"> • Recreational opportunities including swimming, snorkelling, holidaying. <p><i>“There is always somewhere to go on the weekend. We enjoy recreation there...swimming, not fishing anymore, holidaying, sightseeing, seafood industry, fresh fish”.</i></p> <ul style="list-style-type: none"> • Living in a beautiful clean area. • Protection from rough seas and possibly a tsunami. • Living close to the Reef makes you more aware of environmental issues generally <i>“because we have the best marine environment off the coast.”</i> • More education and promotion of the clean environment. • It is internationally recognized and keeps us in the public eye. • <i>“No reef, no Cairns”</i> • <i>“If it wasn’t for the reef we wouldn’t be here.” [Cooktown]</i> 	<ul style="list-style-type: none"> • Too many tourists. • Seeing the immediate damage to the Reef . <p><i>“Can’t put our heads in the sand and pretend it not happening”.</i></p> <p><i>“Living close to it you feel responsible for it. Damage is being done to it. It is bleaching and dying and we are all contributing to this through global warming and what we pour down our drains”.</i></p> <p><i>“Guilt for what we are not doing and what we have done to the reef”.</i></p> <ul style="list-style-type: none"> • Stench of the coral spawn. • Frustration about the careless behaviour of others. • Guilt about the coal industry (Rockhampton). • More people are able to access the Reef because more boats are available that can access the Reef – <i>“too close...more accessible, more people using it”.</i> • <i>“I worry about the environment and what is going on out there”.</i> • Have to pay reef tax • Lots of friends in winter 	<ul style="list-style-type: none"> • More stringent regulations aimed at protecting the environment. • More restrictions on <i>“what we can’t do as the population increases”.</i> • More tourists. • Global warming causing death to the Reef. • <i>“Worries and anxious about the future...so much is going wrong. It’s very delicate and is not regenerating itself. The pollution, global warming and warmer water kills coral.”</i> • <i>“In five years time it will get worse because of global warming and pollution-but we can’t stop the damage...more people...more tourists.”</i> • <i>“I am worried...they have found oil underneath it, one day they could allow mining”.</i> • <i>“Unless there are changes to agriculture, it could continue to decline”.</i> • If destroyed there will be more foreshore erosion, less fish, less tourists and less jobs.

Awareness that the Great Barrier Reef is a World Heritage Area

The Great Barrier Reef is a World Heritage Area. Table 6 below indicates that again, Queensland coastal communities are more likely to be aware of this than the residents of southern capital cities. Far Northern residents are the most likely to be aware. There are no differences in awareness between southern capital cities.

Table 6. Awareness that Great Barrier Reef is a World Heritage Area (total sample)

Q2b. Are you aware that the Great Barrier Reef is a World Heritage Area? SINGLE RESPONSE



Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	94%	98%	95%	93%	95%	95% 	89%	84%	78%	82% 
No	6%	2%	5%	7%	5%	5%	11%	13%	21%	16%
Don't know	0%	0%	0%	1%	0%	0%	0%	3%	1%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

Table 7 below presents the results for the same question regarding awareness that the Great Barrier Reef is a World Heritage Area; however the percentages shown are the **proportion of residents who are aware of the existence of the Great Barrier Reef**. Similar relative differences exist between the regions.

Table 7. Awareness that Great Barrier Reef is a World Heritage Area (amongst those aware of the Reef)

Q2b. Are you aware that the Great Barrier Reef is a World Heritage Area? SINGLE RESPONSE

Base: Those who were aware that there was a Reef Marine Park	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=219	n=226	n=220	n=218	n=227	n=1110	n=99	n=97	n=89	n=285
Yes	99%	100%	99%	98%	97%	98% 	99%	93%	95%	95% 
No	1%	0%	1%	2%	3%	2%	1%	5%	5%	4%
Don't know	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

Table 8 below shows the differences in awareness that the Great Barrier Reef is a World Heritage Area by different subgroups.

Table 8. Awareness that Great Barrier Reef is a World Heritage Area by demographics (total sample)

Q2b. Are you aware that the Great Barrier Reef is a World Heritage Area? SINGLE RESPONSE

Base: Total sample		n	Yes	No	Don't Know
TOTAL		1480	83%	15%	1%
Visited the Marine Park	Yes	531	92%	8%	0%
	No	946	82%	16%	2%
Gender	Male	613	88%	11%	1%
	Female	867	79%	20%	2%
Age	17 - 29	169	63%	37%	0%
	30 - 39	253	81%	13%	6%
	40 - 49	323	89%	11%	0%
	50 - 59	366	85%	13%	2%
	60 +	363	88%	12%	0%
Household structure	Single / couple with children	639	81%	16%	2%
	Single / couple without children	737	88%	12%	1%
	Group Household	96	67%	33%	0%
Language	Non-English speaking background	142	65%	28%	7%
	English only	1334	87%	13%	0%
Background	Indigenous / Torres Strait Islanders	70	54%	47%	0%
	Other	1406	84%	15%	1%
Agricultural land owner	Land owner	183	99%	1%	0%
	Does not own land	1296	83%	16%	1%
Fished in the Marine Park	Yes	193	98%	2%	0%
	No	1287	83%	16%	1%

Awareness that the Great Barrier Reef is a World Heritage Area varies according to the same demographic characteristics as awareness of the Great Barrier Reef Marine Park itself. Those most likely to be aware of this fact include:

- Those who have visited the Marine Park in the past 12 months
- Older residents (particularly those in the 40 – 49 and 60+ age brackets)
- Residents without children
- Residents with an English only background
- Non-Indigenous or non-Torres Strait Islander Australians
- Those residents who own land for agricultural purposes

Qualitative Insight

The Marine Park was considered extremely important by Queensland coastal residents.

“It is extremely important to us...it is an integral part of Queensland and iconic to Australia.”

“It’s as Australian as the Melbourne Cup”

“It is to Australia as the Grand Canyon is to the U.S.”

“It typifies and defines us as Queenslanders...natural beauty...sun filled life style...it is part of who we are.”

“We take it for granted, it is just down the road, but we don’t go there enough.”

“We claim ownership, it is our own backyard.”

“Part of our lives.”

“Very important...part of Australia...part of Queensland.”

“One of the natural wonders of the world.”

“Something to be proud of.”

“We are proud of the reef. It is part of our identity...part of the natural environment....beauty.”

“It connects us to the past...our ancestors and how we used to live.”

“It is very important...our future, present and past.”

“It’s a national treasure.”

“Brings in tourist dollars.”

Residents felt there were specific areas within the Marine Park with particular cultural or emotional significance. These included:

- Fraser Island – *“lots of good times”*
- Heron Island – *“environmentally pristine...important for the kids education”*
- Rainbow beach – *“beautiful place”*
- Great Keppel Island – *“so close and local”*
- The reef of 1770/Endeavour Reef where Captain Cook ran aground
- Airlie beach (romantic – one resident conceived their child on this beach)
- Green Island (*“where everyone goes...the most popular...the first place where people went as reef tourists”*)
- Low Isles – *“my parents grew up there...good times.”*
- White haven beach – *“amazing sand.”*
- Palm Island and area off Port Douglas.
- *“Anywhere where the reef is close and accessible.”*
- Hinchinbrook Island – *“pretty amazing”*

Most participants also felt the Marine Park had cultural significance to Indigenous people *“as a culture Indigenous people are linked to the land no matter where they come from.”* However, in some of the focus groups without Indigenous participants there was some concern expressed about Indigenous hunting practices *“it’s a plate of food for Islanders...not respectful/traditional hunting methods, dugong towed behind car.... kill turtles for shells not consumption, like the Japanese with whales”*.

Most had heard through the media (TV including Getaway, Great Outdoors and tourist brochures and radio) that the Marine Park is a World Heritage area. This reinforced its importance to residents:

“The rest of the world is watching us.”

“There needs to be rules about what we can and can’t do.”

“It has got to be protected for future generations.”

“It is the eighth wonder of the natural world.”

“Special value to the world.”

“Irreplaceable and priceless.”

“That it is worth preserving for the future.”

“Proud and unique.”

“Natural beauty that needs to be protected.”

AWARENESS AND PERCEPTIONS OF ZONING

The Great Barrier Reef Marine Park Zoning Plan 2003 is the primary planning instrument for the conservation and management of the Marine Park. This Zoning Plan takes account of the World Heritage values of the Marine Park and the principles of ecologically sustainable development. This Zoning Plan aims, in conjunction with other management mechanisms, to protect and conserve the plants and animals of the Great Barrier Reef ecosystem within a network of highly protected zones, while providing opportunities for the ecologically sustainable use of, and access to, the Great Barrier Reef Region by current and future generations⁷. In addition to the protection of representative areas of plants and animals, this Zoning Plan also provides for the protection of other areas of high conservation value by assigning protective zoning to a range of habitats such as coral reefs, sponge beds, seagrass beds and deep water areas, as well as important dugong habitats and other special or unique sites. The Marine Park is managed as a multiple use area. This means that, while enhancing the conservation of the Marine Park, this Zoning Plan also provides for a range of recreational, commercial and research opportunities, and for the continuation of traditional activities. One of GBRMPA's corporate aims is to achieve management of the Marine Park primarily through the community's commitment to the protection of the Great Barrier Reef and its understanding and acceptance of the provisions of zoning, regulations and management practices⁸.

Awareness of Zones

Table 9 displays the awareness of zones within the Marine Park.

Table 9. Awareness of Zones

Q13. Are you aware that the Great Barrier Reef Marine Park is divided into zones offering differing levels of protection to marine plants and animals? SINGLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	83%	84%	83%	84%	73%	80%	31%	25%	28%	27%
No	15%	16%	15%	16%	26%	19%	66%	74%	67%	69%
Don't know	1%	1%	1%	0%	2%	1%	3%	1%	6%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

There was an extremely large difference in awareness that the Marine Park is divided into zones between residents in Queensland coastal areas and southern capital cities (53% difference). This gap in awareness is much more significant than the gap in awareness of the existence of the Great Barrier Reef Marine Park itself and its World Heritage Area status.

There were no differences in zoning awareness between any of the southern capital cities surveyed. The Southern region appears to be significantly less aware of the existence of zones within the Marine Park than other Queensland coastal communities.

⁷ Great Barrier Reef Marine Park Zoning Plan 2003. Accessed at http://www.GBRMPA.gov.au/data/assets/pdf_file/0016/10591/Zoning_Plan.pdf on 11th October 2007.

⁸ Great Barrier Reef Marine Park Authority website: http://www.GBRMPA.gov.au/corp_site/about_us/goals_aims Accessed 11th October 2008

Table 10 shows the awareness of zones within the Marine Park by demographics.

Table 10. Awareness of Zones by demographics

Q13. Are you aware that the Great Barrier Reef Marine Park is divided into zones offering differing levels of protection to marine plants and animals? SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Yes	No	Don't Know
TOTAL		1480	31%	66%	3%
Visited the Marine Park	Yes	531	59%	38%	3%
	No	946	28%	69%	3%
Gender	Male	613	38%	59%	3%
	Female	867	25%	72%	4%
Age	17 - 29	169	38%	61%	2%
	30 - 39	253	33%	65%	2%
	40 - 49	323	37%	62%	2%
	50 - 59	366	34%	60%	6%
	60 +	363	19%	77%	4%
Household structure	Single / couple with children	639	36%	59%	5%
	Single / couple without children	737	26%	73%	2%
	Group household	96	33%	67%	0%
Language	Non-English speaking background	142	27%	60%	13%
	English only	1334	32%	67%	1%
Background	Indigenous / Torres Strait Islanders	70	36%	22%	43%
	Other	1406	31%	66%	3%
Agricultural land owner	Land owner	183	47%	53%	0%
	Does not own land	1296	31%	66%	3%
Fished in the Marine Park	Yes	193	96%	3%	0%
	No	1287	30%	66%	3%

As expected, visiting the Marine Park is positively related to awareness of zoning with almost two thirds of those who have visited the Marine Park aware of zones (59%) compared to less than a third of those who have not visited the Marine Park (28%). Other differences in awareness of zoning between subgroups of the population surveyed included:

- Males were significantly more likely to be aware of zoning (thus far the results show that males are significantly more aware of many aspects of the Great Barrier Reef)
- Those in the 60+ age group were significantly less likely to be aware of this (this is contrary to their awareness of the existence of the Great Barrier Reef itself and its World Heritage Area status where their awareness is higher)
- Less likely to be aware of zoning were those residents without children
- Agricultural land owners were more likely to be aware of zoning than those who do not own land for agricultural purposes
- Those who have fished in the Great Barrier Reef in the last 12 months were more likely to be aware of zoning.

PERCEPTIONS OF GREEN ZONES

Green Zones protect the plants and animals within the Great Barrier Reef Marine Park by protecting important breeding and nursery areas such as seagrass beds, mangrove communities, deepwater shoals and reefs. Green Zones are ‘no-take’ areas and extractive activities like fishing or collecting are not allowed⁹

Anyone can enter a Green Zone and participate in activities such as boating, swimming, snorkelling and sailing. Travelling through a Green Zone with fish on board is also allowed (it is only an offence to fish in a Green Zone). Stowing fishing gear, such as rods, on board the boat or in rod holders with a hook still attached is allowed in a Green Zone, provided the fishing apparatus is out of the water. Anchoring is also allowed in a Green Zone, however in high use and sensitive areas, use of a mooring may be necessary. The Marine National Park (Green) Zone makes up about 33 per cent of the Great Barrier Reef Marine Park¹⁰.

A summary of the permitted and not-permitted activities is shown below.

Figure 1. Summary of Activities Permitted in a Green Zone

ACTIVITY	PERMITTED IN A GREEN ZONE?
Photography	✓
Swimming and Snorkelling	✓
Diving	✓
Boating	✓
Indigenous hunting or activities	Permit or an accredited TUMRA
Recreational Fishing	✗
Commercial fishing	✗
Collecting / removal of marine animals / plants or corals for purposes other than research	✗

In this research, awareness of the various activities permitted or not permitted in a Green Zone was measured. A list of activities was read to each survey respondent, to which they could answer:

- Yes, this activity is allowed to be undertaken in a Green Zone
- No, this activity is not allowed to be undertaken in a Green Zone
- Don't know

⁹ Without written permission

¹⁰ Great Barrier Reef Marine Park Authority website, http://www.GBRMPA.gov.au/data/assets/pdf_file/0019/7156/IntroActiveGuide.pdf
Accessed 17th September

Awareness of activities allowed in Green Zones

Table 11 shows the proportion of survey respondents who responded with ‘yes, this activity is allowed in a Green Zone’ to each activity.

Table 11. Awareness of activities allowed in a Green Zone

Q15. I am now going to read out a list of activities in no particular order and I would like you to tell me to the best of your knowledge, whether or not these are allowed in a Green Zone. SINGLE RESPONSE PER ITEM

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Photography (✓)	81%	80%	83%	80%	75%	79%	81%	76%	80%	79%
Swimming and snorkelling (✓)	63%	68%	76%	70%	65%	69%	70%	58%	60%	61%
Diving (✓)	54%	55%	58%	61%	55%	57%	64%	47%	53%	52%
Boating (✓)	56%	54%	60%	58%	50%	55%	41%	34%	34%	35%
Indigenous hunting or activities (✓ with permit)	37%	46%	46%	38%	43%	43%	56%	47%	42%	46%
Recreational fishing (✗)	14%	19%	21%	20%	18%	19%	22%	12%	20%	17%
Commercial fishing (✗)	3%	4%	9%	5%	7%	6%	5%	6%	5%	6%
Collecting / removal of marine animals / plants or corals for purposes other than research (✗)	2%	3%	5%	3%	2%	3%	3%	8%	7%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

Photography was noted as the most likely activity to be allowed in a Green Zone, followed by swimming and snorkelling, diving, boating then Indigenous hunting or activities. All of these activities are in fact permitted in a Green Zone. Smaller proportions of survey respondents thought non-permitted activities to be permitted, however, just under 20 per cent of those surveyed incorrectly believed recreational fishing was allowed in a Green Zone.

The proportion of Queensland coastal residents who were correct in their awareness of permitted activities ranged from 37 per cent to 81 per cent depending on location and the activity in question. The proportion of southern capital city residents who were correct in their awareness of activities was similar to that of Queensland coastal residents, ranging from 42 per cent to 81 per cent. Queensland coastal community residents were however more likely to be correct in their awareness of swimming, snorkelling and boating being allowed in a Green Zone.

The proportion of Queensland coastal and southern capital city residents who were **incorrect** in their awareness of activities permitted in a Green Zone ranged from 2 per cent to 22 per cent depending on location and the activity in question.

Very few differences existed in awareness between the various Queensland coastal communities, with the exception of Northern residents being more likely to be aware that swimming and snorkelling

were permitted in these areas. The same applies to differences between southern capital cities, although Brisbane residents were more aware of diving as a permitted activity.

Awareness of activities between different subgroups is shown in table 12 below.

Table 12. Awareness of activities allowed in a Green Zone by demographics

Q15. I am now going to read out a list of activities in no particular order and I would like you to tell me to the best of your knowledge, whether or not these are allowed in a Green Zone. SINGLE RESPONSE PER ITEM

Base: Total sample		Number of respondents (n)	Boating	Diving	Photography	Collecting / removal of marine animals / plants or corals for purposes other than research	Recreational fishing	Commercial fishing	Swimming and snorkelling	Indigenous hunting or activities
TOTAL		1480	36%	53%	79%	6%	18%	6%	61%	46%
Visited the Marine Park	Yes	531	44%	52%	81%	1%	23%	5%	78%	51%
	No	946	35%	53%	79%	7%	17%	6%	59%	45%
Gender	Male	613	50%	64%	83%	7%	19%	6%	67%	54%
	Female	867	23%	42%	76%	6%	16%	6%	56%	38%
Age	17 - 29	169	24%	50%	82%	6%	6%	5%	62%	45%
	30 - 39	253	34%	52%	81%	2%	15%	2%	54%	49%
	40 - 49	323	41%	49%	74%	1%	7%	3%	64%	50%
	50 - 59	366	43%	57%	81%	11%	17%	11%	65%	46%
	60 +	363	35%	54%	79%	11%	35%	6%	59%	43%
Household Structure	Single / couple with children	639	42%	57%	82%	6%	14%	6%	66%	49%
	Single / couple without children	737	33%	50%	77%	8%	23%	6%	57%	43%
	Group Household	96	25%	45%	81%	0%	5%	0%	69%	47%
Language	Non-English speaking background	142	28%	52%	82%	12%	21%	11%	57%	38%
	English only	1334	38%	53%	79%	5%	17%	5%	62%	48%
Background	Indigenous / TI	70	28%	73%	77%	57%	22%	17%	87%	44%
	Other	1406	37%	53%	79%	6%	18%	5%	61%	46%
Agricultural land owner	Land owner	183	59%	67%	91%	6%	43%	13%	73%	54%
	Does not own land	1296	36%	52%	79%	7%	17%	5%	61%	46%
Fished in the Marine Park	Yes	193	65%	64%	79%	1%	24%	6%	88%	54%
	No	1287	36%	53%	79%	6%	17%	6%	61%	46%

Table 12 shows there were numerous significant differences in awareness of the permitted and non-permitted activities across various subgroups in the survey population, particularly according to gender, age, Indigenous/Torres Strait Islander backgrounds and owning land for agricultural purposes:

- Males were significantly more likely to be correct in the awareness of *particular* activities being permitted or not permitted.
- Older Australians (for example 50 – 59 years, 60+ years) were more likely to be incorrect in their awareness of non-permitted activities, particularly with regards to collecting or removal of marine plants or animals, and commercial and recreational fishing.
- Households with children were the most likely to be correct in their awareness of permitted and non-permitted activities.
- Agricultural land owners had considerably different awareness levels about the activities allowed in Green Zone to the rest of the survey population. They were significantly more likely to be aware that boating, diving, photography, swimming, snorkelling and Indigenous hunting and activities are permitted within a Green Zone, but were significantly more likely to be **incorrect** about recreational and commercial fishing, which are activities not permitted within a Green Zone.
- There was a considerable gap in awareness regarding particular activities between Indigenous or Torres Strait Islanders and other Australians. Indigenous or Torres Strait Islanders were significantly more likely to believe that diving, swimming and snorkelling, commercial fishing and collecting or removal of marine plants and animals for purposes other than research is permitted. The gap between Indigenous and Torres Strait Islanders and other Australians is considerable on the latter activity (51% difference) which is expected considering this subgroup of the population are allowed traditional use of marine resources via a Traditional Use of Marine Resources Agreement (TUMRA). Via this permit fishing, collecting, hunting and looking after cultural and heritage sites within a Green Zone is allowed¹¹. Interestingly, though, both Indigenous/Torres Strait Islanders and other Australians are just as likely to be aware that Indigenous hunting or activities is allowed in a Green Zone. Whether or not a permit was required for these activities was not discussed with survey respondents.
- Those who have fished in the Marine Park in the last 12 months were significantly more likely to mention boating as well as swimming and snorkelling.

One interesting point to note is the gap in awareness between Marine Park visitors and non-visitors is not as large as one may expect. There were only three activities upon which awareness differs – boating, swimming and snorkelling and collecting or removal of marine plants and animals. Visitors are more likely to be correct in their awareness of whether these activities are permitted within a Green Zone or not.

¹¹ Great Barrier Reef Marine Park Authority website, http://www.GBRMPA.gov.au/corp_site/key_issues/conservation/Indigenous_partnerships/sustainable_traditional_use_of_marine_resources

Accessed 18th September 2007

Acceptance of Green Zones

Survey respondents were asked to indicate how acceptable it was to put aside a certain amount of the Marine Park in Green Zones in which no fishing was allowed. Their response was provided on a 10-point scale, where one was 'completely unacceptable' and 10 was 'completely acceptable'. As this question implied to respondents that fishing was not allowed in Green Zones, respondents were asked this question following the question about which activities were allowed in a Green Zone so as to not bias responses. Table 13 displays the levels of Green Zone acceptance amongst the respondents from different regions.

Table 13. Acceptance of Green Zones

Q14. Using a scale of 1 to 10 where 1 is completely unacceptable and 10 completely acceptable, how acceptable or unacceptable is it to put aside a certain amount of the Marine Park in Green Zones in which no fishing is allowed?
SINGLE RESPONSE

Base: Total Sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Completely acceptable ¹²	56%	55%	53%	61%	55%	56%	60%	64%	61%	62%
Slightly acceptable ¹³	20%	18%	26%	19%	23%	22%	20%	12%	19%	17%
Subtotal acceptable	76%	73%	79%	80%	78%	77%	80%	76%	80%	79%
Neither acceptable or unacceptable ¹⁴	12%	12%	10%	8%	11%	11%	10%	10%	10%	10%
Slightly unacceptable ¹⁵	3%	4%	3%	3%	4%	4%	2%	4%	3%	4%
Completely unacceptable ¹⁶	4%	7%	5%	6%	4%	5%	7%	6%	5%	5%
Subtotal unacceptable	7%	11%	9%	9%	7%	9%	2%	4%	4%	9%
Don't know	5%	4%	3%	2%	4%	3%	1%	4%	2%	2%
MEAN SCORE OUT OF 10	8.3	8.0	8.1	8.3	8.2	8.2	8.2	8.3	8.4	8.3
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006 however reworded slightly to avoid leading respondents. Existing question in 2006 was 'To ensure the long term viability of the marine plants and animals, do you think it was acceptable to put aside a certain per cent age of the park in green zones / marine sanctuaries?'

Over three-quarters of those surveyed felt it was acceptable to put aside a certain amount of the Marine Park into Green Zones. Compared to the residents of Queensland coastal communities, a higher proportion of residents from southern capital cities cited this as being 'completely acceptable' (62% compared to 56%) however overall, there is a similar level of acceptance of this initiative between these two surveyed groups (77% QCC, 79% SCC).

¹² Provided a score of 9 - 10

¹³ Provided a score of 7 - 8

¹⁴ Provided a score of 5 - 6

¹⁵ Provided a score of 3 - 4

¹⁶ Provided a score of 1 - 2

There were no differences in the level of acceptance of this initiative between the five Queensland coastal communities or between the three southern capital cities surveyed. There are however a few differences according to other subgroups of the survey population, as shown in Table 14.

Table 14. Acceptance of Green Zones by demographics

Q14. Using a scale of 1 to 10 where 1 is completely unacceptable and 10 completely acceptable, how acceptable or unacceptable is it to put aside a certain amount of the Marine Park in Green Zones in which no fishing is allowed?
SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Completely acceptable	Somewhat acceptable	TOTAL ACCEPTABLE	Neither acceptable or unacceptable	Somewhat unacceptable	Completely unacceptable	TOTAL UNACCEPTABLE	Don't know	Mean score
TOTAL		1480	62%	17%	79%	10%	4%	5%	9%	2%	8.3
Visited the Marine Park	Yes	531	74%	9%	84%	9%	6%	1%	7%	1%	8.8
	No	946	60%	18%	78%	10%	3%	6%	9%	3%	8.3
Gender	Male	613	57%	17%	74%	15%	4%	7%	11%	0%	8.0
	Female	867	66%	17%	83%	5%	3%	4%	7%	5%	8.7
Age	17 - 29	169	66%	20%	85%	12%	0%	3%	3%	0%	8.7
	30 - 39	253	73%	16%	88%	3%	6%	2%	8%	2%	8.8
	40 - 49	323	60%	15%	75%	9%	6%	9%	15%	1%	8.0
	50 - 59	366	70%	14%	84%	7%	0%	6%	6%	3%	8.7
	60 +	363	48%	22%	69%	18%	3%	5%	8%	5%	7.9
Household Structure	Single / couple with children	639	68%	14%	81%	7%	5%	5%	10%	2%	8.5
	Single / couple without children	737	56%	21%	77%	15%	2%	4%	6%	3%	8.3
	Group Household	96	62%	13%	75%	1%	4%	17%	20%	4%	7.8
Language	Non-English speaking background	142	44%	27%	72%	15%	6%	1%	8%	5%	7.8
	English only	1334	65%	15%	80%	9%	3%	6%	9%	2%	8.4
Background	Indigenous / Torres Strait	70	41%	5%	46%	45%	1%	6%	7%	2%	6.9
	Other	1406	62%	17%	79%	10%	3%	5%	9%	2%	8.4
Agricultural land owner	Land owner	183	56%	10%	66%	23%	1%	2%	3%	8%	8.3
	Does not own land	1296	62%	17%	79%	10%	4%	6%	9%	2%	8.3
Fished in the Marine Park	Yes	193	42%	39%	81%	8%	5%	4%	9%	1%	7.9
	No	1287	62%	17%	79%	10%	4%	5%	9%	2%	8.3

* Please note only the % acceptable/not acceptable have been tested for significant differences.

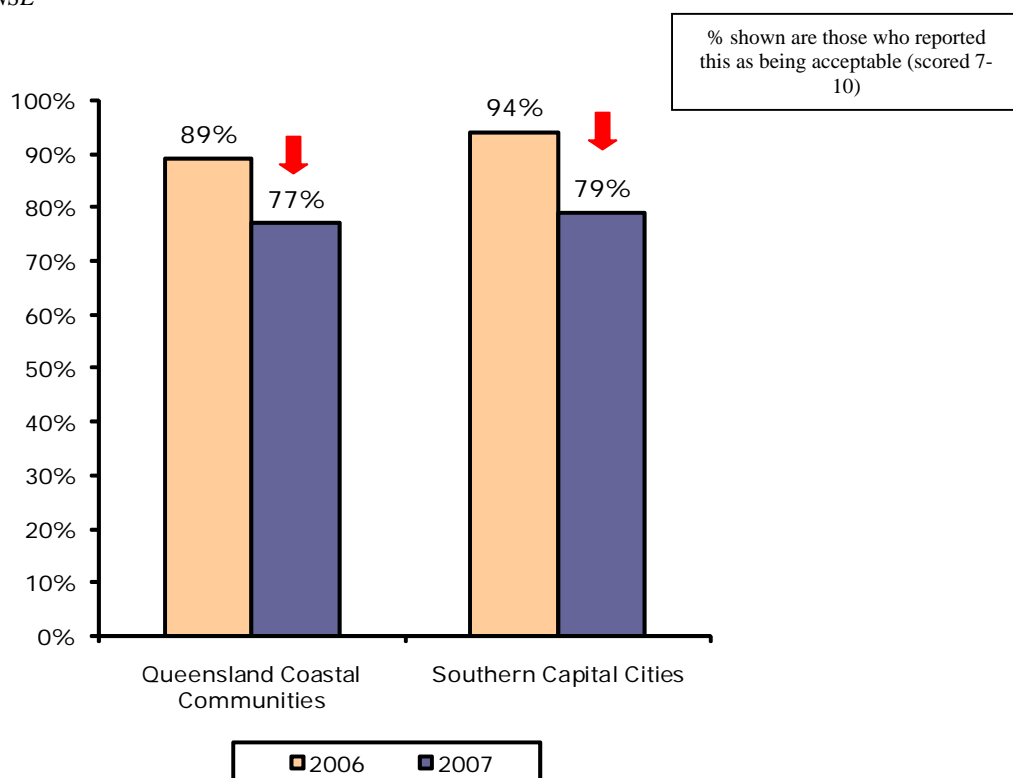
The following subgroups were significantly more likely to believe putting aside a certain amount of the Marine Park where no fishing is allowed is acceptable¹⁷:

- Marine Park visitors (84% compared to 78% non-visitors)
- Females (83% compared to 74% males)
- Younger Australians (17–29 years: 85% and 30–39 year olds: 88%)
- Non-Indigenous or non-Torres Strait Australians (79% compared to 46% Indigenous/Torres Strait Islander Australians)
- People who do not own land for agricultural purposes (79% compared to 66% agricultural land owners)

The same question was asked in 2006. As can be seen from the chart below there has been a decline in the level of acceptance of Green Zones in which no fishing is allowed amongst both Queensland coastal communities and southern capital city survey respondents, however it is possible that the fluctuation is a result of the change in question wording made in 2007 in an attempt to obtain a more accurate measure.

Chart 2. Percentage change in level of acceptability of Green Zones between 2006 and 2007

Q14. Using a scale of 1 to 10 where 1 is completely unacceptable and 10 completely acceptable, how acceptable or unacceptable is it to put aside a certain amount of the Marine Park in green zones in which no fishing is allowed?
SINGLE RESPONSE



* Please note that in 2007, the question has changed slightly from 2006. The 2006 question was Q16 To ensure the long term viability of marine plants and animals, do you think it was acceptable to put aside a certain percentage of the park in green zones/marine sanctuaries?

¹⁷ Provided a score of 7-10

Qualitative insight

While the majority of the focus group participants supported the concept of zoning there was some confusion about the different zones, activities which were permitted and not permitted in each and also whether the zoning had been done in the best way and whether it is being effective. As previously mentioned some participants in most of the focus groups were concerned about the impact on recreational and commercial fishing. Some participants suggested that while restrictions are important to allow the Reef to regenerate, zones should be assessed and rotated to avoid complete devastation to areas not protected and to allow access to regenerated areas.

“Green zones are good, need to do like NZ and shut fisheries out, keep areas free.”

Responsibility for the Great Barrier Reef

The Great Barrier Reef Marine Park Authority is an Australian Government statutory authority, and is responsible for the management of the Great Barrier Reef Marine Park under the *Great Barrier Reef Marine Park Act 1975*. The Great Barrier Reef Marine Park Authority operates in partnership with other Australian and Queensland Government agencies to ensure that the World Heritage values of the Great Barrier Reef World Heritage Area are preserved and protected for future generations¹⁸.

It is however evident that a considerable proportion of Queenslanders did not know who is responsible for managing the Great Barrier Reef Marine Park. The same is true amongst residents of southern capital cities. Some people *thought* they knew, but in fact were not correct in their knowledge about this. Table 15 below shows the proportion of survey respondents who *thought* they knew who is responsible for managing the Great Barrier Reef Marine Park, regardless of whether they were correct or not.

Table 15. Cited awareness of organisation responsible for managing the Great Barrier Reef Marine Park (including correct and incorrect awareness of Reef MPA)

Q3a. Do you know which organisation or organisations are responsible for managing the Great Barrier Reef Marine Park?
SINGLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	60%	49%	56%	45%	42%	48%	46%	20%	28%	28%
No	36%	44%	39%	50%	54%	47%	49%	79%	70%	70%
Don't know	3%	8%	5%	5%	4%	5%	5%	1%	2%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

The following table shows differences in this cited awareness amongst various subgroups of the population.

¹⁸ Great Barrier Reef Marine Park Authority website
http://www.GBRMPA.gov.au/corp_site/key_issues/water_quality/management
Accessed 18th September 2007

Table 16. Awareness of organisation responsible for managing the Great Barrier Reef Marine Park by demographics

Q3a. Do you know which organisation or organisations are responsible for managing the Great Barrier Reef Marine Park?
SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Yes	No	Don't know
TOTAL		1480	30%	68%	2%
Visited the Marine Park	Yes	531	46%	52%	2%
	No	946	28%	70%	2%
Gender	Male	613	38%	61%	1%
	Female	867	22%	75%	3%
Age	17 - 29	169	10%	90%	0%
	30 - 39	253	28%	69%	4%
	40 - 49	323	36%	63%	2%
	50 - 59	366	36%	64%	0%
	60 +	363	31%	64%	5%
Household structure	Single / couple with children	639	30%	69%	2%
	Single / couple without children	737	31%	66%	3%
	Group household	96	22%	78%	0%
Language	Non-English speaking background	142	10%	86%	4%
	English only	1334	34%	64%	2%
Background	Indigenous / Torres Strait	70	16%	84%	0%
	Other	1406	30%	68%	2%
Agricultural land owner	Land owner	183	36%	57%	6%
	Does not own land	1296	30%	68%	2%
Fished in the Marine Park	Yes	193	54%	42%	4%
	No	1287	30%	68%	2%

* Please note only % yes has been tested for significant differences between the subgroups shown.

Unprompted awareness of organisation responsible for managing the Great Barrier Reef Marine Park

Despite some survey respondents citing they believed they knew who was responsible for managing the Great Barrier Reef Marine Park, many of these people were incorrect. Table 17 shows the proportion of total survey respondents who cited each of the organisations shown as being responsible for the Marine Park's management.

Table 17. Unprompted awareness of organisation responsible for managing the Great Barrier Reef Marine Park

Q3b. Which organisation or organisations do you think are mainly responsible for managing the Great Barrier Reef Marine Park? UNPROMPTED. SINGLE RESPONSE.

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Great Barrier Reef Marine Park Authority	20%	20%	28%	19%	12%	19% ↑	6%	3%	7%	5% ↓
Great Barrier Reef Marine Park Authority AND Queensland State Government	22%	12%	12%	8%	6%	10% ↑	4%	2%	2%	2% ↓
TOTAL CITED GBRMPA	42%	32%	40%	27%	18%	29% ↑	10%	5%	9%	7% ↓
National Parks and Wildlife	3%	4%	3%	3%	6%	4%	10%	2%	6%	5% ↓
Federal Government / Howard Government / Australian Government	2%	4%	2%	5%	3%	3%	11%	6%	1%	5%
State Government / Beattie Government / Queensland Government	2%	1%	2%	3%	4%	2%	5%	4%	6%	5%
Fisheries / Queensland Department of Primary Industries and Fisheries	2%	0%	2%	2%	3%	2%	1%	1%	0%	0%
Queensland Parks and Wildlife Service	0%	2%	0%	2%	1%	1%	1%	0%	0%	0%
Environmental Protection Agency	1%	0%	0%	1%	2%	1%	2%	0%	0%	0%
Council (Local Government)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
General Community	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Conservation Groups (incl. Greenpeace)	0%	0%	0%	0%	1%	0%	4%	1%	1%	2%
Other	3%	3%	2%	1%	3%	2%	0%	0%	6%	2%
Don't know	44%	55%	48%	56%	60%	55% ↓	56%	80%	72%	72% ↑
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Over half of residents in Queensland coastal communities (55%) and almost three-quarters of residents in southern capital cities (72%) don't know which organisation is mainly responsible for managing the Great Barrier Reef Marine Park.

Although the majority were aware of the Great Barrier Reef Marine Park, only a minority of respondents correctly identified who was responsible for managing the Marine Park. As can be seen, 10 per cent of all Queensland community survey respondents were able to correctly identify GBRMPA and the Queensland State Government as being *jointly* responsible for the Marine Park's management. A further 19 per cent felt GBRMPA as being the *sole* organisation responsible for its management. In total, 29 per cent of Queensland coastal community survey respondents mentioned GBRMPA.

In contrast, the proportion of survey respondents within southern capital cities who mentioned GBRMPA was seven per cent. Only two per cent correctly mentioned GBRMPA and the Queensland

State Government as being *jointly* responsible for the Marine Park's management, while a further five per cent felt GBRMPA was the *sole* organisation responsible for its management.

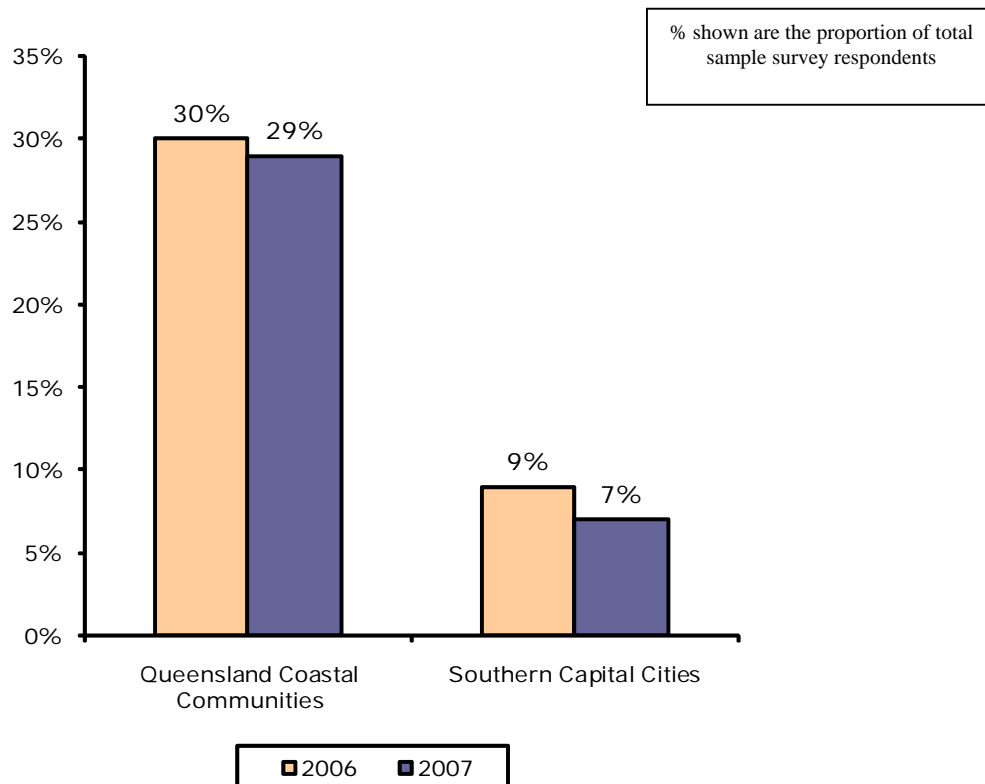
Awareness of GBRMPA was highest amongst the Cape York and Northern areas of the Queensland coast. Northern area respondents were most likely to recall GBRMPA as the *sole* organisation responsible for the Marine Park's management (28%). This is expected as GBRMPA's central office is in Townsville within the Northern area. Cape York were the most likely to correctly recall GBRMPA and the Queensland State Government as being *jointly* responsible for the Marine Park's management (22%). Of the five Queensland coastal communities surveyed, the Southern area was the least likely to mention GBRMPA.

There was no southern capital city more likely to recall GBRMPA than others.

The same question was asked in 2006, and as can be seen in Chart three, awareness of GBRMPA as being the sole or one of the agencies responsible for the Marine Park's management has remained stable. However, a breakdown of the results by Queensland coastal area shows that within the Cape York area, awareness of GBRMPA has increased significantly from 29 per cent in 2006 to 42 per cent this year. Awareness of GBRMPA as being responsible for the Marine Park's management has remained stable amongst the other Queensland coastal communities.

Chart 3. Percentage change in awareness of GBRMPA as being responsible to the management of the Great Barrier Reef Marine Park

Q3b. Which organisation or organisations do you think are mainly responsible for managing the Great Barrier Reef Marine Park? UNPROMPTED. SINGLE RESPONSE.



Tables 18 and 19 show the proportion of subgroups within the total survey population that cited each particular organisation shown as being responsible for the management of the Great Barrier Reef Marine Park. The six most commonly mentioned organisations (including GBRMPA) are shown in the first table while all other organisations cited are shown in the second.

Table 18. Unprompted awareness of organisation responsible for managing the Great Barrier Reef Marine Park by demographics

Q3b. Which organisation or organisations do you think are mainly responsible for managing the Great Barrier Reef Marine Park? UNPROMPTED. SINGLE RESPONSE.

Base: Total sample		Number of respondents (n)	Great Barrier Reef Marine Park Authority	Great Barrier Reef Marine Park Authority and Qld State Government	TOTAL CITED GBRMPA	National Parks and Wildlife	Federal Government / Howard Government / Australian Government	State Government / Beattie Government / Qld Government	Fisheries / Queensland Department of Primary Industries and Fisheries
TOTAL		1480	6%	3%	9%	5%	5%	5%	1%
Visited the Marine Park	Yes	531	19%	3%	22%	6%	7%	2%	1%
	No	946	5%	3%	8%	5%	5%	5%	1%
Gender	Male	613	10%	4%	14%	6%	6%	7%	0%
	Female	867	3%	2%	5%	5%	3%	3%	1%
Age	17 - 29	169	1%	0%	1%	0%	2%	5%	0%
	30 - 39	253	6%	2%	8%	7%	3%	5%	0%
	40 - 49	323	8%	3%	11%	4%	9%	6%	0%
	50 - 59	366	10%	6%	16%	9%	2%	5%	1%
	60 +	363	5%	2%	7%	6%	6%	4%	1%
Household structure	Single / couple with children	639	8%	3%	11%	6%	5%	4%	0%
	Single / couple without children	737	5%	3%	8%	5%	5%	5%	1%
	Group household	96	9%	3%	12%	0%	5%	2%	0%
Language	Non-English speaking	142	3%	0%	3%	0%	3%	0%	1%
	English only	1334	7%	3%	10%	6%	5%	6%	0%
Background	Indigenous / Torres Strait	70	7%	5%	12%	1%	1%	0%	0%
	Other	1406	6%	3%	9%	5%	5%	5%	1%
Agricultural land owner	Land owner	183	17%	10%	27%	1%	4%	1%	0%
	Does not own land	1296	6%	3%	9%	5%	5%	5%	1%
Fished in the Marine Park	Yes	193	27%	10%	37%	2%	2%	3%	4%
	No	1287	6%	3%	9%	5%	5%	5%	0%

The following subgroups of the survey population were more likely to be aware of GBRMPA being responsible for the management of the Marine Park:

- Those who had visited the Marine Park in the past 12 months (19% compared to 5% non-visitors)
- Those aged 50 to 59 years (10% compared to 6% total survey respondents)
- Agricultural land owners (17% compared to 6% total survey respondents)
- Those who have fished in the Marine Park in the last 12 months (27% compared to 6% total survey respondents).

Table 19. Unprompted awareness of organisation responsible for managing the Great Barrier Reef Marine Park by demographics continued...

Q3b. Which organisation or organisations do you think are mainly responsible for managing the Great Barrier Reef Marine Park? UNPROMPTED. SINGLE RESPONSE.

Base: Total sample		Number of respondents (n)	Queensland Parks and Wildlife Service	Environmental Protection Authority	Council (Local Government)	General community	Conservation groups (incl. Greenpeace)	Don't know	Other (specify)
TOTAL		1480	0%	0%	0%	0%	2%	71%	3%
Visited the Marine Park	Yes	531	0%	0%	0%	0%	1%	55%	4%
	No	946	0%	0%	0%	0%	2%	73%	2%
Gender	Male	613	0%	1%	0%	0%	2%	62%	3%
	Female	867	0%	0%	0%	0%	1%	79%	2%
Age	17 - 29	169	0%	0%	0%	0%	1%	90%	0%
	30 - 39	253	0%	0%	0%	0%	0%	74%	2%
	40 - 49	323	1%	1%	0%	0%	1%	64%	4%
	50 - 59	366	0%	0%	0%	0%	0%	64%	4%
	60 +	363	0%	1%	0%	0%	5%	70%	2%
Household structure	Single / couple with children	639	0%	0%	0%	0%	1%	71%	3%
	Single / couple without children	737	1%	1%	0%	0%	3%	70%	3%
	Group household	96	0%	0%	0%	0%	0%	80%	0%
Language	Non-English speaking background	142	0%	0%	0%	0%	0%	90%	2%
	English only	1334	0%	1%	0%	0%	2%	67%	3%
Background	Indigenous / Torres Strait	70	0%	0%	0%	0%	0%	85%	0%
	Other	1406	0%	0%	0%	0%	2%	71%	3%
Agricultural land owner	Land owner	183	0%	0%	0%	0%	0%	65%	2%
	Does not own land	1296	0%	0%	0%	0%	2%	71%	3%
Fished in the Marine Park	Yes	193	1%	1%	0%	0%	0%	47%	2%
	No	1287	0%	0%	0%	0%	2%	71%	2%



Responsibility of the community

GBRMPA's corporate aims include involving the community meaningfully in the care and development of the Marine Park, and as such, undertake many activities involving the community¹⁹.

Survey respondents were specifically asked whether they believed the general community had a role to play in looking after the Great Barrier Reef Marine Park, the results of which are shown in the following table.

Table 20. Responsibility of the community

Q3c. Do you believe the general community has a role to play in looking after the Great Barrier Reef Marine Park? SINGLE RESPONSE

Base: Total Sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	97%	95%	97%	97%	97%	97%	92%	93%	88%	91%
No	2%	3%	3%	3%	2%	3% 	7%	7%	10%	8% 
Don't know	1%	2%	0%	1%	1%	1%	1%	0%	2%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

Over 90 per cent of those surveyed believed the community has a role to play. Collectively, southern capital city residents are more likely to disagree that the community has a role to play in the protection of the Great Barrier Reef Marine Park. There is however very little difference in this belief between the individual Queensland communities surveyed, and between the three capital cities surveyed.

A few differences in this belief are found between various subgroups in the population as shown in Table 21.

¹⁹ Great Barrier Reef Marine Park Authority website http://www.GBRMPA.gov.au/corp_site/about_us/goals_aims Accessed 11th October 2007

Table 21. Responsibility of the community by demographics

Q3c. Do you believe the general community has a role to play in looking after the Great Barrier Reef Marine Park? SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Yes	No	Don't know
TOTAL		1480	91%	8%	1%
Visited the Marine Park	Yes	531	99%	1%	0%
	No	946	90%	9%	1%
Gender	Male	613	87%	12%	1%
	Female	867	96%	4%	1%
Age	17 - 29	169	97%	3%	0%
	30 - 39	253	91%	9%	0%
	40 - 49	323	94%	6%	0%
	50 - 59	366	90%	10%	0%
	60 +	363	87%	10%	3%
Household structure	Single / couple with children	639	92%	8%	0%
	Single / couple without children	737	91%	8%	2%
	Group Household	96	95%	5%	0%
Language	Non-English speaking background	142	93%	8%	0%
	English only	1334	91%	8%	1%
Background	Indigenous / Torres Strait	70	100%	1%	0%
	Other	1406	91%	8%	1%
Agricultural land owner	Land owner	183	75%	25%	0%
	Does not own land	1296	92%	7%	1%
Fished in the Marine Park	Yes	193	99%	1%	0%
	No	1287	91%	8%	1%

* Only % yes has been tested for significant differences

Significant differences in the belief that the community has a role to play in the protection of the Marine Park include:

- Visitors to the Marine Park were most likely to agree (99% compared to 90% non-visitors)
- Females were more likely to agree (96% compared to 87% males)
- 17–29 year olds were the most likely age group to believe the community has a role to play (97%) whereas 60+ year olds were the most likely to disagree (87% disagreed)
- Indigenous or Torres Strait Islanders had the highest level of agreement regarding the community's role to play (100%)
- Agricultural land owners had the lowest level of agreement regarding the community's involvement in the Marine Park's management (75%)
- Those who have fished in the Marine Park in the last 12 months were more likely to agree (99% compared to 91% total sample)

Qualitative insight

As previously discussed most participants considered the Great Barrier Reef Marine Park to be important and therefore felt very strongly that the community has an important role to play in protecting the Reef.

“There is a spiritual aspect to the reef and cultural significance. It is the mother, protector and provider...culturally important for Indigenous people.”

“Guardianship, stewardship, it’s our responsibility, so it’s there for future generations.”

“The reef has cultural and spiritual significance to Indigenous people especially Torres Strait Island people...fishing and crabbing...cultural rotation.”

“Culturally significant to non-Indigenous Australians, not sure if you would call it cultural but you go to the beach at Christmas it is part of the Australian life style.”

“We are custodians...stewardship...saving for future generations...sustainable.”

“It is like a baby you have to nurture it...it is a living thing.”

“Need to keep it safe and protected...it’s our backyard.”

“Caretakers and stewards.”

Residents agreed the best way to encourage others to appreciate the Reef is through education and raising awareness of the need to protect the Reef and *“of what we could lose.”*

“Education about how valuable it is.”

“There needs to be more publicity about the reef in holiday programs and in documentaries.”

“Get more people to visit it so they can see for themselves.”

“Promote the message ‘leave it as you find it’.”

“Education about how special it is and the consequences of not looking after it...what to do and what not to do.”

“Education and raising awareness.”

“Need constant reminders.”

“Education of people and children.”

“Show them how beautiful it is in pictures and post cards.”

“Show them the non tourist’s spots and the hidden beauty.”

“Show them what it sustains...the wildlife.”

Satisfaction with Management of the Marine Park

Survey respondents were asked how satisfied they were with the management of the Marine Park compared to other natural areas at a global scale, the results of which are shown in Table 22.

Table 22. Satisfaction with management of the Great Barrier Reef Marine Park

Q4. Using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you with the way the Great Barrier Reef Marine Park is managed when compared with other natural areas at a global scale? SINGLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Extremely satisfied ²⁰	10%	9%	9%	6%	7%	8%	3%	0%	1%	1%
Slightly satisfied ²¹	29%	33%	36%	39%	30%	34%	25%	19%	21%	21%
Subtotal satisfied	39%	42%	45%	45%	38%	42%	28%	19%	22%	22%
Neither satisfied or dissatisfied ²²	31%	30%	29%	30%	35%	31%	36%	31%	29%	31%
Slightly dissatisfied ²³	8%	6%	5%	6%	6%	6%	7%	10%	8%	9%
Extremely dissatisfied ²⁴	7%	4%	5%	3%	4%	4%	5%	3%	5%	4%
Subtotal dissatisfied	16%	10%	10%	9%	10%	10%	12%	13%	12%	12%
Don't know	14%	17%	15%	16%	17%	16%	24%	37%	36%	34%
MEAN SCORE OUT OF 10	6.0	6.4	6.4	6.4	6.2	6.3	5.8	5.4	5.6	5.6
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

Compared to southern capital city survey respondents, Queensland coastal community residents were significantly more satisfied with the management of the Great Barrier Reef Marine Park compared with other natural areas at a global scale.

Within the Queensland coastal communities specifically, a higher proportion of Cape York survey respondents cited being dissatisfied with this aspect (16%). Among southern capital city respondents there is very little difference in satisfaction with the Marine Park's management.

This question was also asked in 2006. A comparison of the results for this question between 2006 and 2007 shows that satisfaction with the Marine Park's management has remained relatively stable amongst Queensland coastal community residents. There has been a six percentage point decline in the proportion of southern capital city residents satisfied with the Marine Park's management compared with other natural areas at a global scale however the decline is not statistically significant.

²⁰ Provided a score of 9 - 10

²¹ Provided a score of 7 - 8

²² Provided a score of 5 - 6

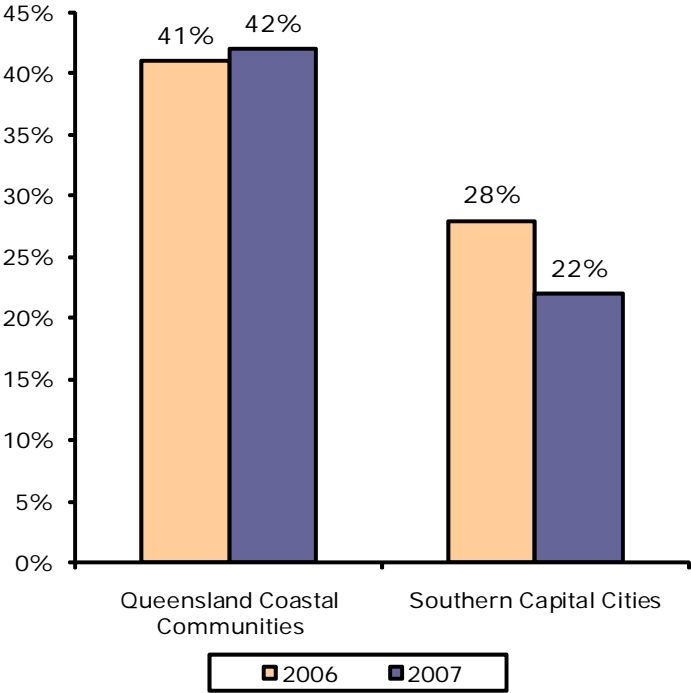
²³ Provided a score of 3 - 4

²⁴ Provided a score of 1 - 2

Satisfaction with the Marine Park’s management has remained stable within each individual Queensland coastal community since 2006.

Chart 4. Percentage change in satisfaction with the management of the Great Barrier Reef between 2006 and 2007

Q4. Using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you with the way the Great Barrier Reef Marine Park is managed when compared with other natural areas at a global scale? SINGLE RESPONSE



A handful of differences in satisfaction levels between various subgroups of the population have been identified. These are shown in Table 23.

Table 23. Satisfaction with management of the Great Barrier Reef Marine Park by demographics

Q4. Using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you with the way the Great Barrier Reef Marine Park is managed when compared with other natural areas at a global scale? SINGLE RESPONDS

Base: Total sample		Number of respondents (n)	Extremely satisfied	Slightly satisfied	TOTAL SATISFIED	Neither satisfied or dissatisfied	Slightly dissatisfied	Extremely dissatisfied	TOTAL DISSATISFIED	Don't know	Mean score
TOTAL		1480	2%	22%	23%	31%	8%	4%	12%	33%	5.6
Visited the Marine Park	Yes	531	2%	36%	39%	34%	8%	6%	14%	14%	6.0
	No	946	1%	20%	21%	31%	8%	4%	12%	36%	5.6
Gender	Male	613	2%	25%	27%	35%	8%	4%	12%	26%	5.7
	Female	867	1%	19%	20%	27%	8%	4%	12%	41%	5.5
Age	17 - 29	169	0%	10%	11%	43%	16%	1%	17%	30%	5.3
	30 - 39	253	2%	28%	29%	32%	9%	4%	13%	26%	5.8
	40 - 49	323	0%	27%	27%	30%	12%	5%	17%	26%	5.5
	50 - 59	366	1%	20%	22%	30%	5%	5%	10%	40%	5.7
	60 +	363	3%	22%	25%	28%	4%	4%	8%	39%	5.9
Household structure	Single / couple with children	639	0%	24%	24%	30%	9%	3%	12%	34%	5.7
	Single / couple without children	737	2%	22%	24%	31%	6%	6%	12%	33%	5.6
	Group household	96	5%	6%	12%	39%	18%	0%	18%	32%	5.2
Language	Non-English speaking background	142	0%	23%	24%	23%	5%	0%	6%	48%	6.1
	English only	1334	2%	22%	23%	33%	9%	4%	13%	30%	5.6
Background	Indigenous / Torres Strait	70	3%	10%	13%	9%	2%	4%	6%	72%	5.9
	Other	1406	2%	22%	24%	31%	9%	4%	12%	33%	5.6
Agricultural land owner	Land owner	183	3%	39%	42%	15%	2%	1%	3%	40%	6.9
	Does not own land	1296	1%	21%	23%	32%	9%	4%	13%	33%	5.6
Fished in the Marine Park	Yes	193	5%	33%	38%	43%	4%	7%	11%	8%	6
	No	1287	1%	22%	23%	31%	8%	4%	12%	33%	5.6

* Please note that only the % satisfied have been tested for significant differences between subgroups.

The following subgroups were significantly more satisfied with the Marine Park's management than the general survey population:

- Visitors to the Marine Park (39% are satisfied)
- 30 to 39 year olds (29% are satisfied)
- Agricultural land owners (42% are satisfied)
- Those who have fished in the Great Barrier Reef Marine Park (38% are satisfied).

The following were significantly less satisfied:

- 17 to 29 year olds (11% are satisfied)
- Group households (12% are satisfied)²⁵
- Indigenous or Torres Strait Islander Australians (13% are satisfied)

Qualitative insight

There were mixed levels of awareness of and perceptions towards GBRMPA in the focus groups. Positive comments about GBRMPA included:

“The marine environment is being cleaned up...GBRMPA is doing a good job.

“Reef HQ is excellent...”

Negative comments tended to focus on the impact of zoning on recreational and commercial fishers.

“They are keeping areas away from fishers.”

“Our local fishing was gutted by their zoning”

“They have all the maps where you can’t go. If you are earning a living from tourism or fishing it’s pretty hard.”

“Lots of areas have been locked out, a lot of commercial fishing has been locked out.”

“Did lots of consultation but didn’t take people’s opinions on board”

Similar to the qualitative feedback last year and backed up by the survey results in 2007 residents of Cooktown tended to be more dissatisfied with GBRMPA than residents in any other areas. This dissatisfaction centred on a perception of a lack of acting on local feedback about zoning arrangements and a lack of physical presence in Cooktown. Residents suggested that having a GBRMPA representative based in the Cooktown community would improve their satisfaction with GBRMPA and also help them to understand and comply with zoning restrictions.

“Did lots of consultation but didn’t take people’s opinions on board.”

“Sent us information about anchor buoys, threw it in the bin, no buoys up here – not relevant to us here, useless, want information to be more available for the Cooktown area.”

“Have lost faith, we would consult with them as long as they seriously take it into account....GBRMPA needs to listen to what we say...”

“Someone that comes to town regularly, on the ground floor, have a physical presence in town, hand in hand with National Parks – people listen to the rangers, no one is going out and watching the zones, would like it to be more like it is on land.”

²⁵ Possibly related to the higher incidence of 17 – 29 year olds within Group Households

THREATS TO THE GREAT BARRIER REEF

The Great Barrier Reef is a vast interlinking web of life. All the plants and animals on the Reef play a part in keeping this web healthy and strong, and the relationships between different organisms on the Reef have been built and maintained over many thousands of years. Humans are relative newcomers to the Reef, and we've brought some big changes. Many things that we do on the Reef and on land have the potential to threaten the Reef's fragile ecosystem.

On the Great Barrier Reef, careful management has made sure that most of our activities don't threaten the long-term health of the ecosystem.

Perceptions that the Great Barrier Reef is under threat

The research has identified that the large majority of survey respondents still believe the Great Barrier Reef is under threat. Within Queensland coastal communities just under two in three survey respondents agreed that the Reef was under threat. Interestingly, this proportion is significantly higher amongst the survey respondents of southern capital cities – they are also more likely to strongly agree the Reef is under threat.

Table 24. Perception that the Great Barrier Reef is under threat

Q6. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat? SINGLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Strongly agree ²⁶	37%	25%	25%	25%	31%	28%	39%	37%	32%	35%
Slightly agree ²⁷	18%	32%	30%	38%	30%	31%	31%	31%	30%	31%
Subtotal agree	55%	57%	55%	63%	61%	59%	69%	68%	62%	66%
Neither agree or disagree ²⁸	24%	21%	25%	17%	20%	21%	15%	23%	21%	21%
Slightly disagree ²⁹	8%	10%	11%	12%	8%	10%	6%	6%	8%	7%
Strongly disagree ³⁰	8%	10%	7%	5%	7%	7%	8%	0%	4%	3%
Subtotal disagree	15%	20%	18%	16%	16%	17%	14%	6%	12%	10%
Don't know	6%	3%	2%	3%	4%	3%	2%	3%	4%	3%
MEAN SCORE OUT OF 10	7.0	6.7	6.6	6.9	6.9	6.8	7.4	7.7	7.2	7.4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

²⁶ Provided a score of 9 - 10

²⁷ Provided a score of 7 - 8

²⁸ Provided a score of 5 - 6

²⁹ Provided a score of 3 - 4

³⁰ Provided a score of 1 - 2

This perception was also measured in 2006, the results of which are shown alongside 2007 results in chart five. There are no significant changes in the perception the Reef is under threat between 2006 and 2007. Looking at each of the five Queensland coastal communities specifically, there has also been no change in this perception between 2006 and 2007.

Chart 5. Percentage change in perception that the Great Barrier Reef is under threat between 2006 and 2007

Q6. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat? SINGLE RESPONSE



A handful of significant differences in the perception the Reef is under threat exist according to various subgroups in the survey population – this is shown in Table 25.

Table 25. Perception that the Great Barrier Reef is under threat

Q6. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat? SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Strongly agree	Slightly agree	TOTAL AGREE	Neither agree or disagree	Slightly disagree	Strongly disagree	TOTAL AGREE	Don't know	Mean score
TOTAL		1480	35%	31%	65%	21%	7%	4%	11%	3%	7.4
Visited the Marine Park	Yes	531	28%	42%	69%	20%	7%	4%	11%	0%	7.3
	No	946	36%	29%	65%	21%	7%	4%	10%	4%	7.4
Gender	Male	613	29%	33%	62%	23%	10%	4%	13%	2%	7.1
	Female	867	41%	29%	69%	19%	4%	4%	8%	4%	7.7
Age	17 - 29	169	43%	35%	78%	15%	0%	5%	5%	3%	7.9
	30 - 39	253	35%	42%	77%	17%	3%	0%	3%	4%	7.9
	40 - 49	323	37%	26%	63%	30%	1%	3%	4%	3%	7.6
	50 - 59	366	38%	26%	65%	17%	14%	2%	16%	3%	7.3
	60 +	363	24%	32%	56%	23%	12%	7%	19%	2%	6.7
Household structure	Single / couple with children	639	36%	31%	67%	21%	6%	3%	9%	3%	7.5
	Single / couple without children	737	33%	30%	62%	22%	8%	4%	12%	4%	7.2
	Group household	96	36%	37%	74%	18%	6%	2%	8%	0%	7.7
Language	Non-English speaking background	142	23%	23%	46%	29%	14%	1%	15%	10%	6.7
	English only	1334	37%	32%	69%	20%	6%	4%	10%	2%	7.5
Background	Indigenous / Torres Strait	70	14%	21%	35%	18%	46%	1%	47%	0%	5.7
	Other	1406	35%	31%	66%	21%	6%	4%	10%	3%	7.4
Agricultural land owner	Land owner	183	31%	12%	43%	27%	9%	20%	30%	1%	5.8
	Does not own land	1296	35%	32%	66%	21%	7%	3%	10%	3%	7.5
Fished in the Marine Park	Yes	193	37%	23%	60%	20%	10%	9%	19%	1%	7.1
	No	1287	35%	31%	66%	21%	7%	4%	11%	3%	7.4

* Note that only % agree have been tested for significant differences between subgroups.

It appears that younger survey respondents, particularly those in the 17 to 29 and 30 to 39-year-old age group, had a significantly stronger perception that the Reef is under threat. Those who were less likely to believe the Reef is under threat included:

- Respondents aged 60+ (56% agree the Reef is under threat)
- Non-English speaking background respondents (46% agree the Reef is under threat)
- Indigenous or Torres Strait Islanders (35% agreed the Reef is under threat)
- Owners of land used for agricultural purposes (43% agreed the Reef is under threat)

Perceptions of threats to the Great Barrier Reef

Respondents were asked about whether they thought the degree of threat to the Reef was changing, specifically whether the threat was increasing, decreasing or remaining the same. Table 26 outlines these perceptions.

Table 26. Perceptions that threats are increasing, decreasing or remaining the same

Q7. Do you believe the level of threat is increasing, decreasing or remaining the same? SINGLE RESPONSE

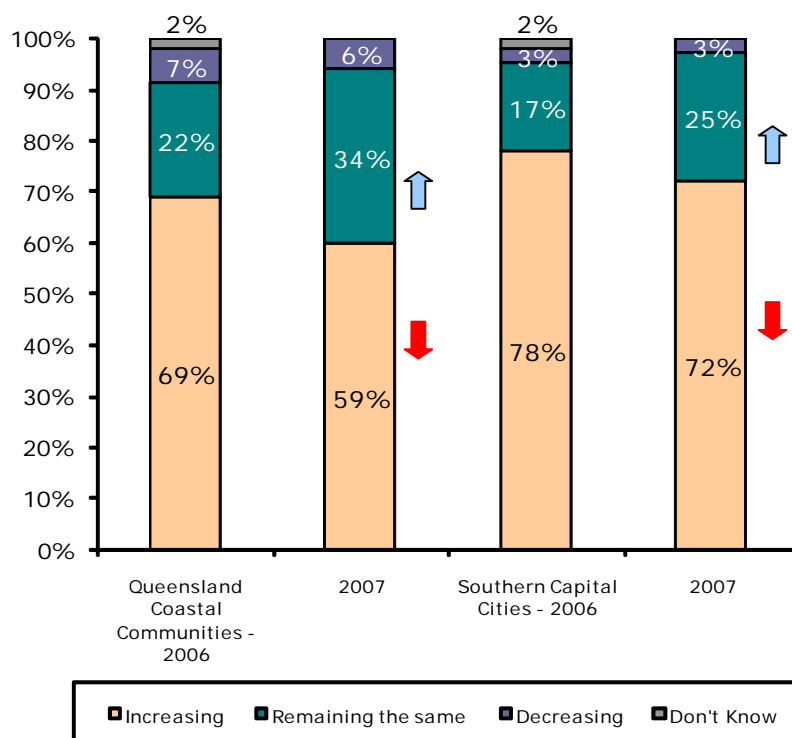
Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Increasing	62%	57%	54%	64%	63%	59%	73%	68%	75%	72%
Decreasing	6%	8%	7%	6%	5%	6%	2%	1%	5%	3%
Remaining the same	32%	36%	40%	31%	31%	34%	25%	31%	20%	25%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

As can be seen, just under two in three respondents (59%) within Queensland coastal communities believe the threat to the Reef is increasing. This figure is significantly higher amongst southern capital city respondents (72%) suggesting respondents who live further away from the Reef are more pessimistic about the threats that face it. Chart 6 shows how this perception has changed amongst residents since 2006.

Chart 6. Percentage change in perception that level of threat to the Great Barrier Reef is increasing between 2006 and 2007

Q7. Do you believe the level of threat is increasing, decreasing or remaining the same? SINGLE RESPONSE



This year, both Queensland coastal communities and southern capital city residents are significantly more likely to believe the level of threat to the Reef is remaining neutral (12% increase amongst Queensland coastal residents and an eight per cent increase amongst southern capital cities). Correspondingly there has been a 10 percentage point decline in the proportion of Queensland coastal residents who believe the threat is increasing, and a six percentage point decline in this perception amongst southern capital city residents.

Looking at each individual Queensland coastal community, every area except for Central Queensland has experienced a change in perception about the level of threat the Reef is facing. Other Queensland coastal communities are significantly more likely to believe the threat is remaining the same this year, and as a result, are less likely to believe the threat is increasing.

Table 27 shows the differences in perceptions of threats to the Great Barrier Reef between subgroups.

Table 27. Perceptions that threats are increasing, decreasing or remaining the same by demographics

Q7. Do you believe the level of threat is increasing, decreasing or remaining the same? SINGLE RESPONSE

Base: Total sample		Number of respondents(n)	Increasing	Decreasing	Remain the same
TOTAL		1480	71%	3%	25%
Visited the Marine Park	Yes	531	73%	9%	18%
	No	946	71%	3%	26%
Gender	Male	613	67%	3%	31%
	Female	867	76%	4%	20%
Age	17 - 29	169	85%	0%	15%
	30 - 39	253	73%	4%	23%
	40 - 49	323	73%	5%	22%
	50 - 59	366	65%	5%	31%
	60 +	363	66%	3%	31%
Household Structure	Single / couple with children	639	73%	3%	24%
	Single / couple without children	737	71%	3%	26%
	Group household	96	66%	0%	34%
Language	Non-English speaking background	142	62%	3%	36%
	English only	1334	73%	4%	24%
Background	Indigenous / Torres Strait	70	33%	2%	65%
	Other	1406	72%	4%	25%
Agricultural land owner	Land owner	183	69%	2%	30%
	Does not own land	1296	71%	4%	25%
Fished in the Marine Park	Yes	193	63%	5%	32%
	No	1287	71%	3%	25%

The perception that the threat to the Reef is **increasing** is stronger amongst younger respondents, specifically 17 to 29-year olds (85%).

Interestingly, only those respondents who have visited the Marine Park in the past 12 months are more likely to believe the threats to the Marine Park are **decreasing** (9%).

Those subgroups of the survey population more likely to believe threats to the Reef are **remaining stable** include:

- Males (31% compared to 20% females)
- Older respondents, particularly those in the 50–59 and 60+ age groups (amongst both groups, 31% believed threats to the Reef are remaining stable)
- Non-English Speaking Background respondents (36%)
- Indigenous Australian/Torres Strait Islanders (65%)
- Those who have fished in the Marine Park in the past 12 months (32% compared to 25% total survey)

Qualitative insight

Most participants felt the Reef was under threat and had noticed a change in its condition since their first visit. Concerns about the Reef and the threats to it were spontaneously mentioned when people were asked to comment on good things and bad things about the Reef and its impact on their community. These are outlined in the first section of this report.

There were mixed opinions about whether the threat to the Reef is increasing, stable or decreasing. Focus group participants who felt the level of **threat to the Reef is increasing** tended to believe this was due to a combination of human impact and ‘natural’ occurrences including global warming, water pollution, over-use and crown-of-thorns starfish.

“It will get worse before it gets better because of the pesticides and agricultural run off, over fishing and poaching, global warming and coral bleaching, crown of thorns starfish, oil slicks and people taking stuff home with them.”

Those who thought the **threat to the Reef remains the same** tended to believe the impacts of these threats would be off-set to some extent by increased awareness, education, changing behaviour, more research and better management of the Reef.

“It can regenerate because we are more aware.”

Participants who believed **the threat to the Reef was decreasing** generally believed that global warming was a ‘natural’ phenomenon which the Reef would adapt to and/or that improving management of the human impact on the Reef including zoning arrangements would first stabilise and then regenerate the Reef.

“Optimistic because the zoning and restrictions will stabilize then improve the Reef.”

Perceptions of main threats to the Great Barrier Reef

One of the GBRMPA’s corporate goals is to promote understanding of the Great Barrier Reef and the issues affecting its health and management. In order to be informed and involved in the management of the Great Barrier Reef, the community needs to have a good understanding of the pressures affecting it.³¹

This research has identified what the general community believe are the main threats to the Great Barrier Reef, with Table 28 overleaf showing the unprompted threats mentioned by survey

³¹ GBRMPA 2004-2005 Annual Report

respondents. Amongst the Queensland coastal area respondents, water pollution was mentioned as being the greatest threat to the Reef by the highest proportion of respondents (39%). A similar proportion of respondents within southern capital cities mentioned this as being the greatest threat to the Reef, although the most commonly mentioned threat amongst this group was climate change / global warming or coral bleaching (45%).

Queensland coastal communities were more likely to believe commercial fishing, recreational fishing and agriculture were the main threats to the Great Barrier Reef, while southern capital city residents were more likely to believe climate change/global warming/coral bleaching, pest species/crown-of-thorns starfish and tourism were the main threats.

Table 28. Perceptions of main threats to the Great Barrier Reef

Q8. What do you believe are the main threats to the Great Barrier Reef? What else? UNPROMPTED. MULTIPLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Water pollution	32%	36%	39%	40%	42%	39%	43%	42%	36%	40%
Climate change / global warming / coral bleaching	36%	36%	31%	38%	37%	35% ↓	48%	46%	43%	45% ↑
Commercial fishing	28%	17%	23%	18%	14%	18% ↑	14%	7%	6%	8% ↓
Tourism	26%	25%	11%	15%	14%	16% ↓	20%	22%	23%	22% ↑
Agriculture	17%	18%	11%	12%	18%	15% ↑	5%	3%	4%	4% ↓
Shipping	14%	11%	15%	11%	12%	12%	19%	6%	13%	11%
Recreational fishing	13%	10%	12%	10%	8%	10% ↑	8%	5%	1%	4% ↓
Pest species / Crown of Thorns Star Fish	7%	7%	8%	8%	9%	8% ↓	16%	18%	11%	14% ↑
Other recreational activities (such as boating / diving)	6%	5%	4%	5%	6%	5%	5%	7%	5%	5%
Water quality	5%	3%	8%	9%	3%	5%	8%	3%	5%	5%
Humans / population (in general)	3%	4%	5%	9%	4%	5%	2%	6%	12%	8%
Coastal development	4%	4%	2%	1%	5%	3%	3%	1%	5%	3%
Oil spills	2%	0%	1%	2%	2%	2%	3%	3%	0%	2%
There are no threats to the Reef	0%	2%	1%	1%	4%	2%	0%	0%	0%	0%
Chemicals (in general)	2%	0%	1%	1%	2%	1%	2%	0%	1%	1%
Indigenous hunting	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Other (specify)	14%	12%	11%	7%	14%	12%	8%	13%	5%	9%
Don't know	7%	6%	8%	5%	7%	7%	3%	7%	11%	8%

** New question in 2007*

Particular subgroups in the survey population are more likely to spontaneously recall particular threats. These are identified in Tables 29 and 30.

Table 29. Perceptions of main threats to the Great Barrier Reef by demographics

Q8. What do you believe are the main threats to the Great Barrier Reef? What else? UNPROMPTED. MULTIPLE RESPONSES

Base: Total sample		Number of respondents (n)	Commercial fishing	Recreational fishing	Other recreational activities (such as boating / diving)	Shipping	Water pollution	Water quality	Coastal development	Tourism	Climate change / global warming / coral bleaching
TOTAL		1480	9%	4%	5%	12%	40%	5%	3%	22%	44%
Visited the Marine Park	Yes	531	15%	6%	5%	9%	51%	3%	4%	17%	46%
	No	946	8%	4%	5%	12%	38%	5%	3%	22%	44%
Gender	Male	613	8%	3%	3%	13%	35%	5%	2%	20%	47%
	Female	867	9%	5%	8%	10%	44%	5%	4%	23%	42%
Age	17 - 29	169	10%	6%	2%	12%	40%	3%	3%	25%	55%
	30 - 39	253	12%	4%	6%	13%	46%	7%	8%	31%	49%
	40 - 49	323	6%	4%	6%	10%	36%	1%	4%	26%	43%
	50 - 59	366	9%	5%	3%	10%	45%	9%	2%	14%	40%
	60 +	363	9%	2%	8%	13%	32%	5%	1%	17%	42%
Household Structure	Single / couple with children	639	7%	3%	4%	8%	41%	6%	3%	25%	45%
	Single / couple without children	737	10%	6%	6%	14%	38%	4%	3%	20%	41%
	Group household	96	9%	3%	6%	18%	46%	6%	0%	14%	65%
Language	Non-English speaking background	142	2%	3%	5%	4%	34%	0%	5%	20%	38%
	English only	1334	10%	4%	6%	13%	41%	6%	3%	22%	46%
Background	Indigenous / Torres Strait	70	5%	3%	2%	5%	12%	2%	0%	6%	63%
	Other	1406	9%	4%	6%	12%	40%	5%	3%	22%	44%
Agricultural land owner	Land owner	183	15%	2%	1%	3%	34%	13%	13%	17%	38%
	Does not own land	1296	9%	4%	6%	12%	40%	5%	3%	22%	45%
Fished in the Marine Park	Yes	193	30%	18%	2%	9%	27%	4%	5%	11%	47%
	No	1287	8%	4%	5%	12%	40%	5%	3%	22%	44%

Table 30. Perceptions of main threats to the Great Barrier Reef by demographics continued...

Q8. What do you believe are the main threats to the Great Barrier Reef? What else? UNPROMPTED. MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	Pest species / crown of thorns star fish	Agriculture	Indigenous hunting	Chemicals (in general)	Humans / population (in general)	Oil spills	Other (specify)	There are no threats to the Reef	Don't know
TOTAL		1480	14%	5%	0%	1%	8%	2%	9%	0%	8%
Visited the Marine Park	Yes	531	19%	11%	0%	0%	11%	4%	8%	1%	4%
	No	946	13%	4%	0%	1%	7%	1%	9%	0%	9%
Gender	Male	613	15%	7%	0%	1%	7%	2%	9%	0%	5%
	Female	867	13%	3%	0%	0%	8%	2%	9%	0%	11%
Age	17 - 29	169	4%	0%	0%	1%	3%	2%	2%	0%	9%
	30 - 39	253	14%	2%	0%	1%	7%	1%	6%	0%	6%
	40 - 49	323	11%	10%	0%	0%	7%	2%	16%	0%	4%
	50 - 59	366	16%	4%	0%	0%	12%	3%	12%	0%	13%
	60 +	363	20%	4%	0%	2%	8%	0%	5%	0%	9%
Household structure	Single / couple with children	639	13%	6%	0%	1%	7%	3%	10%	0%	8%
	Single / couple without children	737	14%	4%	0%	1%	9%	0%	8%	0%	8%
	Group household	96	19%	1%	0%	0%	0%	0%	8%	0%	7%
Language	Non-English speaking background	142	10%	1%	0%	0%	8%	1%	13%	0%	23%
	English only	1334	15%	6%	0%	1%	8%	2%	8%	0%	5%
Background	Indigenous / Torres Strait	70	3%	2%	0%	0%	2%	0%	46%	1%	16%
	Other	1406	14%	5%	0%	1%	8%	2%	8%	0%	8%
Land owner, incl. agriculture	Land owner	183	22%	3%	0%	0%	1%	1%	11%	2%	7%
	Does not own land	1296	14%	5%	0%	1%	8%	2%	9%	0%	8%
Fished in the Marine Park	Yes	193	23%	16%	0%	1%	7%	2%	8%	3%	2%
	No	1287	14%	5%	0%	1%	8%	2%	9%	0%	8%

There were five differences between visitors and non-visitors.

- Visitors were significantly more likely to mention:
 - Commercial fishing (15% compared to 8% non-visitors)
 - Water pollution (51% compared to 38% non-visitors)
 - Pest species / crown-of-thorns-starfish (19% compared to 13% non-visitors)
 - Agriculture (11% compared to 4% non-visitors)
- Visitors were significantly less likely to spontaneously recall tourism as a threat to the Reef (17% compared to 22% non-visitors).

A number of other differences existed in spontaneous recall of threats according to age, gender, household structure, language backgrounds, Indigenous/Torres Strait Islanders, agricultural land owners and have/have not fished in the Marine Park. These are highlighted in Tables 29 and 30.

Perceptions on prompted threats to the Great Barrier Reef

After being asked to spontaneously list any perceived threats to the Great Barrier Reef, respondents were prompted on a number of specific threats and asked whether they agreed they were threats. Over half of respondents agreed that water pollution, climate change/global warming, the rise in ocean temperature and coastal development were threats to the Reef.

Queensland coastal residents were significantly less likely to agree that water pollution, water quality, increase in ocean water acidity and recreational activities such as boating and diving were threats to the Reef. They were however more likely to agree that Indigenous hunting was a threat, particularly those residing in the Cape York area. Brisbane respondents were significantly more likely to perceive water quality as a threat compared to all other areas surveyed.

Table 31. Percentage agree³² that activities and issues are threats to the Great Barrier Reef – 2007

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
% agree	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Water pollution*	55%	61%	58%	54%	59%	58% ↓	74%	59%	63%	64% ↑
Climate change / global warming	51%	58%	49%	54%	59%	55%	61%	67%	51%	59%
Rise in ocean temperature*	53%	56%	51%	57%	54%	54%	65%	60%	56%	59%
Coastal development*	58%	55%	55%	50%	50%	53%	59%	53%	62%	58%
Shipping	41%	36%	47%	48%	49%	45%	53%	47%	50%	49%
Water quality*	42%	44%	43%	36%	38%	41% ↓	58%	52%	46%	50% ↑
Tourism	44%	41%	36%	40%	35%	38%	39%	40%	46%	42%
Increase in ocean water acidity (due to increasing carbon dioxide)*	42%	40%	33%	42%	39%	38% ↓	47%	55%	43%	48% ↑
Rise in sea levels*	37%	40%	35%	38%	36%	37%	38%	33%	36%	35%
Commercial fishing	37%	33%	34%	37%	37%	35%	37%	34%	30%	32%
Recreational activities (such as boating and diving)	22%	21%	25%	20%	26%	24% ↓	21%	30%	37%	32% ↑
Recreational fishing	24%	18%	19%	21%	21%	20%	21%	23%	18%	20%
Indigenous hunting*	29%	21%	18%	12%	12%	16% ↑	11%	6%	12%	10% ↓

* Existing question in 2006 however new codes have been added in 2006 (new codes are marked with an asterix)

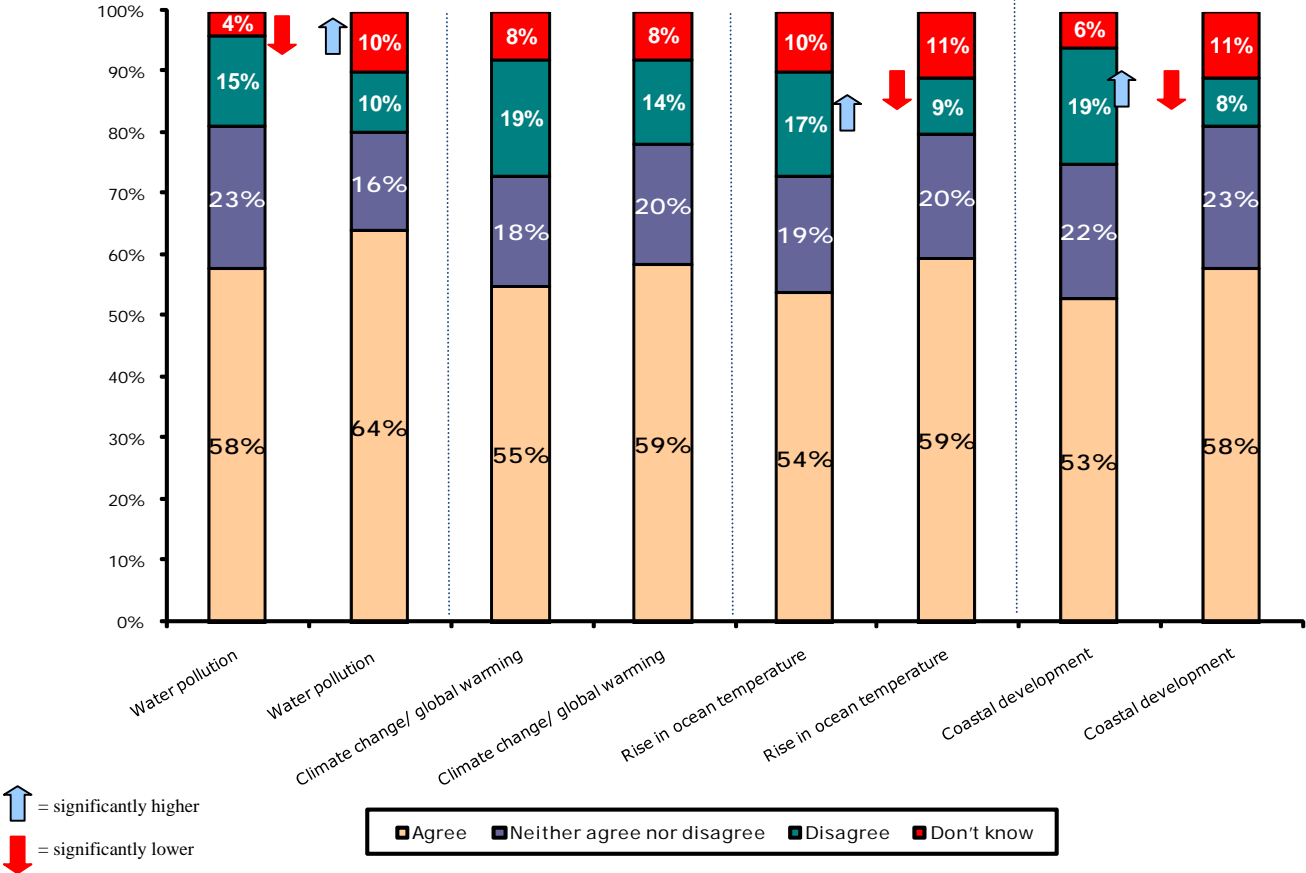
³² Agree is a score from 7 to 10

Charts 7, 8 and 9 show the level of agreement that different activities or issues are threats to the Great Barrier Reef. Comparisons are made between Queensland coastal communities and Southern capital cities for each threat.

Chart 7. Level of agreement that activities and issues are a threat to the Great Barrier Reef

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Total mean score	6.6	7.2	6.6	7.2	6.6	7.3	6.5	7.0
Region	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites

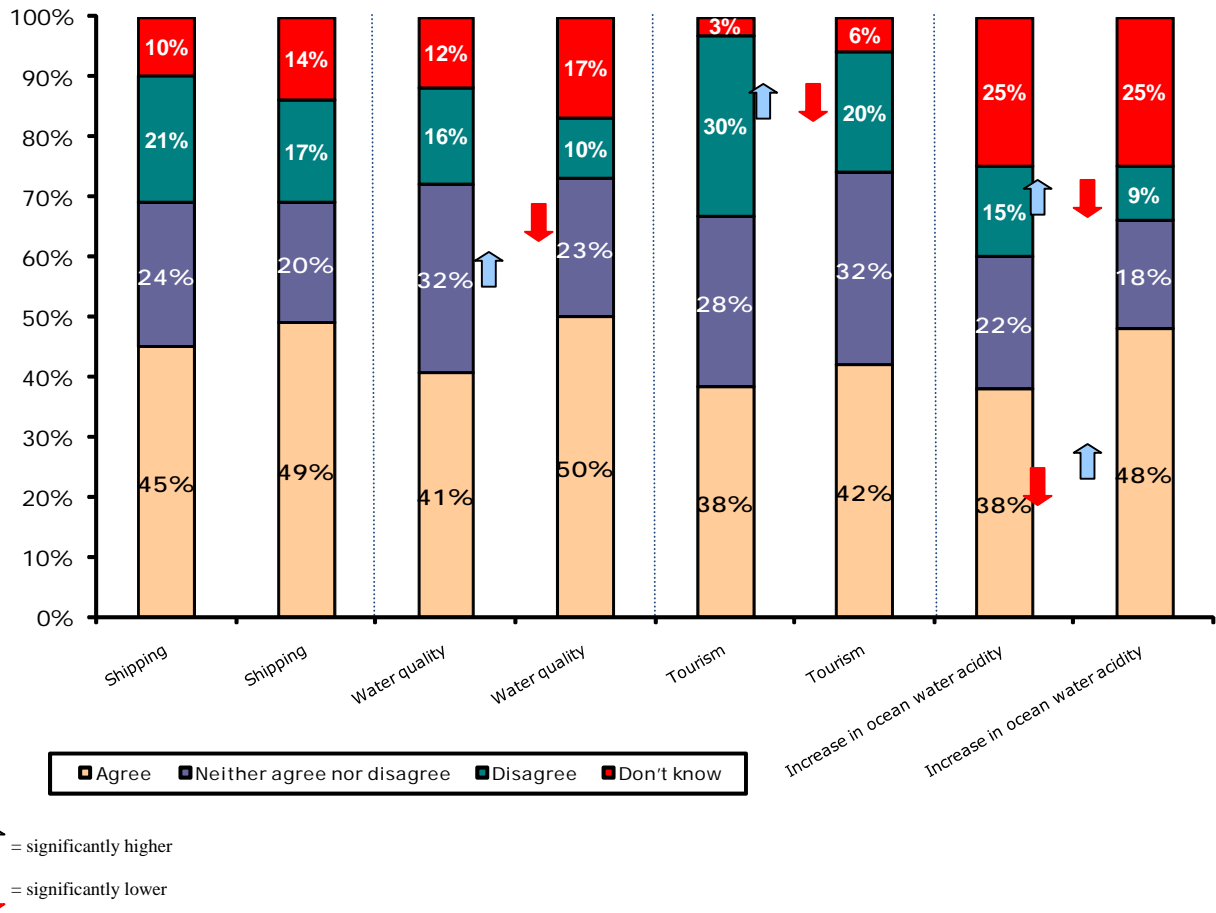


Residents in Southern capital cities were more likely to indicate they did not know whether ‘water pollution’ was a threat to the Great Barrier Reef (10% compared to 4% in Queensland’s coastal regions). Those in Queensland coastal communities were more likely to disagree that a ‘rise in ocean temperature’ was a threat (17% compared to 9% Southern capital cities). Queensland coastal communities were also more likely to disagree that ‘coastal development’ was a threat to the Great Barrier Reef compared to Southern capital cities (19% compared to 8%).

Chart 8. Level of agreement that activities and issues are a threat to the Great Barrier Reef continued...

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Total mean score	6.2	6.5	6.1	6.7	5.6	6.0	6.2	7.1
Region	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites

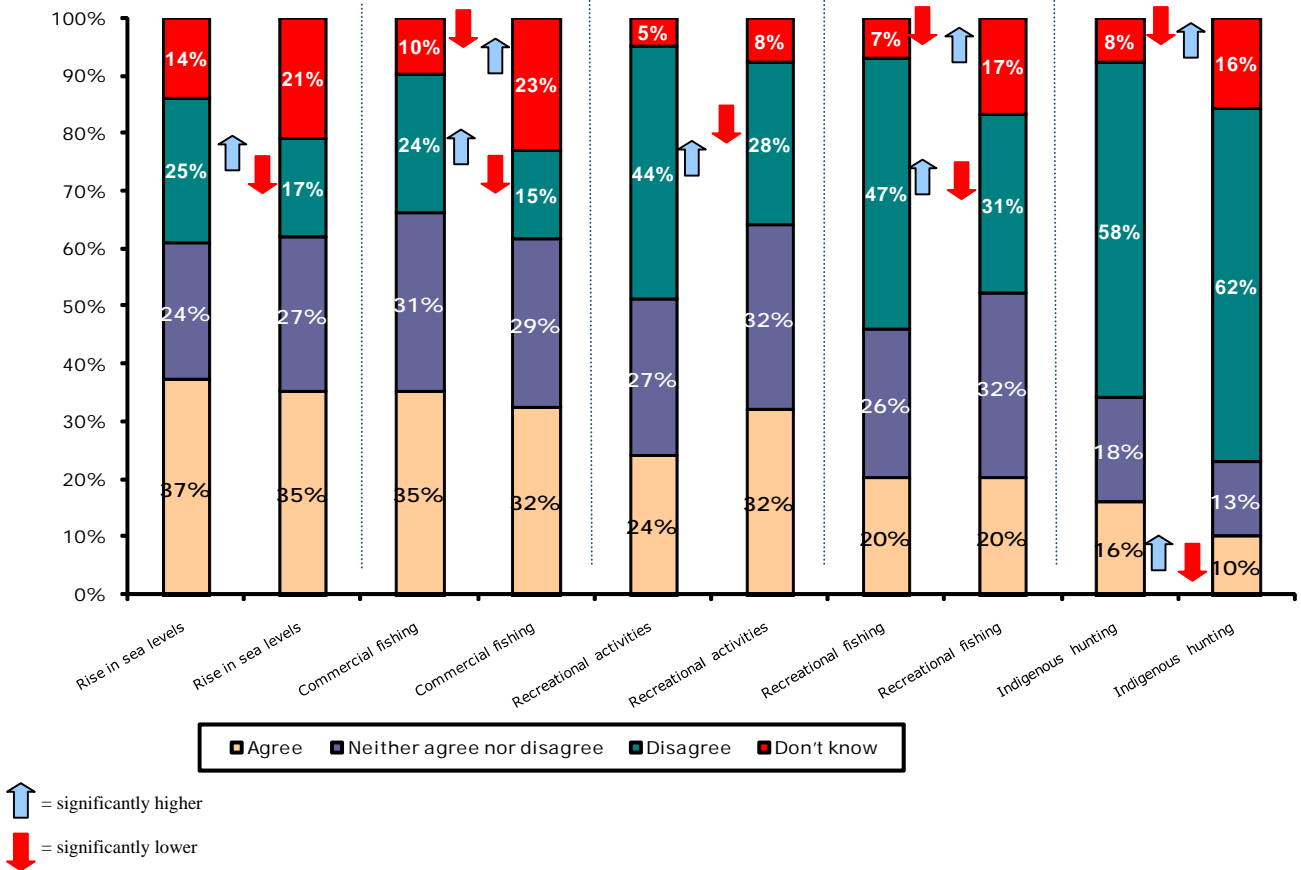


Individuals from Queensland coastal communities were more likely to be indifferent about whether they thought ‘water quality’ was a threat to the Great Barrier Reef (32% compared to 23% Southern capital cities). Those in Queensland coastal communities were more likely to disagree that ‘tourism’ was a threat (30% compared to 20% Southern capital cities). This is likely to be because tourism is a major injection into local economies along the Queensland coast. Similarly, Queensland coastal communities were also more likely to disagree that an ‘increase in ocean acidity’ was a threat (15% compared to 9% Southern capital cities). The reciprocal was true for Southern capital cities, where respondents from these regions were more likely to agree that an ‘increase in ocean acidity’ was a threat to The Reef (48% compared to 38% QLD coastal communities).

Chart 9. Level of agreement that activities and issues are a threat to the Great Barrier Reef continued...

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Total mean score	5.7	6.3	5.7	6.0	4.6	5.4	4.4	5.0	3.8	3.1
Region	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites	QLD coastal Region	Southern capital cites



Queensland coastal communities were more likely to disagree that a ‘rise in sea levels’ was a threat to the Great Barrier Reef (25% compared to 17% Southern capital cities). Southern capital cities were more likely to indicate they did not know if ‘commercial fishing’ was a threat (23%) compared to Queensland coastal communities (10%). Again Queensland coastal communities were more likely to disagree that ‘commercial fishing’ was a threat (24% compared to 15% Southern capital cities). Queensland coastal communities were also more likely to disagree that both ‘recreational activities’ and ‘recreational fishing’ were a threat to The Reef. However Queensland coastal communities were more likely to suggest that ‘Indigenous hunting’ was a threat to The Reef (16% compared to 10% Southern capital cities).

At a subgroup level, the perceived threats to the Great Barrier Reef also differ. Tables 32 and 33 show the proportion of each subgroup that agree³³ that each particular aspect is a threat to the Reef (remembering that scores bolded in blue indicate a score significantly higher than the average, and scores in red indicate a score significantly lower than the average). Many differences in perceived threats exist according to particular demographics and the issue or aspect at hand.

³³ Agree is a score from 7 to 10

Table 32. Percentage agree³⁴ that activities and issues are threats to the Great Barrier Reef by demographics – 2007

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Base: Total sample		Number of respondents (n)	Commercial fishing	Recreational fishing	Recreational activities (such as boating and diving)	Shipping	Water quality	Water pollution
			% agree	% agree	% agree	% agree	% agree	% agree
TOTAL		1480	33%	20%	31%	49%	50%	63%
Visited the Marine Park	Yes	531	31%	14%	33%	41%	43%	57%
	No	946	33%	21%	31%	50%	50%	64%
Gender	Male	613	26%	16%	24%	47%	47%	58%
	Female	867	39%	24%	38%	51%	52%	69%
Age	17 - 29	169	32%	21%	36%	67%	65%	86%
	30 - 39	253	38%	21%	27%	46%	47%	59%
	40 - 49	323	31%	11%	32%	50%	57%	76%
	50 - 59	366	34%	23%	35%	48%	51%	52%
	60 +	363	30%	27%	28%	42%	34%	51%
Household structure	Single / couple with children	639	32%	18%	31%	46%	58%	68%
	Single / couple without children	737	31%	19%	31%	49%	42%	57%
	Group household	96	45%	37%	31%	68%	50%	73%
Language	Non-English speaking background	142	39%	28%	28%	52%	37%	59%
	English only	1334	31%	19%	32%	48%	52%	64%
Background	Indigenous / Torres Strait	70	78%	75%	25%	68%	79%	88%
	Other	1406	32%	20%	31%	49%	49%	63%
Agricultural land owner	Land owner	183	46%	23%	26%	48%	39%	57%
	Does not own land	1296	32%	20%	32%	49%	50%	64%
Fished in the Marine Park	Yes	193	50%	19%	10%	41%	38%	62%
	No	1287	32%	20%	32%	49%	50%	63%

³⁴ Agree is a score from 7 to 10

Table 33. Percentage agree³⁵ that activities and issues are threats to the Great Barrier Reef by demographics – 2007 continued...

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Base: Total sample		Number of respondents (n)	Coastal development	Tourism	Climate change / global warming	Rise in ocean temperature	Rise in sea levels	Increase in ocean water acidity due to increasing CO2	Indigenous hunting
			% agree	% agree	% agree	% agree	% agree	% agree	% agree
TOTAL		1480	58%	42%	59%	59%	35%	48%	10%
Visited the Marine Park	Yes	531	62%	48%	62%	55%	30%	41%	8%
	No	946	57%	41%	58%	59%	36%	49%	11%
Gender	Male	613	54%	27%	56%	57%	30%	46%	8%
	Female	867	62%	56%	62%	61%	40%	49%	13%
Age	17 - 29	169	68%	53%	78%	67%	38%	70%	12%
	30 - 39	253	64%	48%	67%	67%	36%	49%	9%
	40 - 49	323	59%	40%	60%	59%	37%	47%	8%
	50 - 59	366	56%	40%	56%	57%	42%	48%	4%
	60 +	363	50%	36%	46%	52%	27%	36%	18%
Household structure	Single / couple with children	639	56%	42%	59%	56%	36%	46%	8%
	Single / couple without children	737	56%	43%	54%	58%	33%	46%	11%
	Group household	96	78%	38%	88%	79%	54%	64%	17%
Language	Non-English speaking background	142	47%	38%	51%	48%	28%	44%	13%
	English only	1334	60%	43%	60%	61%	37%	48%	10%
Background	Indigenous / Torres Strait	70	74%	38%	76%	32%	13%	70%	6%
	Other	1406	58%	42%	59%	59%	36%	48%	10%
Agricultural land owner	Land owner	183	49%	41%	32%	57%	28%	33%	22%
	Does not own land	1296	58%	42%	60%	59%	36%	48%	10%
Fished in the Marine Park	Yes	193	55%	27%	62%	59%	21%	39%	11%
	No	1287	58%	42%	59%	59%	36%	48%	10%

In 2006, respondents were also asked whether they perceived particular aspects to be threats to the Great Barrier Reef, however respondents were prompted with fewer potential threats. For the basis of comparison to 2007 results, the 2006 results are shown in Table 34.

³⁵ Agree is a score from 7 to 10

Table 34. Percentage agree that activities and issues are threats to the Great Barrier Reef – 2006

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, specifically from each of the following? SINGLE RESPONSE PER ITEM

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Climate change / global warming	62%	61%	57%	52%	57%	57%	55%	57%	63%	59%
Shipping	47%	44%	53%	50%	52%	49%	74%	46%	48%	52%
Commercial fishing	44%	46%	41%	38%	39%	41%	53%	38%	33%	39%
Tourism	37%	35%	24%	29%	31%	30% ↓	34%	44%	45%	42% ↑
Recreational fishing	25%	17%	23%	18%	25%	22%	23%	23%	21%	22%
Recreational activities (such as boating and diving)	24%	22%	17%	16%	22%	20% ↓	34%	26%	35%	31% ↑

* Existing question in 2006 however new codes have been added in 2006

In comparison to 2006 there are two major changes in perceived threats to the Reef. This year, a higher proportion of Queensland coastal respondents perceive tourism to be a threat to the Reef (38% compared to 30% 2006). Investigating this further, the increase in the proportion of Queensland coastal respondents perceiving tourism as a threat to the Reef has been driven primarily by Northern and Central Queensland coastal respondents.

In 2007, there is also a lower incidence of Queensland coastal respondents agreement that commercial fishing is a threat to the Reef (35% compared to 41% 2006). This appears to be driven by Far Northern Queensland respondents.

In particular areas, there has been a significant shift in the level of perceived threat from specific factors.

- Brisbane respondents were significantly **less** likely in 2007 to perceive shipping as a threat (21% decline in agreement)
- Cape York and Sydney respondents were significantly **less** likely in 2007 to perceive climate change as a threat (11% and 12% decline in agreement)
- Far Northern Queensland and Brisbane respondents were significantly less likely to perceive commercial fishing as a threat (13% and 16% decline in agreement)
- Brisbane respondents were significantly **less** likely to perceive recreational activities such as boating and diving as threats to the Reef (13% decline in agreement)
- Northern and Central Queensland respondents were significantly **more** likely to perceive tourism as a threat (12% and 11% increase in agreement)

Qualitative insights

Participants in the focus groups provided additional insight into perceived threats to the Great Barrier Reef.

Climate change: While most participants believed global warming is impacting on the Reef there were differences in opinions expressed in most of the focus groups about a) whether Global Warming is actually occurring; b) whether Global Warming is actually causing problems like coral bleaching; c) whether Global Warming is caused by people or is a naturally occurring event; and therefore d) whether anything can be done to prevent it.

“Increase in temperature...the reef can't take it.”

“It's not just what we do – all over the world people need to change, until everyone comes on board it is going to get worse....today looks beautiful but tomorrow won't look like today.”

“Is coral meant to die and regenerate?”

“I think the jury should still be out – evidence is still not there. I still have doubts that there is such a long term impact. No doubt the ice caps are melting but whether it is the dire effect they are predicting. Scientists can't even pin point it – it is the buzz issue before the election, everyone is talking about it but I think it has been blown out of proportion.”

“Rockhampton may become the coast as the ocean rises.”

“Coral bleaching caused by sea water rises. Water temperature will also effect the marine life.”

“If it goes too far, too fast the reef will die, the reef can adapt to gradual change, nature adapts, a couple of degrees in a few years will be too fast. More mining and smoke is increasing pollution and killing things.”

Pollution run-off and tanker spillage into waterways: Residents were aware of the negative effects on the Marine Park of littering and chemical seepage into waterways several kilometres in land. This was perceived to reach the ocean via rivers, stream, the sewage system and the wind.

“We are using chemicals now that are banned elsewhere.”

“Pollution from our drains.”

“Drains in East Street flow straight into the river...washed into the ocean.”

“Pollution from the car.”

“Lids on drink containers not being disposed of responsibly.”

Crown-of-thorns starfish: This was mentioned in each focus group and some people believed the problem had been introduced by foreign shipping in Australian waters.

Overuse: Most participants who visited the Marine Park felt that they had had some kind of negative impact on the reef and that the increase in visitation to the Reef by both locals and tourists has led to declines in fish numbers, more rubbish, more pollution, damaging coral and overall a less pristine reef.

“Wear and tear...standing on the coral or taking coral...dropping anchor.”

“Not quite as bright as the first time.”

“Coral disappearing in one area, less fish, less shells.” “Fuel emissions and boats out there must be causing damage...two stroke motors are really polluting.”

There was also a perception that due to increased education locals were more aware of the impact of their behaviour on the reef, had changed their behaviour accordingly and this was now evident.

“We don't pollute as much as we used to, don't leave our stobbies any more.”

Agriculture: Generally people felt positive about agriculture, lamented its decline in areas such as Cooktown and wanted to see increased agricultural activities to reduce the cost of transporting food from the South and reliance on imports. However, some participants in each focus group mentioned agriculture activities threatening the Marine Park. This often sparked debate in the focus groups.

“Sugar cane is poisoning the reef.”

“Sediment, nutrient, chemical run off.”

“Banana insecticides.”

“Timber treatments, arsenic.”

“Exfolients used in the 60’s, not using them now, residual chemicals in soil”

“Pollution from the Abattoir runs into the river.”

Tourism: There were mixed views about this issue. Generally even well managed tourism was seen as having a negative impact due to wear and tear on the Reef and the behaviour of some tourists for example removing animals or coral as souvenirs, standing on the coral.

“damaging – volume of people”

However, there was also the perception that tourism could have a positive impact on the Reef by creating awareness which could lead to changed perceptions and behaviour as well as tourists reporting damage to the Reef.

“Educating people about what they can and can’t do.”

“needs to be controlled but very positive, each visitor will know more and raise awareness of looking after it.”

Most participants felt that tourism was better managed than it used to be.

“Tourism is well managed, don’t leave rubbish, less garbage...”

There was also some awareness of the Environmental Management Charge (EMC) (referred to as ‘reef tax’ and a belief that some of the revenue created by visiting tourists is invested back into research and protection of the Reef in an effort to enhance its sustainability.

Commercial Fishing: Overall most participants supported commercial fishing although some felt it needed better management and was unsustainable if current practices continued. Illegal fishing by people from other countries was generally felt to be more of a risk to the Marine Park than local commercial fishing. People’s concerns about commercial fishing were generally out-weighted by the benefits it was felt to offer in terms of employment, economic opportunities and access to fish provided by commercial.

“Heartbreaking, free game, catch more than they need and they die”

“Why are we importing fish?”

“Not well regulated at the moment, they are taking more than they can reproduce, control illegal fishing”

Recreational Fishing: Many participants in the focus groups were recreational fishers and they tended to believe that recreational fishing had very little impact on the Reef. While some supported the zoning arrangements others felt that there was too much restriction on recreational fishers.

“Well regulated, sport, something to do...”

“Fish instead of surf”

“Fishing line, fish hooks, rubbish.”

Perceptions of the condition of the Great Barrier Reef

The degree of optimism respondents had with respect to the Great Barrier Reef Marine Park was also measured on a scale of one to ten where one was extremely pessimistic and ten was extremely optimistic. Queensland coastal community respondents were more optimistic (42%) than pessimistic (19%), as were those in southern capital cities but to a lesser extent (optimistic 32%, pessimistic 28%).

Queensland coastal community residents are more optimistic than their southern capital city counterparts.

Table 35. Perception of the condition of the Great Barrier Reef in 10 years time

Q5. Now using a scale of 1 to 10 where 1 is extremely pessimistic and 10 is extremely optimistic, please rate your overall belief regarding the future of the Great Barrier Reef within the next 10 years. SINGLE RESPONSE.

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Extremely optimistic ³⁶	10%	13%	13%	10%	10%	11%	4%	6%	7%	6%
Slightly optimistic ³⁷	33%	33%	30%	31%	29%	31%	26%	28%	26%	27%
Subtotal optimistic	43%	46%	43%	41%	39%	42% ↑	30%	34%	32%	32% ↓
Neither optimistic or pessimistic ³⁸	28%	32%	36%	37%	34%	34%	43%	23%	33%	31%
Slightly pessimistic ³⁹	15%	12%	11%	13%	16%	13%	19%	24%	17%	20%
Extremely pessimistic ⁴⁰	7%	6%	5%	6%	6%	6%	6%	10%	7%	8%
Subtotal pessimistic	21%	18%	16%	19%	21%	19% ↓	25%	34%	24%	28% ↑
Don't know	8%	5%	5%	3%	6%	5%	2%	10%	11%	9%
MEAN SCORE OUT OF 10	6.1	6.2	6.2	6.0	6.0	6.1	5.4	5.4	5.6	5.5
TOTAL	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

This question was also asked in 2006. Chart 10 shows the degree of optimism about the Reef amongst both Queensland coastal communities and southern capital cities has remained stable between 2006 and 2007. Within each of the five Queensland coastal communities the degree of optimism has also remained stable.

³⁶ Provided a score of 9 - 10

³⁷ Provided a score of 7 - 8

³⁸ Provided a score of 5 - 6

³⁹ Provided a score of 3 - 4

⁴⁰ Provided a score of 1 - 2

Chart 10. Percentage change in optimism⁴¹ of the condition of the Great Barrier Reef in 10 years, between 2006 and 2007

Q5. Now using a scale of 1 to 10 where 1 is extremely pessimistic and 10 is extremely optimistic, please rate your overall belief regarding the future of the Great Barrier Reef within the next 10 years. SINGLE RESPONSE.



In 2007 some respondents were more optimistic than others, including males (40%) compared to females (27%), non-English speaking background respondents (44%) compared to English only (31%) and non-Indigenous/Torres Strait Islanders (33%) compared to Indigenous/Torres Strait Islanders (12%). This is shown in Table 36.

⁴¹ Rated 9 or 10 on a scale of 1 to 10 where 1 is 'extremely pessimistic' and 10 is 'extremely optimistic'.

Table 36. Perception of the condition of the Great Barrier Reef in 10 years time by demographics

Q5. Now using a scale of 1 to 10 where 1 is extremely pessimistic and 10 is extremely optimistic, please rate your overall belief regarding the future of the Great Barrier Reef within the next 10 years. SINGLE RESPONSE.

Base: Total sample		n	Extremely optimistic	Slightly optimistic	TOTAL OPTIMISTIC	Neither optimistic or pessimistic	Slightly pessimistic	Extremely pessimistic	TOTAL PESSIMISTIC	Don't know	Mean score
TOTAL		1480	6%	27%	33%	31%	20%	8%	27%	9%	5.5
Visited the Marine Park	Yes	531	3%	34%	37%	34%	22%	4%	26%	4%	5.7
	No	946	7%	26%	33%	31%	19%	8%	27%	10%	5.5
Gender	Male	613	9%	31%	40%	28%	19%	6%	25%	8%	5.8
	Female	867	4%	23%	27%	34%	20%	9%	29%	10%	5.2
Age	17 - 29	169	0%	28%	28%	25%	20%	15%	34%	13%	5.0
	30 - 39	253	1%	30%	30%	23%	17%	12%	29%	19%	5.2
	40 - 49	323	9%	24%	33%	33%	24%	9%	33%	1%	5.5
	50 - 59	366	8%	29%	37%	36%	15%	5%	19%	8%	5.9
	60 +	363	8%	27%	35%	31%	22%	3%	24%	10%	5.7
Household structure	Single / couple with children	639	8%	26%	35%	31%	20%	5%	25%	9%	5.7
	Single / couple without children	737	5%	26%	31%	33%	20%	8%	28%	8%	5.4
	Group household	96	1%	37%	37%	13%	18%	15%	33%	17%	5.2
Language	Non-English speaking background	142	9%	34%	44%	23%	12%	0%	13%	21%	6.4
	English only	1334	6%	26%	31%	32%	21%	9%	30%	7%	5.4
Background	Indigenous / Torres Strait	70	6%	6%	12%	79%	3%	5%	7%	3%	5.8
	Other	1406	6%	27%	33%	30%	20%	8%	27%	9%	5.5
Agricultural land owner	Land owner	183	21%	17%	38%	15%	27%	7%	34%	13%	6.0
	Does not own land	1296	6%	27%	33%	31%	19%	8%	27%	9%	5.5
Fished in the Marine Park	Yes	193	10%	30%	40%	22%	32%	4%	36%	2%	5.7
	No	1287	6%	27%	33%	31%	19%	8%	27%	9%	5.5

THE EFFECT OF INDIVIDUALS ON THE GREAT BARRIER REEF

Human activities may affect marine wildlife in many ways. Such effects are caused by specific impacts or a combination of impacts. This section outlines perceptions about the effect of individuals on the Great Barrier Reef.

Belief that activities at home impact the Great Barrier Reef

Previous research conducted by CBSR suggests that individuals residing considerable distances from the coast do not believe their activities have the potential to impact on the marine environment, or more specifically, the Great Barrier Reef. Research in 2007 for the Great Barrier Reef Marine Park Authority has revealed that 54 per cent of the survey population does not believe their activities at home have an impact. Interestingly there is no difference in this perception according to whether a respondent resides in a Queensland coastal community or more southerly capital city.

Table 37: Belief that activities at home have an impact on the Great Barrier Reef

Q10a. Do you believe that your activities at home have an impact on the Great Barrier Reef?

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	44%	40%	36%	46%	44%	42%	48%	47%	35%	42%
No	53%	56%	58%	51%	52%	54%	51%	50%	59%	54%
Don't know	2%	4%	6%	3%	3%	4%	1%	3%	6%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

There has however been a significant decline in this perception amongst Queensland coastal residents, decreasing from 60 per cent in 2006 to 42 per cent this year. This may be partially a result of changes to the questionnaire between 2006 and 2007. Although the actual wording of the question has not changed, the questions asked prior to Q10a in the survey have changed. In 2006, respondents were asked a number of questions about human-related threats and were prompted with activities that pose a threat to the marine environment. Thus, respondents were already made to think about particular activities that pose a threat, before being asked whether they believed their activities at home posed as a threat.

Despite this, the perception that activities at home have the potential to impact on the Reef has remained stable amongst the southern capital city survey population.

Chart 11. Percentage change in belief that activities at home have an impact on the Great Barrier Reef between 2006 and 2007

Q10a. Do you believe that your activities at home have an impact on the Great Barrier Reef?

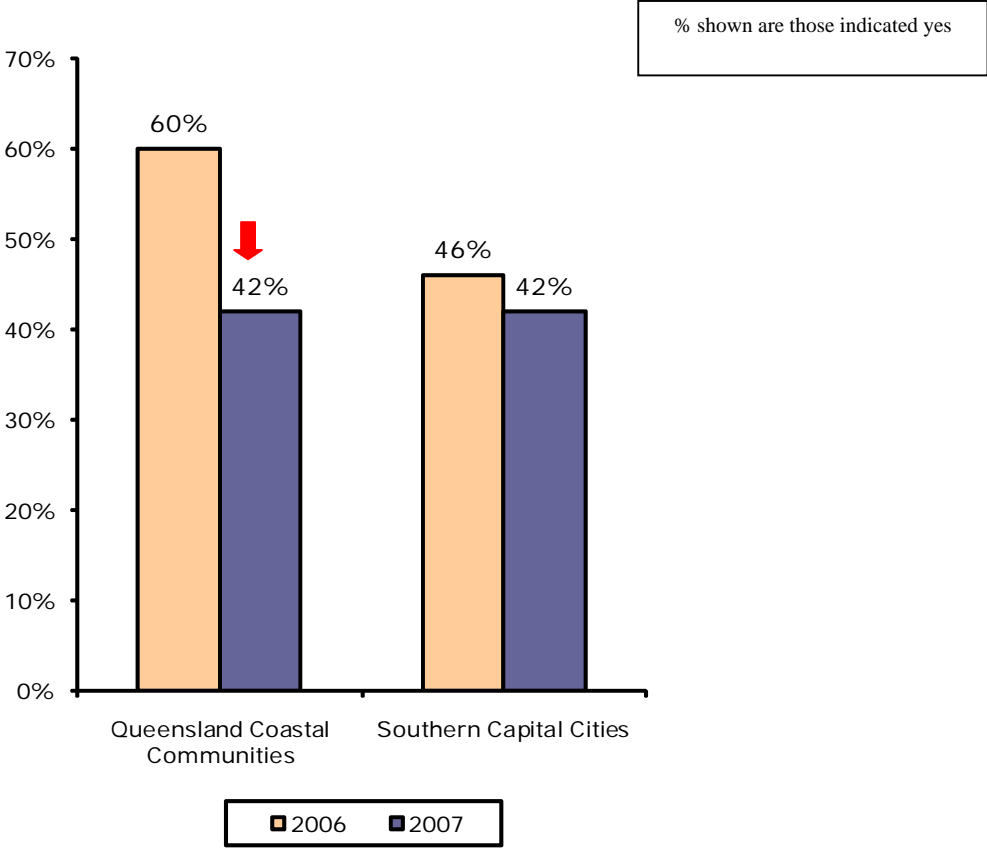


Table 38 shows visitors to the Reef are more likely to believe their activities at home impact on the Great Barrier Reef, as do females, younger respondents (particularly those aged 49 years or less) and households with children. Males, older people (60+ years) and Indigenous / Torres Strait Islanders are less likely to perceive their activities have an impact on the Reef.

Table 38. Belief that activities at home have an impact on the Great Barrier Reef by demographics

Q10a. Do you believe that your activities at home have an impact on the Great Barrier Reef?

Base: Total sample		Number of respondents (n)			
			Yes	No	Don't know
TOTAL		1480	42%	54%	4%
Visited the Marine Park	Yes	531	53%	43%	4%
	No	946	40%	56%	4%
Gender	Male	613	37%	62%	1%
	Female	867	46%	47%	7%
Age	17 - 29	169	53%	41%	6%
	30 - 39	253	59%	39%	2%
	40 - 49	323	49%	49%	3%
	50 - 59	366	41%	54%	5%
	60 +	363	19%	76%	5%
Household structure	Single / couple with children	639	49%	48%	3%
	Single / couple without children	737	32%	63%	5%
	Group household	96	48%	52%	0%
Language	Non-English speaking background	142	43%	55%	2%
	English only	1334	41%	54%	4%
Background	Indigenous / Torres Strait	70	29%	71%	1%
	Other	1406	42%	54%	4%
Agricultural land owner	Land owner	183	37%	56%	7%
	Does not own land	1296	42%	54%	4%
Fished in the Marine Park	Yes	193	50%	48%	2%
	No	1287	42%	54%	4%

* Only the % yes has been tested for significant differences between the subgroups shown

Activities at home that impact the Great Barrier Reef

Those people who believed their activities at home had the potential to impact on the Great Barrier Reef were asked which activities had an impact. Table 39 describes the proportion of respondents within the total⁴² survey population who mentioned each activity at home as having an impact.

Amongst Queensland coastal communities, the most commonly mentioned activity was running chemicals and pollutants down household drains (22%). The proportion who spontaneously mentioned this activity amongst southern capital city residents is significantly lower at 10 per cent. In contrast, the most commonly mentioned activity amongst southern capital city respondents was electricity consumption or the burning of fossil fuels by household appliances (21%). In fact, the activities at home perceived to have an impact is remarkably different between Queensland coastal and southern capital city respondents.

⁴² Although this question was only asked of those respondents who believed their activities at home have an impact, the actual proportions shown in the table 39 have been recalculated to show per cent of the total survey population, and not the proportion of people who were allowed to answer this question. Those who did not believe their activities at home did not have an impact were skipped from being asked which activities had an impact.

Table 39. Unprompted awareness of activities at home that impact on the Great Barrier Reef – 2007

Q10b. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Running chemicals and pollutants down household drains (including liquids and solid pollutants)	17%	22%	18%	19%	28%	22% ↑	16%	8%	8%	10% ↓
Running chemicals and garden waste / other waste into street gutters and drains	10%	14%	10%	13%	13%	12% ↑	15%	3%	3%	5% ↓
Run-off of chemicals from households into creeks and streams	14%	9%	6%	7%	6%	7% ↑	12%	1%	3%	4%
Waste and rubbish thrown into household bins ends up in the ocean (including plastic bags)	9%	4%	7%	6%	7%	6%	6%	5%	4%	5%
Electricity consumption / burning fossil fuels - household	8%	6%	5%	9%	5%	6% ↓	19%	28%	15%	21% ↑
Sewage	8%	5%	5%	4%	4%	5% ↑	8%	0%	2%	2% ↓
Car burning fossil fuels	8%	2%	5%	5%	4%	4% ↓	11%	17%	5%	11% ↑
Using pesticides and fertilisers	10%	4%	3%	5%	3%	4% ↑	9%	2%	0%	2%
Excess water consumption	3%	1%	1%	3%	3%	2%	8%	2%	2%	3%
Lack of recycling	2%	2%	2%	2%	3%	2%	2%	4%	3%	3%
Littering	3%	1%	2%	2%	2%	2%	6%	3%	0%	2%
Other (specify)	3%	3%	2%	3%	3%	3% ↓	3%	8%	7%	7% ↑
Don't know / Not sure	3%	1%	3%	2%	2%	2%	2%	1%	3%	2%

* Existing question in 2006 however was open-ended in nature and not coded into themes.

Table 40. Unprompted awareness of activities at home that impact on the Great Barrier Reef – 2007

Q10b. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those who answered 'yes' to Q10a N=635	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=101	n=95	n=83	n=108	n=102	n=489	n=55	n=52	n=39	n=146
Running chemicals and pollutants down household drains (including liquids and solid pollutants)	39%	54%	50%	40%	64%	53%	34%	17%	23%	23%
Running chemicals and garden waste / other waste into street gutters and drains	23%	36%	27%	28%	30%	30%	31%	7%	9%	13%
Run-off of chemicals from households into creeks and streams	32%	23%	16%	16%	14%	18%	25%	3%	8%	9%
Waste and rubbish thrown into household bins ends up in the ocean (including plastic bags)	19%	10%	19%	14%	16%	15%	13%	11%	11%	11%
Electricity consumption / burning fossil fuels - household	18%	15%	15%	19%	11%	14%	40%	61%	42%	49%
Sewage	18%	13%	13%	8%	10%	11%	16%	0%	5%	5%
Car burning fossil fuels	17%	6%	13%	11%	9%	10%	22%	36%	14%	25%
Using pesticides and fertilisers	22%	9%	10%	11%	7%	10%	18%	5%	0%	6%
Excess water consumption	7%	3%	2%	7%	7%	5%	17%	4%	5%	7%
Lack of recycling	5%	4%	6%	4%	6%	5%	4%	9%	9%	8%
Littering	8%	2%	5%	4%	3%	4%	13%	7%	0%	6%
Other (specify)	8%	7%	7%	6%	7%	7%	6%	17%	21%	16%
Don't know / Not sure	7%	3%	10%	5%	4%	5%	4%	1%	10%	5%

* Existing question in 2006 however was open-ended in nature and not coded into themes.

Tables 41 and 42 describe the activities conducted at home perceived to have an impact on the Great Barrier Reef between various subgroups in the survey population. As can be seen there are numerous differences between various subgroups of recall certain activities at home that have an impact on the Reef. Some general trends are summarised below:

- Those respondents who have visited the Marine Park were significantly more likely to spontaneously mention a number of particular activities at home as having an impact.
- Younger respondents were more likely to point out a number of activities at home as having an impact, particularly electricity consumption/burning fossil fuels, running chemicals and pollutants down household drains. Older respondents, particularly those in the 60+ age group, are significantly less likely to mention a number of activities at home (for example electricity consumption, running of chemicals and pollutants down household drains, car burning fossil fuels, running chemicals and garden waste down street gutters and drains, excess water consumption).

Table 41. Unprompted awareness of activities at home that impact on the Great Barrier Reef – 2007 by demographics

Q10b. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	Electricity consumption / burning fossil fuels - household	Running chemicals and pollutants down household drains (including liquids and solid pollutants)	Car burning fossil fuels	Running chemicals and garden waste / other waste into street gutters and drains	Waste and rubbish thrown into household bins ends up in the ocean (including plastic bags)	Run-off of chemicals from households into creeks and streams
TOTAL			19%	11%	10%	6%	5%	4%
		1480	140	285	89	163	98	117
Visited the Marine Park	Yes	531	23%	24%	6%	10%	3%	16%
	No	946	19%	9%	11%	5%	5%	3%
Gender	Male	613	23%	4%	12%	3%	3%	4%
	Female	867	17%	17%	8%	9%	7%	5%
Age	17 - 29	169	28%	21%	5%	9%	3%	4%
	30 - 39	253	37%	20%	22%	7%	8%	8%
	40 - 49	323	19%	11%	12%	3%	8%	3%
	50 - 59	366	20%	4%	12%	9%	3%	4%
	60 +	363	4%	5%	3%	3%	3%	3%
Household structure	Single / couple with children	639	23%	10%	14%	6%	6%	4%
	Single / couple without children	737	16%	9%	6%	5%	3%	3%
	Group household	96	23%	24%	13%	7%	9%	14%
Language	Non-English speaking background	142	19%	10%	14%	4%	6%	3%
	English only	1334	20%	11%	9%	6%	5%	4%
Background	Indigenous / Torres Strait Islander	70	1%	21%	1%	4%	3%	3%
	Other	1406	20%	10%	10%	6%	5%	4%
Agricultural land owner	Land owner	183	20%	4%	25%	2%	8%	7%
	Does not own land	1296	19%	11%	10%	6%	5%	4%
Fished in the Marine Park	Yes	193	13%	19%	3%	10%	6%	9%
	No	1287	20%	10%	10%	6%	5%	4%

Table 42. Unprompted awareness of activities at home that impact on the Great Barrier Reef – 2007 by demographics continued...

Q10b. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	Using pesticides and fertilisers	Excess water consumption	Lack of recycling	Littering	Sewage	Other (specify)	Don't know / Not sure
TOTAL			3%	3%	3%	2%	2%	6%	2%
		1480	69	42	35	33	68	53	35
Visited the Marine Park	Yes	531	4%	8%	2%	4%	9%	8%	0%
	No	946	2%	2%	3%	2%	2%	6%	2%
Gender	Male	613	3%	2%	4%	2%	2%	8%	1%
	Female	867	3%	4%	2%	3%	3%	5%	3%
Age	17 - 29	169	0%	5%	0%	1%	2%	2%	3%
	30 - 39	253	8%	6%	7%	3%	5%	2%	2%
	40 - 49	323	1%	5%	5%	6%	1%	14%	0%
	50 - 59	366	3%	0%	4%	1%	1%	7%	4%
	60 +	363	2%	1%	1%	1%	4%	4%	2%
Household Structure	Single / couple with children	639	3%	4%	3%	3%	2%	8%	3%
	Single / couple without children	737	2%	2%	2%	1%	3%	4%	2%
	Group household	96	4%	4%	4%	6%	2%	4%	0%
Language	Non-English speaking background	142	5%	2%	3%	7%	0%	3%	3%
	English only	1334	2%	3%	3%	1%	3%	7%	2%
Background	Indigenous / Torres Strait Islander	70	1%	13%	1%	1%	2%	1%	1%
	Other	1406	3%	3%	3%	2%	3%	6%	2%
Agricultural land owner	Land owner	183	7%	0%	0%	0%	1%	1%	4%
	Does not own land	1296	2%	3%	3%	2%	3%	7%	2%
Fishing in the Marine Park	Yes	193	4%	1%	3%	11%	16%	8%	1%
	No	1287	2%	3%	3%	2%	2%	6%	2%

Belief that activities at work impact the Great Barrier Reef

Respondents were also asked whether or not they believed their activities at work had an impact on the Great Barrier Reef. Amongst Queensland coastal respondents, 28 per cent believed so, while 33 per cent believed so in southern capital cities.

It is evident that respondents believe the activities at home have a greater impact on the Great Barrier Reef than the activities within the workplace. While 42 per cent of Queensland coastal respondents believed their activities at home had an impact, just 28 per cent believed that activities in the workplace had an impact. There is a similar finding amongst southern capital city respondents – 42 per cent cited activities at home had an impact, compared to 33 per cent who cited activities at work.

Table 43. Belief that activities at work have an impact on the Great Barrier Reef

Q10c. Do you believe that your activities at work have an impact on the Great Barrier Reef?

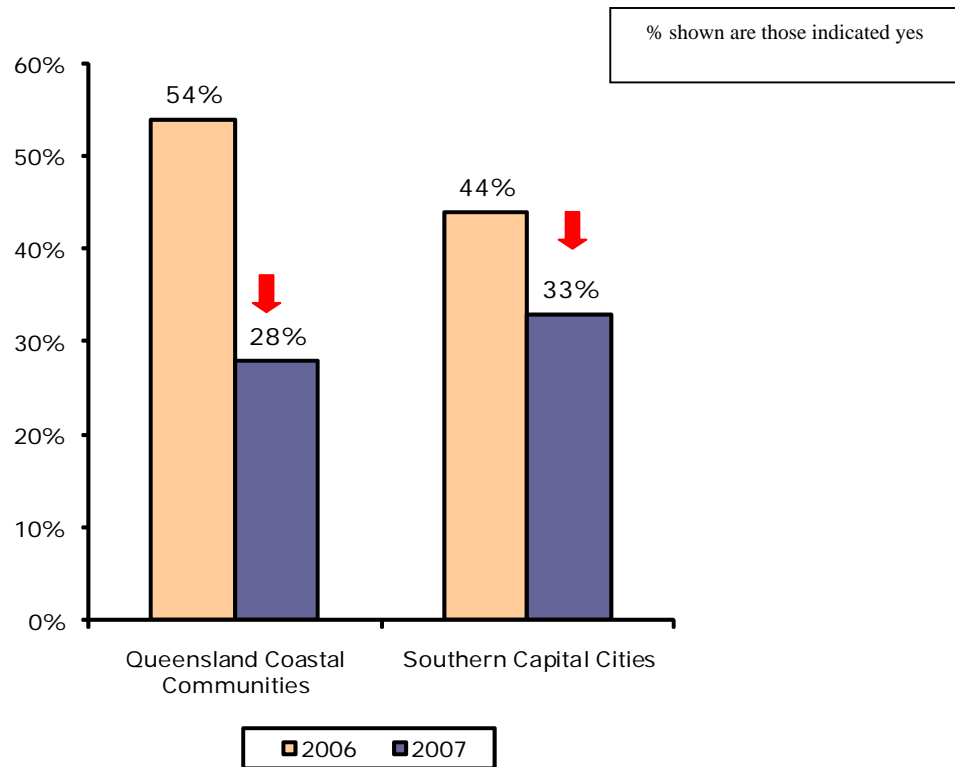
Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	30%	29%	22%	34%	29%	28%	36%	36%	30%	33%
No	66%	66%	69%	65%	67%	67%	60%	57%	64%	61%
Don't know	4%	5%	9%	1%	4%	5%	5%	8%	5%	6%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

** Existing question in 2006*

Chart 12 shows that respondents in both Queensland coastal communities and southern capital cities were significantly less likely this year to believe their activities at work had an impact on the Great Barrier Reef compared with results from 2006. In fact, the decline is quite significant (26 percentage point decline in Queensland coastal communities, 11 percentage point decline amongst southern capital cities). This may be partially as a result of changes to the questionnaire between 2006 and 2007. Although the actual wording of the question has not changed, the questions asked prior to Q10c in the survey have changed. In 2006, respondents were asked a number of questions about human-related threats and were prompted with activities that do pose a threat to the marine environment. Thus respondents were already made to think about particular activities that pose a threat, before being asked whether they believed their activities at work posed as a threat.

Chart 12. Percentage change in belief that activities at work have an impact on the Great Barrier Reef between 2006 and 2007

Q10c. Do you believe that your activities at work have an impact on the Great Barrier Reef?



Particular subgroups of the survey population were more likely to believe that their activities at work have an impact on the Great Barrier Reef, including:

- Visitors to the Marine Park (44%)
- Younger respondents, particularly those in the 17 to 29-year old age group (47% compared to 33% total survey population) and in the 30 to 39-year age group (48%)
- Respondents without children (39%)

Table 44. Belief that activities at work have an impact on the Great Barrier Reef by demographics

Q10c. Do you believe that your activities at work have an impact on the Great Barrier Reef?

Base: Total sample		Number of respondents (n)	Yes	No	Don't know
TOTAL		1480	33%	61%	6%
Visited the Marine Park	Yes	531	44%	51%	5%
	No	946	31%	63%	6%
Gender	Male	613	33%	62%	5%
	Female	867	33%	60%	7%
Age	17 - 29	169	47%	48%	5%
	30 - 39	253	48%	46%	6%
	40 - 49	323	38%	59%	3%
	50 - 59	366	33%	63%	4%
	60 +	363	10%	79%	11%
Household structure	Single / couple with children	639	39%	57%	4%
	Single / couple without children	737	26%	68%	6%
	Group household	96	32%	52%	16%
Language	Non-English speaking background	142	33%	59%	7%
	English only	1334	32%	62%	6%
Background	Indigenous / Torres Strait	70	10%	87%	3%
	Other	1406	33%	61%	6%
Agricultural land owner	Land owner	183	36%	57%	8%
	Does not own land	1296	33%	61%	6%
Fished in the Marine Park	Yes	193	26%	71%	3%
	No	1287	33%	61%	6%

* Only the % yes has been tested for significant differences between the subgroups shown

Respondents in the 60+ years age group were consistently less likely to spontaneously mention a variety of activities at work – this is linked to the fact that this age group were significantly less likely to believe their activities at work have an impact on the workplace.

Activities at work that affect the Great Barrier Reef

Respondents who believed their activities at work had an impact on the Great Barrier Reef were asked exactly what activities had this potential. Table 45 shows that amongst Queensland coastal residents, running chemicals and pollutants down workplace drains was spontaneously mentioned most often (11% of all Queensland coastal respondents indicated this). Amongst southern capital city respondents, electricity consumption and the burning of fossil fuels via appliances in the workplace was the activity most commonly mentioned (15%). Similar activities at work were reported as having an impact compared to the activities at home.

Table 45. Unprompted awareness of activities at work that impact on the Great Barrier Reef – 2007

Q10d. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Running chemicals and pollutants down work drains (including liquids and solid pollutants)	12%	12%	7%	10%	14%	11%	11%	3%	6%	6%
Running chemicals and garden waste / other waste into street gutters and drains	8%	6%	2%	6%	9%	6%	9%	2%	5%	4%
Electricity consumption / burning fossil fuels - workplace	7%	4%	5%	9%	5%	6%	13%	21%	12%	15%
Run-off of chemicals from workplaces into creeks and streams	7%	6%	3%	5%	4%	5%	6%	1%	2%	2%
Waste and rubbish thrown into workplace bins ends up in the ocean (including plastic bags)	5%	3%	4%	5%	4%	4%	5%	5%	3%	4%
Car burning fossil fuels	3%	2%	3%	3%	3%	3%	7%	13%	3%	8%
Using pesticides and fertilisers	5%	3%	2%	2%	3%	3%	8%	0%	0%	1%
Lack of recycling	1%	2%	1%	2%	2%	2%	3%	5%	0%	2%
Excess water consumption	1%	2%	0%	1%	3%	2%	5%	1%	2%	2%
Sewage	3%	1%	1%	1%	1%	1%	4%	0%	1%	1%
Littering	3%	1%	0%	1%	0%	1%	3%	4%	0%	2%
Other (specify)	6%	4%	5%	9%	2%	5%	5%	8%	6%	6%
Don't know / Not sure	1%	1%	1%	1%	1%	1%	3%	1%	3%	2%

* Existing question in 2006 however was open-ended in nature and not coded into themes.

Apart from the burning of fossil fuels, Queensland coastal communities were more inclined to believe that their various activities at work affected the Great Barrier Reef when compared to southern capital cities. Other activities mentioned include land management practices, lack of education about the environment, air-conditioning, green house gases, coal mining and externalities being dumped into the water.

Table 46. Unprompted awareness of activities at work that impact on the Great Barrier Reef – 2007 (only those who do believe their activities at work have an impact)

Q10d. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those who answered 'yes' to Q10C Total n=440	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=70	n=68	n=50	n=75	n=64	n=327	n=40	n=40	n=33	n=113
Running chemicals and pollutants down work drains (including liquids and solid pollutants)	39%	41%	32%	30%	50%	40% ↑	31%	7%	19%	17% ↓
Running chemicals and garden waste / other waste into street gutters and drains	27%	20%	7%	17%	32%	21% ↑	24%	6%	15%	13% ↓
Electricity consumption / burning fossil fuels - workplace	24%	14%	21%	28%	17%	20% ↓	35%	58%	41%	46%
Run-off of chemicals from workplaces into creeks and streams	24%	21%	14%	13%	15%	16% ↑	16%	2%	8%	7% ↑
Waste and rubbish thrown into workplace bins ends up in the ocean (including plastic bags)	17%	10%	16%	14%	14%	14%	13%	13%	10%	12% ↓
Car burning fossil fuels	10%	8%	12%	9%	10%	10% ↓	19%	38%	10%	23% ↑
Using pesticides and fertilisers	15%	11%	8%	5%	10%	9% ↑	21%	0%	0%	4% ↓
Lack of recycling	4%	6%	6%	5%	7%	6%	8%	13%	0%	7%
Excess water consumption	3%	6%	2%	3%	9%	5%	13%	2%	8%	6%
Sewage	9%	3%	3%	4%	5%	4%	10%	0%	3%	3%
Littering	11%	2%	2%	4%	1%	3%	10%	12%	0%	7%
Other (specify)	21%	15%	24%	25%	7%	16%	13%	21%	19%	19%
Don't know / Not sure	3%	2%	4%	3%	4%	3%	7%	2%	10%	6%

When looking at each of the aforementioned activities, certain subgroups were likely to mention different activities. Those who have visited the Great Barrier Reef were much more likely to mention most work activities as having an impact on the Reef.

For electricity consumption or burning fossil fuels (the most frequently mentioned activity amongst southern capital city respondents) both age groups 17-29 and 30-39 were significantly more likely to mention this compared to the total sample (24%, 26% respectively compared to 15%). Older groups were much less likely to mention this activity. Individuals without children were also less likely to mention this activity.

Table 47. Unprompted awareness of activities at work that impact on the Great Barrier Reef – 2007 by demographics

Q10d. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample		Number of respondents (n)	Electricity consumption / burning fossil fuels - workplace	Car burning fossil fuels	Running chemicals and pollutants down work drains (including liquids and solid pollutants)	Running chemicals and garden waste / other waste into street gutters and drains	Waste and rubbish thrown into workplace bins ends up in the ocean (including plastic bags)	Run-off of chemicals from workplaces into creeks and streams
TOTAL		1480	15%	7%	6%	4%	4%	3%
Visited the Marine Park	Yes	531	21%	9%	15%	10%	4%	8%
	No	946	14%	7%	5%	4%	4%	2%
Gender	Male	613	14%	9%	3%	3%	3%	1%
	Female	867	15%	6%	9%	6%	5%	4%
Age	17 - 29	169	24%	2%	9%	4%	8%	3%
	30 - 39	253	26%	21%	14%	4%	6%	5%
	40 - 49	323	15%	9%	8%	7%	4%	2%
	50 - 59	366	14%	6%	2%	6%	2%	4%
	60 +	363	3%	1%	1%	1%	1%	1%
Household structure	Single / couple with children	639	16%	10%	7%	5%	4%	3%
	Single / couple without children	737	12%	4%	5%	3%	4%	2%
	Group household	96	22%	11%	9%	5%	7%	5%
Language	Non-English speaking background	142	12%	11%	5%	0%	3%	0%
	English only	1334	15%	7%	6%	5%	4%	3%
Background	Indigenous / Torres Strait	70	0%	0%	4%	2%	2%	2%
	Other	1406	15%	7%	6%	4%	4%	3%
Agricultural land owner	Land owner	183	18%	18%	1%	2%	1%	1%
	Does not own land	1296	15%	7%	6%	5%	4%	3%
Fished in the Marine Park	Yes	193	5%	1%	11%	3%	3%	4%
	No	1287	15%	7%	6%	4%	4%	3%

Table 48. Unprompted awareness of activities at work that impact on the Great Barrier Reef – 2007 by demographics continued...

Q10d. Which activities have an impact? What else? UNPROMPTED. MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	Lack of recycling	Excess water consumption	Littering	Using pesticides and fertilisers	Sewage	Other (specify)	Don't know / Not sure
TOTAL		1480	2%	2%	2%	1%	1%	6%	2%
Visited the Marine Park	Yes	531	3%	8%	3%	4%	3%	9%	2%
	No	946	2%	1%	2%	1%	1%	6%	2%
Gender	Male	613	2%	1%	2%	2%	2%	7%	2%
	Female	867	3%	3%	3%	1%	1%	5%	2%
Age	17 - 29	169	0%	3%	2%	0%	0%	3%	7%
	30 - 39	253	5%	4%	4%	5%	5%	5%	0%
	40 - 49	323	2%	3%	3%	0%	0%	7%	0%
	50 - 59	366	3%	2%	2%	2%	0%	10%	4%
	60 +	363	1%	0%	1%	1%	1%	4%	0%
Household structure	Single / couple with children	639	2%	3%	2%	2%	0%	8%	3%
	Single / couple without children	737	2%	1%	1%	1%	2%	5%	1%
	Group household	96	6%	4%	10%	2%	2%	6%	0%
Language	Non-English speaking background	142	3%	4%	5%	0%	0%	7%	3%
	English only	1334	2%	2%	2%	2%	1%	6%	2%
Background	Indigenous / Torres Strait	70	0%	0%	0%	1%	1%	1%	0%
	Other	1406	2%	2%	2%	2%	1%	6%	2%
Agricultural land owner	Land owner	183	0%	0%	0%	7%	6%	2%	1%
	Does not own land	1296	2%	2%	2%	1%	1%	6%	2%
Fishing in the Marine Park	Yes	193	1%	0%	0%	4%	0%	9%	0%
	No	1287	2%	2%	2%	1%	1%	6%	2%

Behaviour that has a positive impact on the environment

Respondents were asked a range of questions about their behaviours that may have an impact on the environment. The activity most engaged in by the Queensland coastal community respondents was ‘turning off lights and appliances when not in use’ (94%). The activity most frequently mentioned by the southern capital cities was recycling (97%).

Table 49. Incidence of activities at home or work – 2007

Q1. In the past 12 months, have you undertaken any of the following activities at home OR work? We encourage you to be completely honest in your response. You can answer yes, no or don't know. SINGLE RESPONSE PER ITEM

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Turning off lights and appliances when not in use	94%	96%	94%	95%	93%	94%	99%	93%	94%	94%
Recycling	70%	85%	82%	85%	88%	84%	96%	98%	97%	97%
Using energy efficient products	74%	83%	83%	83%	86%	83%	83%	87%	82%	84%
Keeping street drains and gutters around your home clear	74%	78%	78%	82%	73%	77%	74%	66%	70%	69%
Not putting non-biodegradable chemicals, products or oil down drains	77%	76%	75%	73%	79%	76%	72%	79%	78%	77%
Pick up litter (from other people)	77%	73%	77%	79%	76%	76%	78%	75%	75%	75%
Using environmentally friendly cloth bags	70%	74%	65%	73%	73%	71%	80%	81%	81%	81%
Composting	59%	54%	50%	49%	48%	51%	40%	49%	44%	45%
Walk, cycle, car pool or use public transport rather than driving	44%	41%	44%	38%	46%	43%	67%	55%	58%	59%
Use green electricity such as solar panels, or wind, wave or nuclear energy available through electricity suppliers	23%	20%	18%	12%	16%	17%	16%	19%	13%	16%

* Existing question in 2006 with new codes to match those in Q11 (do you think any of the following activities can have an impact on the Great Barrier Reef?)

Turning off lights and appliances while not in use, was the most commonly mentioned activity by survey respondents, and was just as likely to be conducted by both Queensland coastal community and southern capital city respondents (94% each).

Compared to southern capital city respondents, Queensland coastal communities were more likely to engage in keeping street drains and gutters around your home clear (77% compared to 69%) whereas southern capital city respondents were more likely to engage in recycling, using environmentally-friendly bags and walking, cycling, using public transport or car pooling.

Tables 50 and 51 show how certain subgroups are more or less likely to engage in different activities. As can be seen there are numerous differences between the various subgroups according to activity.

Table 50. Incidence of activities at home or work – 2007 by demographics

Q1. In the past 12 months, have you undertaken any of the following activities at home OR work? We encourage you to be completely honest in your response. You can answer yes, no or don't know. SINGLE RESPONSE PER ITEM

Base: Total sample		Number of respondents (n)	Recycling	Composting	Using environmentally friendly cloth bags	Keeping street drains and gutters around your home clear	Not putting non-biodegradable chemicals, products or oil down drains
TOTAL		1480	96%	46%	80%	70%	77%
Visited the Marine Park	Yes	531	96%	28%	89%	81%	68%
	No	946	96%	48%	79%	68%	78%
Gender	Male	613	98%	47%	78%	70%	81%
	Female	867	95%	44%	82%	70%	74%
Age	17 - 29	169	94%	21%	77%	39%	78%
	30 - 39	253	97%	37%	82%	65%	68%
	40 - 49	323	97%	54%	85%	70%	80%
	50 - 59	366	98%	52%	83%	78%	78%
	60 +	363	94%	51%	74%	83%	79%
Household structure	Single / couple with children	639	98%	47%	82%	70%	78%
	Single / couple without children	737	94%	45%	77%	71%	77%
	Group household	96	99%	39%	87%	56%	69%
Language	Non-English speaking background	142	91%	51%	77%	69%	70%
	English only	1334	97%	45%	81%	70%	79%
Background	Indigenous / Torres Strait	70	81%	17%	90%	79%	39%
	Other	1406	96%	46%	80%	70%	78%
Agricultural land owner	Land owner	183	93%	80%	49%	78%	69%
	Does not own land	1296	96%	44%	81%	70%	78%
Fished in the Marine Park	Yes	193	85%	55%	78%	81%	80%
	No	1287	96%	45%	80%	70%	77%

Table 51. Incidence of activities at home or work – 2007 by demographics continue

Q1. In the past 12 months, have you undertaken any of the following activities at home OR work? We encourage you to be completely honest in your response. You can answer yes, no or don't know. SINGLE RESPONSE PER ITEM

Base: Total sample		Number of respondents (n)	Pick up litter (from other people)	Using energy efficient products	Turning off lights and appliances when not in use	Walk, cycle, car pool or use public transport rather than driving	Use green electricity such as solar panels, or wind, wave or nuclear energy available through electricity suppliers
TOTAL		1480	75%	84%	94%	57%	16%
Visited the Marine Park	Yes	531	91%	85%	95%	60%	9%
	No	946	73%	84%	94%	57%	17%
Gender	Male	613	76%	85%	93%	57%	16%
	Female	867	75%	83%	95%	58%	16%
Age	17 - 29	169	63%	73%	89%	85%	22%
	30 - 39	253	71%	86%	94%	53%	15%
	40 - 49	323	82%	90%	97%	47%	18%
	50 - 59	366	83%	84%	93%	41%	15%
	60 +	363	72%	83%	96%	71%	13%
Household structure	Single / couple with children	639	78%	85%	94%	51%	15%
	Single / couple without children	737	75%	83%	95%	62%	16%
	Group household	96	63%	80%	91%	67%	23%
Language	Non-English speaking background	142	62%	90%	95%	59%	15%
	English only	1334	78%	83%	94%	57%	16%
Background	Indigenous / Torres Strait	70	80%	82%	96%	43%	46%
	Other	1406	76%	84%	94%	58%	16%
Agricultural land owner	Land owner	183	56%	70%	82%	59%	21%
	Does not own land	1296	76%	85%	95%	57%	16%
Fishing in the Marine Park	Yes	193	85%	90%	95%	57%	17%
	No	1287	75%	84%	94%	57%	16%

For the purpose of comparison to 2007 results, table 52 shows the results of activities taken at home or at work for the 2006 survey.

Table 52. Incidence of activities at home or work – 2006

Q1. In the past 12 months, have you undertaken any of the following activities at home OR work? We encourage you to be completely honest in your response. You can answer yes, no or don't know. SINGLE RESPONSE PER ITEM

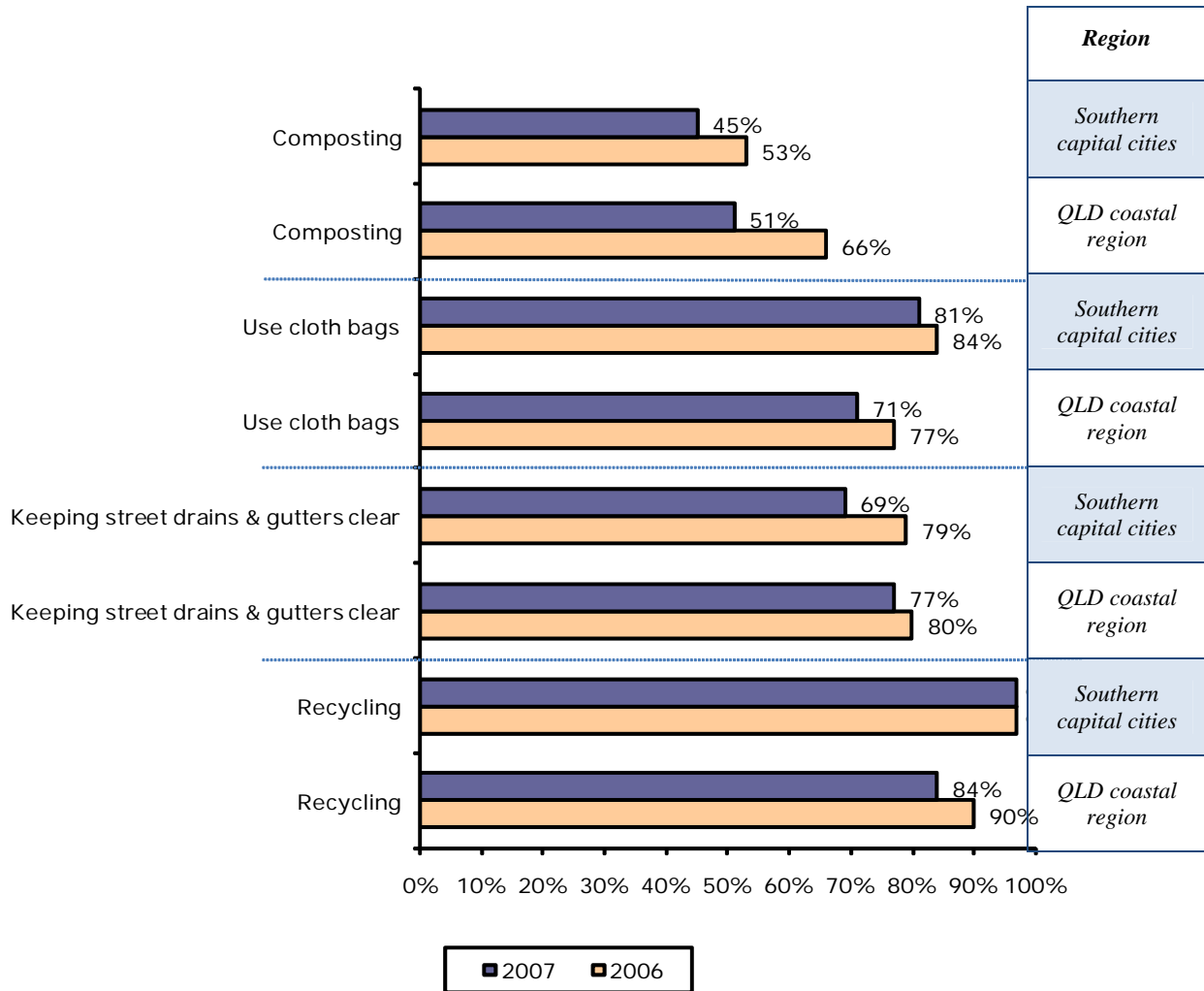
Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Recycling	76%	65%	95%	89%	89%	90%	97%	99%	96%	97%
Keeping street drains and gutters around your home clear	73%	65%	79%	88%	77%	80%	87%	75%	79%	79%
Using environmentally friendly cloth bags	73%	82%	77%	81%	73%	77%	83%	81%	87%	84%
Composting	67%	82%	67%	65%	65%	66%	57%	56%	50%	53%

** Existing question in 2006 with new codes to match those in Q11 (do you think any of the following activities can have an impact on the Great Barrier Reef?)*

Amongst Queensland coastal communities, the incidence of composting was lower in 2007 (51% compared to 66% in 2006). This appears to be primarily driven by the decline in this activity amongst Far Northern respondents (28 percentage point decline), and to a lesser extent, Northern (17 percentage point decline), Central (16% decline) and Southern (17% decline) respondents.

Chart 13. Incidence of activities at home or work between 2006 and 2007

Q1. In the past 12 months, have you undertaken any of the following activities at home OR work? We encourage you to be completely honest in your response. You can answer yes, no or don't know. SINGLE RESPONSE PER ITEM



Qualitative insights

Overall participants in the focus groups felt they do more to look after the environment now than they did five years ago. Generally they feel more aware of environmental issues and the need to conserve the environment largely due to increased education and advertising about the issues.

“There has been more advertising like TV ads that have helped us understand the consequences like the effect of plastic bags on marine animals.”

“Shock ads showing animals in pain and suffering are really effective.”

“We are more aware of the consequences if we don’t.”

“We have seen the negative side of doing nothing...the changing climate, the drought.”

“We are more aware....educated.”

While most agreed their awareness has increased and that they have changed their behaviour people suggest that laziness, the time and inconvenience involved and the fact that there is often not enough rubbish bins/infrastructure/services reduce their propensity to engage in conservation type behaviours.

Most people in the qualitative research felt they had a responsibility to be good stewards of the environment and that their individual actions can make a difference.

“We can make a difference.”

“You need to target young people 12-24 years...talk to them in their language.”

However, some people openly admitted that they cannot be bothered to change their behaviour and some felt that what they did would not make a difference. Peer pressure, habit and convenience were seen as barriers to behaviour change.

“Social network at the time...if you go for a picnic with people who throw rubbish then you may be inclined to do the same.”

“Putting heaters on rather than more clothes – I hate the cold.”

“Washing the gutter rather than using a broom.”

“Leaving the lights on when you go out.”

People reported that they become discouraged from engaging in conservation behaviours when they see others spoiling the environment and undoing the good work of people who are trying to do the right thing.

“We do less when we see people undo our good work. Others who set a poor example make us get angry and disappointed. Like seeing someone else flicking butts into the gutter because there was no where else to put them I flicked my own butt into the gutter.”

Participants in the focus groups suggested they could do more to reduce the impact of **their behaviour in the home** on the environment, for example they could install grey water system tanks, do more recycling, install solar heating and lobby politicians to reduce the amount of chemicals that are sold to households and therefore poured down the drain. They suggested that the following interventions would further promote environmentally sustainable behaviour around the home:

- Subsidies for installing grey water systems/solar heating “*we could do much more if we were rich*”
- More and cheaper environmentally friendly products being made available in shops
- More education and reminders about the damaging effects of things that people do at home and how these can damage the Reef and what people can do to reduce this impact

Likewise people believed they could do more **at work**, for example they could install a recycling bin, design a formal environmental policy, use less paper, turn off the lights and the air conditioner and appoint an environmental officer at work. They also suggested that the following interventions would promote environmentally sustainable behaviour at work:

- More education and guidance on how to dispose of chemicals correctly
- More chemical disposal sites
- More recycling bins
- Reminders on the wall about turning lights off
- Messages that ask you to think about your decision to print off that email
- Education and awareness raising about how to dispose of chemicals responsibly
- Free depositing of chemicals

Conservation behaviour

Focus group participants were asked about the following specific conservation behaviours:

- Recycling materials
- Reusing items
- Reducing household waste
- Using environmental bags
- Taking litter with us

Recycling

Participants reported recycling glass, paper, bottles, steel, plastic, aluminium/tin cans, cardboard, printer cartridges and mobile phones.

Rationale

Residents recycle materials because they are more conscious of the environment than they used to be and because of the advent of yellow bins and recycling containers that have made recycling easier. Some also report they learnt to recycle from their parents.

“*Waste not want not.*”

Benefits

Personal benefits from recycling included “*it makes you feel good*” (doing something, having a go) that “*it does not cost you*” much, a sense of being proactive in helping the environment and “*being responsible*”. In addition people felt that they can save money by recycling if they do not have to take the rubbish to the tip and that having more room in the bin is a benefit.

Third party benefits include setting the right example for children, having a cleaner environment that everyone can enjoy, reducing energy consumption and providing employment for those engaged in

recycling related occupations. In addition people felt recycling may result in cheaper products and less land fill.

Costs

The costs of recycling identified by residents included the time involved in recycling (including rinsing) as well as the personal effort involved and the extra rates that local Councils charge to collect recycling materials. Some also felt having dirty hands was a disadvantage of recycling and also felt having to transport material to recycling bins was a cost.

Who could influence residents to recycle?

Participants suggested that it is important to get the recycling message to children in schools as children will influence their parents and parents will also want to set the right example for their children.

“You need to start at school...teach the kids and they will teach the parents.”

“I don’t want my grandkids living on landfill.”

Teachers and work colleagues were also suggested as people who could influence behaviour. Famous sports and media personalities like Pat Cash, Ian Thorpe, John Williamson as well as local sports stars like Kerri and Anna Meares in Townsville were also felt to be good potential role models who could positively influence people to do more recycling.

Participants also suggested that lifestyle shows like Burkes Backyard and Sunrise as well as local newsreaders and shows like Big Brother would be good sources of information which may influence behaviour.

What would make it easier to recycle?

Residents feel the following interventions would make it easier to recycle:

- Label or colour code materials that can be recycled
- Provide weekly pick up/disposal services for materials that can be recycled
- Provide more recycle drop off stations and bins around town. *“Out of town people need a recycling service too!”*
- Learning more about how different products can harm the marine environment
- Fridge magnets/more education showing what can be recycled
- Monetary incentives
- More recycling bins – particularly in parks and streets
- Subsidized double bins
- No charge for recycling items

What rewards or reminders are required to keep residents recycling?

Residents feel the following interventions would help them to keep recycling:

- Knowing that what residents are doing is making a difference
- Regular updates for residents about how the environment is improving as a result of their actions
- Regular updates for residents about how much material is being recycled and what this material is being used to make

- Small financial incentives for depositing materials that can be recycled. *“Rewards...scouts would collect the rubbish at side of road- for council reward like in South Australia where you can get a deposit back on cans and bottles...it starts with younger people.”*
- Competitions between towns, regions and States
- Reminders that recycling is helping the environment
- Good news stories
- Show products/clear labels on products which have been made from recycled items

Reusing items

Participants reported reusing glass, paper, packaging, plastic containers, plastic bags, water bottles, meat trays, jars, rubber bands and cloth/clothing.

Rationale

Residents reuse items to save money. The general view is one of *“why go out and buy it”* when you already have something that can be reused for that purpose. Residents also reuse things as this was a skill passed down to them from their parents.

Benefits

Residents reported personal benefits from reusing items such as saving money, less trips to shop and gaining *“feel goods”* such as a sense of satisfaction, achievement, being creative (i.e. finding uses for things) and helping others get cheap clothes/free materials.

“Sense of satisfaction...saving dollars.”

“Schools benefit by using things for arts and crafts.”

People also reported wider benefits to society such as setting the right example for children, reducing the consumption of products, reducing waste, saving energy that would have been required to produce more products (that are no longer needed due to reusing), less rubbish and a cleaner environment and providing employment for those engaged in reusing related occupations.

“Benefits to society...less waste...less energy to produce.”

Costs

The costs of reusing items identified by residents included the time and effort involved in reusing both in terms of identifying products which can be reused and spent cleaning the products before they are reused. Some residents also felt less demand for products means less employment opportunities in those industries that had been producing those products. Others suggested that it can be more expensive to buy durable items that can be re-used and that there is still a disposal issue when the item is worn out.

Who could influence residents to reuse items?

Again people felt that it is important to get the reusing message to children in schools as children will influence their parents and parents will also want to set the right example for their children. Teachers, work colleagues and partners were also felt to influence this behaviour.

Famous sports and media personalities such as the Irwin family as well as respected political figures such as Kevin Rudd and Peter Garrett were felt to be good potential role models who could positively influence people to reuse more items.

Knowing and seeing how reusing things contributes to the employment of disabled people in companies like the Endeavour Foundation would also encourage people to reuse more items.

“Seeing advertisements of people who are happy to do the recycling...Endeavour Foundation”
(employees).

What would make it easier to reuse items?

Residents feel the following interventions would make it easier to reuse items:

- A list of what and how ideas for reusing things to be disseminated to households
- More advice available about what can be reused
- More second hand shops and outlets
- More scrap yards
- More promotion of and education about what items can be reused for different purposes for example labels
- If residents had more space to store products that can be reused
- Second hand shops providing a pick up service
- More use of reusable packaging

What rewards or reminders are required to keep residents reusing items?

Residents feel the following interventions would help them to keep reusing items:

- Advertisements showing people happily reusing different items
- More education about how much money residents can save
- Competition between schools
- Feedback on progress, how much is being reused/how actions are contributing to a cleaner environment
- Reminders about what can be reused

Reducing household waste

Focus group participants often reduced household waste by recycling and re-using materials mentioned above.

Rationale

Residents reported only limited success in reducing household waste because *“a lot of packaging is not recyclable”* and because we live in *“a throw away society”*.

Benefits

Residents reported personal benefits from reducing household waste such as feeling good and a sense of pride, satisfaction and achievement that they are helping the environment.

People also reported wider benefits to society such as there being less pollution, less need for tips and land fills and a “*nicer cleaner environment*” for everyone to enjoy. People also suggested that benefits were cleaner water going down the drains and greener lawns and healthier gardens.

Costs

The costs of reducing household waste included the time, effort and inconvenience involved. For example, the time spent preparing food rather than buying pre-packaged meals and time spent searching for products with less packaging. Residents also pointed out that products with less packaging can sometimes be more expensive to buy and that purchasing environmentally friendly light bulbs and grey water tanks was expensive.

Some people also felt less demand for packaged products could mean less profitability for packaging companies and less employment opportunities in those industries.

Who could influence residents to reduce household waste?

Residents feel that more education is required from the government and in schools about how households can reduce their waste.

Famous sports, media and political personalities like Pat Cash are also felt to be good potential role models who could positively influence people to reduce their household waste. Experts were also suggested as credible sources of information.

Participants also wanted to see people in advertisements who are reducing household waste in their own lives.

“We need to see real people who are doing it...people like Ian Kiernan.”

“Give us insight into how they are doing it.”

It was also felt that business needs to take a leading role.

“We need to encourage leadership from companies. For example, Bunning’s banning plastic bags.”

What would make it easier to reduce household waste?

Residents felt the following interventions would make it easier to reduce household waste:

- Less packaging on products and more unpackaged product options
- Refunds for bringing back milk bottles
- More promotion of all the options residents have to reduce household waste
- More promotion of the products and materials that will help to reduce household waste and can be recycled and reused

What rewards or reminders are required to reduce household waste?

Residents felt that competitions to see who can reduce household waste between neighbourhoods, regions and States could work as an effective reward or reminder encouraging people to keep trying to reduce their household waste. Some sort of financial incentive such as a discount on rates or rent was also suggested as were subsidies and rebates for buying environmentally friendly products that reduce household waste.

Using environmentally friendly bags

Rationale

Residents used environmentally friendly bags because they wanted to reduce pollution, help the environment, be seen to be doing the right thing and are aware of the negative consequences to the environment of using plastic bags such as causing death and distress to marine animals. The main problem for residents is remembering to take the bags with them when they go shopping or remembering to take them out of the boot of the car.

Benefits

Residents reported personal benefits from using environmentally friendly bags such as feeling good about protecting the environment, participating in helping to save the planet/stop killing turtles and dolphins and in making a statement about their personal commitment to protecting marine wild life.

“Feel good participation...making a statement to not use them.”

People also felt that the bags are durable and can be used for other purposes and help them to save money.

“Things don’t fall out of the bottom (of the bag).”

A few suggested it is also ‘trendy’ to use environmentally friendly shopping bags.

Residents also reported wider benefits to society such as a cleaner environment, less need for tips and land fills, less fossil fuels required to produce plastic bags and fewer marine animals getting hurt.

“There is a cleaner environment, less land fill, less fossil fuels, less marine animals getting damaged...you tend to think of them more when you live near the coast. If we all do it...there will come a time when you can’t imagine using plastic bags.”

Costs

The costs of using environmentally friendly bags include the inconvenience of having to remember to take them shopping and sometimes having to make two trips back to the car to drop off shopping supplies. Some residents also disliked having to pay for the bags in the first place and the cost involved in having to recycle these bags when they wear out.

Who could influence residents to use environmentally friendly bags?

As with the other conservation behaviours residents felt children, famous sports personalities like Pat Cash and respected media and political figures such as Kevin Rudd would be good potential role models who could positively influence people to use environmentally friendly bags.

What would make it easier to use environmentally friendly bags?

Residents felt the following interventions would make it easier to use environmentally friendly bags:

- Make the bags more available at all shops
- Make the bags cheaper
 - Residents also feel that check out operators in supermarkets should offer people the choice of an environmentally friendly bag and avoid offering plastic bags
 - Shops could start to charge for plastic bags

What rewards or reminders are required to keep residents using environmentally friendly bags?

Residents feel the following interventions would help them to keep using environmentally friendly bags:

- Charging for plastic bags
- Reminders on key rings and fridge magnets
- Rebates on bags
- More pictures showing wildlife in distress at the checkout counter
- A frequent user card that gives residents a discount on groceries after residents have used environmentally friendly bags so many times
- Free replacement of bags that become worn or broken
- Free movie tickets after residents have used environmentally friendly bags so many times
- More and constant reminders of why it is important to use environmentally friendly bags i.e. saving marine wild life and keeping the environment clean

“People in supermarkets could influence us and remind us to use them, offer them for free, don’t offer a plastic bag and you have to ask for one. Incentives for using bags- loyalty points may help...discount on groceries...replacement of broken bags...free movie tickets.”

Taking litter with us

Rationale

Residents were very aware of the importance of taking litter with them. The main rationale for doing this is to ‘keep Australia clean’. While some people even went to the extent of picking up other people’s litter and taking it home with them, as well as reminding other people to take their litter home, others admitted in the focus groups that it is too much trouble to take their litter home with them, especially if they consider the litter biodegradable, for example banana peel and own cigarette butts without filters. These people reported leaving rubbish ‘on top’ of over-full bins if there were bins available.

Benefits

People reported personal benefits from taking litter with them such as feeling happy and content because they are keeping the environment pristine and “*leaving nothing but foot prints*”.

“Keeping areas clean, happy content...reducing our impact. Beaches are cleaner now than they were 20 years ago.”

People also felt this behaviour makes places safer due to less broken glass/bottles.

Costs

The costs of taking litter with them include the inconvenience/smell/dirt/space required to take rubbish with them and having to find somewhere to dispose of the rubbish.

“Need to pre-plan to take a bag with you.”

Who could influence residents to take litter with them?

As with the other conservation behaviours people suggested children, famous sports personalities like Pat Cash and respected public such as Ian Kiernan or Jamie Durie would be good potential role models who could positively influence people to take litter with them.

What would make it easier to take litter with them?

Residents felt the following interventions would make it easier to take litter with them:

- Increase in fines for littering and more effective monitoring by law enforcement officers
- More rubbish bins at parks and beaches and more frequent emptying of bins and bigger bins like skips being available in certain designated areas
 - A 1800 number to “dob” in people who litter
 - Rubbish bags for cars
 - Provide bags at parks and boat ramps

What rewards or reminders are required to keep residents taking litter with them?

Residents felt the following interventions would help them to keep taking litter with them:

- Promotions reminding us that our actions are keeping the environment clean. *“The satisfaction of keeping the environment clean”*
- *“You need to use the stick as well as the carrots...make litterers go back and clean up their mess”*
- Repetition of the need to keep taking litter with you when you leave a park or marine area and to dispose of it responsibly
 - Reminders that by taking rubbish away we keep the environment pristine for the next time we visit
 - Feedback on how actions contribute to a cleaner environment.

VISITING THE GREAT BARRIER REEF

This section identifies patterns in visiting the Great Barrier Reef over the past 12 months.

Visited the Great Barrier Reef in the past twelve months

Table 53 shows the proportions of respondents who have visited the Great Barrier Reef in the past 12 months.

Table 53. Incidence of visitation to the Great Barrier Reef Marine Park

Q16. When answering the next few questions please remember that the Great Barrier Reef Marine Park includes waters to the shoreline, some islands and reef from just north of Bundaberg to the top of Cape York. This does not include beaches on the mainland, but does include waters immediately offshore. Keeping this in mind, have you visited or passed through the Great Barrier Reef Marine Park in the past 12 months? SINGLE RESPONSE

Base: Total Sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	52%	44%	43%	50%	33%	42%	12%	7%	10%	9%
No	48%	56%	57%	50%	67%	58%	88%	93%	90%	91%
Don't know	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

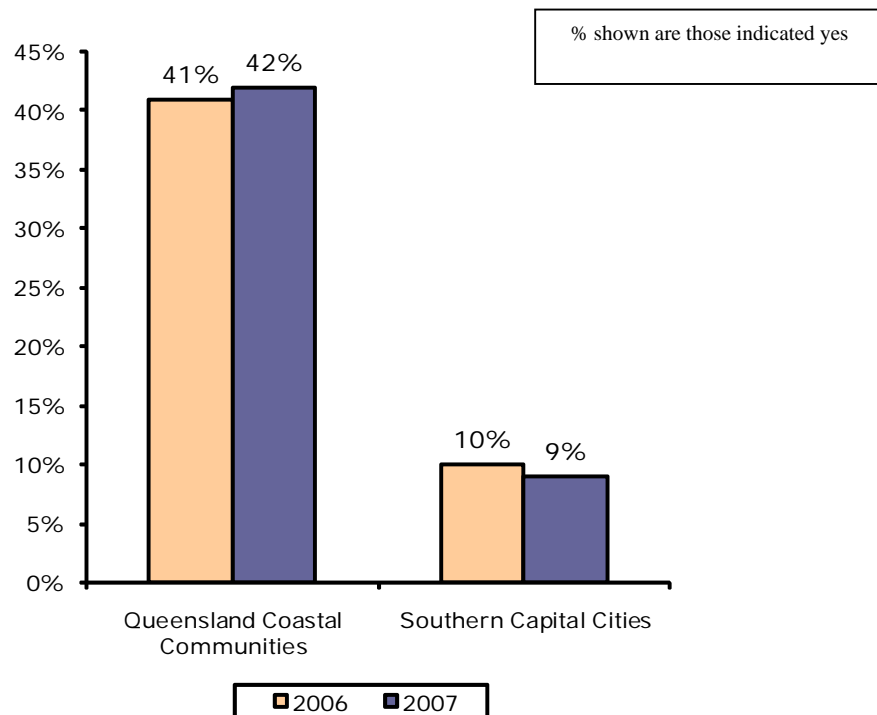
* Existing question in 2006

As would be expected residents from Queensland coastal communities were much more likely to visit or pass through the Great Barrier Reef Marine Park compared to people who live in southern capital cities (42% compared to 9% southern capital city respondents).

Chart 14 demonstrates the visitation changes to the Great Barrier Reef from 2006 to 2007. As can be seen it has remained stable amongst both Queensland coastal communities and southern capital cities. Looking at each individual Queensland coastal community, the likelihood of having visited the Marine Park has also remained stable.

Chart 14. Percentage change in visitation to the Great Barrier Reef between 2006 and 2007

Q16. When answering the next few questions please remember that the Great Barrier Reef Marine Park includes waters to the shoreline, some islands and reef from just north of Bundaberg to the top of Cape York. This does not include beaches on the mainland, but does include waters immediately offshore. Keeping this in mind, have you visited or passed through the Great Barrier Reef Marine Park in the past 12 months? SINGLE RESPONSE



Particular subgroups were found to have visited the Great Barrier Reef more than others. Table 54 shows the likelihood of different subgroups having visited the Marine Park in the past 12 months.

Table 54. Incidence of visitation to the Great Barrier Reef Marine Park by demographics

Q16. When answering the next few questions please remember that the Great Barrier Reef Marine Park includes waters to the shoreline, some islands and reef from just north of Bundaberg to the top of Cape York. This does not include beaches on the mainland, but does include waters immediately offshore. Keeping this in mind, have you visited or passed through the Great Barrier Reef Marine Park in the past 12 months? SINGLE RESPONSE

Base: Total sample		Number of respondents (n)	Yes	No	Don't know
TOTAL		1480	12%	88%	0%
Visited the Marine Park	Yes	531	100%	0%	0%
	No	946	0%	100%	0%
Gender	Male	613	11%	89%	0%
	Female	867	12%	88%	0%
Age	17 - 29	169	7%	93%	0%
	30 - 39	253	17%	83%	0%
	40 - 49	323	13%	87%	0%
	50 - 59	366	13%	87%	0%
	60 +	363	9%	91%	0%
Household structure	Single / couple with children	639	13%	88%	0%
	Single / couple without children	737	11%	89%	0%
	Group household	96	13%	87%	0%
Language	Non-English speaking background	142	4%	96%	0%
	English only	1334	13%	87%	0%
Background	Indigenous / Torres Strait	70	12%	88%	0%
	Other	1406	12%	88%	0%
Agricultural land owner	Land owner	183	12%	88%	0%
	Does not own land	1296	12%	88%	0%
Fishing in the Marine Park	Yes	193	100%	0%	0%
	No	1287	10%	90%	0%

** Only the % yes has been tested for significant differences between groups.*

Those in the 30 to 39-year old age group were the most likely to visit or pass through the Great Barrier Reef (17% compared to 12% total survey respondents). Younger respondents (for example 17 to 29-year olds) were the least likely to visit the Marine Park in the past 12 months (7% compared to 12% total survey respondents).

Non-English speaking background respondents were also significantly less likely to have visited the Marine Park in the past 12 months (4% compared to 12% total survey respondents).

Frequency of visits to the Great Barrier Reef

Respondents were also asked how many times they had visited the Great Barrier Reef in the past 12 months. One in three Queensland coastal respondents had visited the Marine Park between one and ten times. A further seven per cent had visited the Marine Park more often.

Table 55. Number of times visited the Great Barrier Reef Marine Park – 2007

Q17. How many times in the last 12 months have you visited the Marine Park?

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
0 times	47%	56%	57%	50%	67%	58%	88%	93%	90%	91%
10 or less times (about once a month)	37%	36%	32%	40%	27%	33%	12%	7%	10%	9%
11 – 49 times (about 1 – 3 times per month)	8%	4%	8%	6%	3%	5%	0%	0%	0%	0%
50 + times (about 4 or more times per month)	7%	3%	1%	3%	1%	2%	0%	0%	0%	0%
Don't know	1%	0%	1%	1%	2%	1%	0%	0%	0%	0%
AVERAGE NO. VISITS	24.4	14.6	11.0	14.7	15.6	14.6	1.6	1.2	1.0	1.2
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

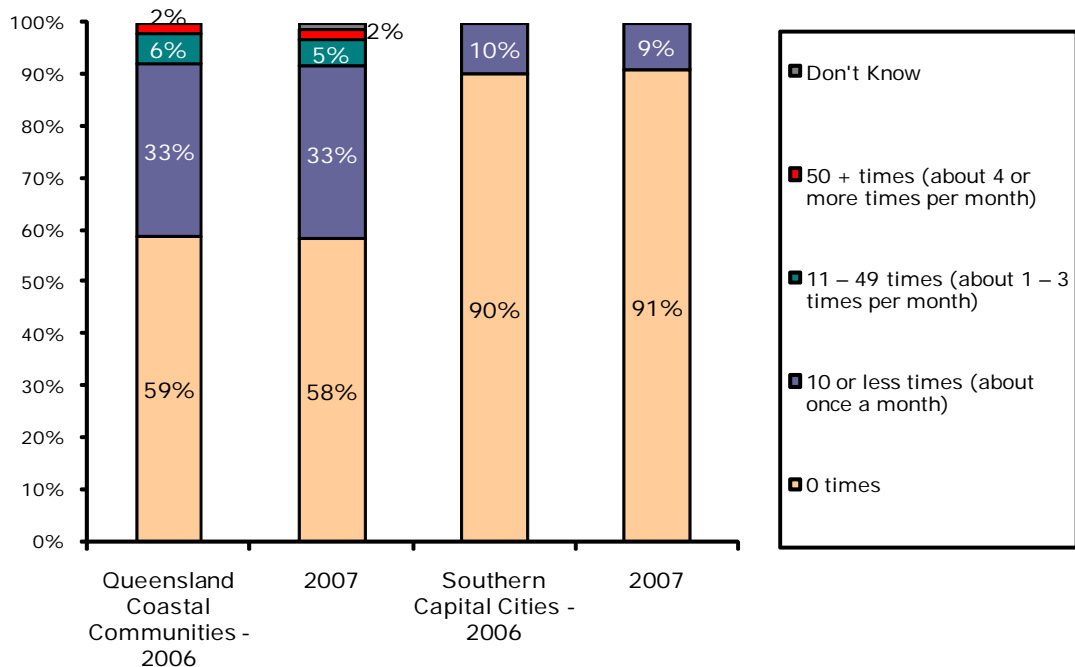
* Existing question in 2006

Not surprisingly, those respondents from the Southern capital cities visited the Marine Park much less frequently than those from Queensland coastal regions.

Chart 15 shows the the incidence of Marine Park visitation between 2006 to 2007.

Chart 15. Percentage change in number of times visited the Great Barrier Reef Marine Park between 2006 and 2007

Q17. How many times in the last 12 months have you visited the Marine Park?



The likelihood of visiting the Marine Park between 2006 and 2007 has remained stable.

Table 56 shows the frequency of visits per year by different groups.

Table 56. Number of times visited the Great Barrier Reef Marine Park – 2007 by demographics

Q17. How many times in the last 12 months have you visited the Marine Park?

Base: Total sample		Number of respondents (n)	Never	Ten or Less Times	11 to 49 Times	50 or More Times	Don't know
TOTAL		1480	88%	11%	0%	0%	0%
Visited the Marine Park	Yes	531	0%	95%	3%	1%	1%
	No	946	100%	0%	0%	0%	0%
Gender	Male	613	89%	10%	1%	0%	0%
	Female	867	88%	12%	0%	0%	0%
Age	17 - 29	169	93%	7%	1%	0%	0%
	30 - 39	253	83%	16%	1%	0%	0%
	40 - 49	323	87%	12%	1%	0%	0%
	50 - 59	366	87%	12%	0%	0%	0%
	60 +	363	91%	8%	0%	0%	0%
Household structure	Single / couple with children	639	88%	12%	0%	0%	0%
	Single / couple without children	737	89%	10%	0%	0%	0%
	Group household	96	87%	12%	1%	0%	0%
Language	Non-English speaking background	142	96%	4%	0%	0%	0%
	English only	1334	87%	12%	0%	0%	0%
Background	Indigenous / Torres Strait	70	88%	8%	2%	2%	0%
	Other	1406	88%	11%	0%	0%	0%
Agricultural land owner	Land owner	183	88%	9%	2%	1%	0%
	Does not own land	1296	88%	11%	0%	0%	0%
Fishing in the Marine Park	Yes	193	0%	72%	19%	7%	2%
	No	1287	90%	10%	0%	0%	0%

Those from the 17 to 29-year-old age group were significantly more likely to have never visited the Great Barrier Reef in the past 12 months (93% compared to 88%), as were those from a non English speaking background (96% compared to 88%).

Qualitative insights

Visitors to the Great Barrier Reef Marine Park have noticed the following changes since they first visited these places:

- Smaller fish and less fish
- More boats
- More backpackers
- More congestion – *“more people going and less respect for the environment”*
“Five Rocks was much nicer 20 years ago, it was harder to get to...now it is more accessible and there are more people;
- Not as many camping areas – *“not as much camping, but there are more huts...it is not safe to camp now...violence”*
- *“More bleaching...more dead coral”*
- More rubbish bins on the beaches
- More rubbish left behind
- More protected areas
- More resorts and developments
- More black tipped reef sharks
- More poisonous jelly fish due to warmer water
- More damage to the Reef
- More boats, people and congestion

Residents feel the main cause of these changes is more people using the Marine Park due to increased tourism and easier access by boat.

“Boats are more affordable so there is more access, 30 times more boats capable of getting out there.”

Participation in water-based activities

Those respondents who had visited the Marine Park in the past 12 months were also asked what water-based activities they had participated in while there. The following table shows what activities individuals engaged in.

Table 57. Activities undertaken in the Great Barrier Reef Marine Park

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?
UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14**	n=8**	n=11**	n=33
Fishing (recreational)	54%	30%	45%	36%	32%	37%	13%	0%	0%	3%
Motor boating	34%	38%	38%	34%	37%	36%	15%	48%	38%	35%
Snorkelling	39%	38%	23%	26%	17%	27%	44%	100%	54%	65%
Swimming	27%	33%	25%	26%	23%	27%	6%	62%	30%	33%
None (remained on land or on island)	6%	5%	11%	10%	10%	9%	28%	0%	16%	15%
Diving	17%	13%	5%	10%	3%	8%	15%	0%	19%	13%
Walking on the beach	7%	7%	3%	5%	14%	8%	6%	10%	0%	4%
Sailing	5%	6%	5%	6%	3%	5%	0%	0%	11%	5%
Canoeing / kayaking	0%	1%	2%	1%	3%	2%	24%	0%	0%	6%
Jet-skiing	2%	1%	3%	2%	2%	2%	0%	0%	0%	0%
Whale / dolphin / bird watching	1%	1%	1%	3%	5%	2%	0%	10%	11%	8%
Spearfishing	3%	2%	0%	0%	2%	1%	0%	0%	0%	0%
Water-skiing	1%	2%	0%	1%	0%	1%	0%	0%	0%	0%
Fishing (commercial)	3%	1%	1%	1%	0%	1%	0%	0%	0%	0%
Work in tourism industry / tourism organisation relying on the Reef Marine Park	0%	3%	0%	1%	0%	1%	0%	0%	0%	0%
Environmental / conservation group activities	2%	1%	1%	1%	1%	1%	0%	0%	0%	0%
Do marine environment or marine biology studies	2%	0%	0%	0%	2%	1%	0%	0%	0%	0%
Other activity (specify)	4%	6%	5%	1%	1%	3%	19%	0%	8%	9%
Surfing	1%	1%	0%	1%	0%	0%	0%	0%	0%	0%
Work for industry other than tourism industry relying on the Reef Marine Park	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%
Don't know	2%	0%	0%	1%	2%	1%	0%	0%	0%	0%

* New question in 2007

** Sample sizes are extremely small therefore results in these columns are indicative only

Although the incidence of fishing for recreation was quite high for Queensland coastal communities (37%), it was significantly lower for southern capital city visitors (3%). This is most likely because people from major cities are on holiday for a short term and enjoy doing more adventurous activities such as boating (35%) and snorkelling (65%). In fact, southern capital city visitors were significantly

more likely to go snorkelling than those from Queensland coastal communities (65% compared to 27%). Other activities mentioned included hunting, ferry trips, sight seeing and feeding fish.

Water-based activities undertaken while in the Marine Park varied according to different groups in the survey population. Tables 58, 59 and 60 show the different water-based activities undertaken by differing demographic groups.

Table 58. Activities undertaken in the Great Barrier Reef Marine Park by demographics

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?
UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Snorkelling	Motor boating	Swimming	Fishing (recreational)	Diving	Whale / dolphin / bird watching	Canoeing / kayaking
TOTAL		531	55%	36%	32%	12%	12%	6%	5%
Visited the Marine Park	Yes	531	55%	36%	32%	12%	12%	6%	5%
	No	0	0%	0%	0%	0%	0%	0%	0%
Gender	Male	251	52%	32%	44%	15%	15%	9%	8%
	Female	280	57%	39%	21%	9%	9%	4%	2%
Age	17 - 29	69	47%	13%	11%	17%	9%	0%	0%
	30 - 39	109	73%	39%	43%	9%	16%	17%	15%
	40 - 49	135	64%	39%	46%	14%	6%	1%	5%
	50 - 59	136	37%	31%	7%	11%	16%	1%	0%
	60 +	81	46%	42%	39%	12%	9%	11%	0%
Household structure	Single / couple with children	242	61%	35%	36%	12%	11%	8%	6%
	Single / couple without children	256	47%	40%	27%	10%	13%	6%	4%
	Group household	32	51%	13%	26%	28%	5%	0%	0%
Language	Non-English speaking background	38	28%	10%	9%	9%	24%	0%	20%
	English only	493	56%	37%	33%	12%	11%	7%	4%
Background	Indigenous / Torres Strait	28	27%	20%	28%	53%	23%	0%	0%
	Other	503	55%	36%	32%	12%	11%	6%	5%
Agricultural land owner	Land owner	75	22%	31%	25%	41%	9%	0%	0%
	Does not own land	456	56%	36%	32%	11%	12%	7%	5%
Fished in the Marine Park	Yes	193	26%	35%	18%	100%	11%	2%	1%
	No	338	58%	36%	33%	12%	11%	7%	5%

Table 59. Activities undertaken in the Great Barrier Reef Marine Park by demographics continued...

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?
UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Sailing	Walking on the beach	Jet-skiing	Spearfishing	Surfing	Water-skiing	Fishing (commercial)
TOTAL		531	5%	5%	1%	0%	0%	0%	0%
Visited the Marine Park	Yes	531	5%	5%	1%	0%	0%	0%	0%
	No	0	0%	0%	0%	0%	0%	0%	0%
Gender	Male	251	10%	2%	1%	1%	0%	0%	0%
	Female	280	1%	8%	0%	0%	0%	0%	0%
Age	17 - 29	69	1%	1%	1%	1%	1%	2%	0%
	30 - 39	109	1%	1%	1%	1%	0%	0%	0%
	40 - 49	135	15%	2%	0%	0%	0%	0%	1%
	50 - 59	136	2%	7%	0%	0%	0%	0%	0%
	60 +	81	1%	14%	0%	0%	0%	0%	0%
Household structure	Single / couple with children	242	9%	2%	0%	0%	0%	0%	0%
	Single / couple without children	256	2%	7%	1%	0%	0%	0%	0%
	Group household	32	2%	18%	0%	2%	0%	0%	0%
Language	Non-English speaking background	38	0%	3%	1%	0%	1%	0%	0%
	English only	493	5%	5%	1%	0%	0%	0%	0%
Background	Indigenous / Torres Strait	28	0%	3%	5%	8%	0%	0%	0%
	Other	503	5%	5%	1%	0%	0%	0%	0%
Agricultural land owner	Land owner	75	5%	7%	4%	0%	0%	0%	0%
	Does not own land	456	5%	5%	0%	0%	0%	0%	0%
Fished in the Marine Park	Yes	193	2%	14%	1%	1%	1%	1%	0%
	No	338	5%	4%	0%	0%	0%	0%	0%

Table 60. Activities undertaken in the Great Barrier Reef Marine Park by demographics continued...

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?
UNPROMPTED. MULTIPLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Work in tourism industry / tourism organisation relying on the REEF Marine Park	Work for industry other than tourism industry relying on the REEF Marine Park	Environmental / conservation group activities	Do marine environment or marine biology studies	Other activity	Don't know	None (remained on land or on island)
TOTAL		531	0%	0%	0%	0%	7%	0%	13%
Visited the Marine Park	Yes	531	0%	0%	0%	0%	7%	0%	13%
	No	0	0%	0%	0%	0%	0%	0%	0%
Gender	Male	251	0%	0%	0%	0%	1%	0%	6%
	Female	280	0%	0%	0%	0%	13%	0%	19%
Age	17 - 29	69	1%	0%	1%	0%	15%	1%	20%
	30 - 39	109	0%	0%	0%	0%	14%	0%	2%
	40 - 49	135	0%	0%	1%	0%	9%	0%	7%
	50 - 59	136	0%	0%	0%	0%	1%	1%	27%
	60 +	81	0%	0%	0%	1%	1%	0%	14%
Household structure	Single / couple with children	242	0%	0%	0%	0%	13%	0%	14%
	Single / couple without children	256	0%	0%	0%	0%	1%	0%	15%
	Group household	32	0%	0%	1%	2%	0%	0%	1%
Language	Non-English speaking background	38	2%	0%	0%	0%	21%	0%	51%
	English only	493	0%	0%	0%	0%	6%	0%	11%
Background	Indigenous / Torres Strait	28	0%	0%	0%	0%	3%	1%	12%
	Other	503	0%	0%	0%	0%	7%	0%	13%
Agricultural land owner	Land owner	75	0%	0%	2%	0%	2%	0%	16%
	Does not own land	456	0%	0%	0%	0%	7%	0%	13%
Fished in the Marine Park	Yes	193	0%	0%	1%	1%	13%	0%	1%
	No	338	0%	0%	0%	0%	6%	0%	15%

Overall, snorkelling was the most popular activity undertaken by visitors to the Marine Park (55%). This activity was engaged in by a significantly higher proportion of 30 to 39-year olds (73% compared to 55% total survey population). Those who had fished in the Marine Park in the last 12 months were less likely to snorkel compared to those who had not fished in the Marine Park (26% compared to 58% not fished in the Marine Park).

Swimming was also one of the most popular activities overall (32%) and this was most likely to be engaged in by males (44%), 30 to 39-year olds (43%) and 40 to 49-year olds (46%).

Recreational fishing was undertaken by significantly more group household respondents (28%) and people who own agricultural land (41%).

Those visitors in the 50 to 59-year age bracket were significantly less likely to have undertaken any water-based activities while in the Marine Park (27% indicated they did not partake in water-based activities). The same is true for Non-English speaking background visitors (51%).

Qualitative insight

Focus group participants who had visited the Great Barrier Reef Marine Park identified a number of behaviours they had undertaken in the Marine Park that could impact negatively on the Reef. These include:

- Dropping anchor which can disturb the coral when it gets pulled up
- Outboard oil and bilge spillage into the water
- Dropping cigarette butts over the side of the boat
- Exhaust fumes
- Pulling out boat bungs when out of the water
- Noise creating issues like stress to fish
- The wash caused by the boat moving through the water and the wash from propellers
- Not abiding by regulations e.g. taking too many fish or catching and keeping undersize fish
- Taking female crabs
- Using nets
- Walking on the Reef/coral when snorkelling
- Congestion - *“Just being there”*
- Outboard oil and bilge spillage into the water
- Cumulative impacts or contributing to pollution when flying by plane or staying at motels close to the Reef – *“staying at a hotel and all the things we use that support us being there”*
- Using the wrong anchor
- Throwing rubbish and fishing lines overboard
- Taking souvenirs (such as shells and coral)
- Sound wave shock from outboard motors
- Taking too many fish
- Hitting the Reef with an outboard
- Cleaning the boat at sea
- Getting too close to whales
- Feeding fish
- Losing line and tackle overboard

Participants have undertaken the following behaviours to reduce the environmental impact of their visits to the Reef:

- Taking rubbish and litter home with them

- Using the correct anchor that lessens their impact on the Reef (i.e. claw rather than the plough anchor)
- Creating awareness of the need to behave in environmentally friendly ways with the people they are with
- Buying a four stroke outboard motor
- Abiding by fishing restrictions
“Only taking the fish we need...catch and release”
- Reusing towels
- Watching where they walk...keeping to tracks
- Educating children showing them examples of what damage is being done and what they can do to help protect the Reef
“We take the kids and pick up a shell and put it back down for the next person to have a look at.”
“Enjoy what you see and leave it for the next person.”
- Boat pooling
- Avoiding washing down decks - *“You shouldn’t wash down the decks...most people will start washing down the decks before they get back.”*
“Watch what sort of sunscreen you use...you see the oil sitting on top of the water.”
- Trying not to stand on coral
- Fishing in the right zones
- Not using fishing nets apart from a cast net
- Complying with rules and regulations

However, people suggested that they could do more, for example make financial contributions towards the rehabilitation of the Reef and limiting visitation to the Reef. They suggested that the following interventions would encourage environmentally sustainable behaviour:

- Subsidies on four stroke motors
- More education on what is damaging the Reef and the simple easy things residents can do to minimise their impact
- More rubbish bins (that are emptied regularly) on boat ramps
- Cheap bait available in environmentally friendly packaging or with no packaging
- Have a GBRMPA officer present on the boat ramp
- Increased penalties for non compliance with restrictions and regulations
- Being more aware of *“what can happen if we don’t do the right thing”*
- Reminders about the need to preserve the Reef for *“our kids’ future”*

Residents felt that tourists should take more responsibility and be provided with more information about what they can do to protect the Reef.

Information sources used

Survey respondents were asked what information they used to know where to go and what to do in the Marine Park. The table below shows that zoning maps are the most commonly used source of information amongst Queensland coastal community visitors (39%) followed by knowledge acquired from other people who are accompanying visitors to the Reef (22%). Both of these information sources are more commonly used by Queensland coastal community respondents than those of southern capital cities who prefer 'other' sources (36%) such as tourist brochures and asking local people. Southern capital city respondents are also more inclined than locals to use the information available at Tourism Information Centres and the Internet.

Table 61. Information sources used to know what to do and where to go

Q19. What information did you use to know where to go and what to do in the Marine Park? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the REEF in the past 12 months	Cape York n=120	Far Northern n=99	Northern n=96	Central n=110	Southern n=73	TOTAL Qld Coastal Areas n=498	Brisbane n=14**	Melbourne n=8**	Sydney n=11**	TOTAL Southern Capital Cities n=33
Zoning maps (hard-copy or on the Internet)	50%	30%	42%	43%	41%	39% ↑	9%	0%	27%	15%
One of the people I went with knew this information (therefore I didn't have to know)	13%	29%	17%	21%	22%	22% ↑	24%	0%	8%	10%
GPS (Global Positioning System)	17%	13%	15%	7%	7%	11%	0%	0%	0%	0%
Always go there so have known for long time	17%	11%	11%	8%	13%	11%	6%	0%	19%	11%
Friends / family	7%	8%	6%	6%	10%	8%	22%	0%	0%	5%
Tour guide / chartered tour	4%	10%	7%	14%	3%	8%	6%	10%	0%	4%
The Internet (in general)	2%	2%	2%	3%	4%	3%	0%	21%	16%	14%
Tourism Information Centre	0%	1%	2%	2%	1%	1%	6%	19%	11%	12%
Websites	1%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Local knowledge	5%	3%	3%	1%	2%	2%	0%	0%	0%	0%
Other	11%	14%	14%	14%	10%	13% ↓	19%	60%	30%	36% ↑
None	7%	5%	7%	4%	9%	6%	6%	0%	8%	5%

* New question in 2007

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

** Sample sizes are extremely small therefore results in these columns are indicative only

Different subgroups used different sources of information to discover where to go and what to do at the Marine Park, as shown in Table 62 and 63.

Table 62. Information sources used to know what to do and where to go by demographics

Q19. What information did you use to know where to go and what to do in the Marine Park? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Zoning maps (hard-copy or on the Internet)	One of the people I went with knew this information (therefore I didn't have to know)	The internet (in general)	Always go there so have known for long time	Friends / family	GPS (Global Positioning System)
TOTAL		531	21%	13%	11%	11%	6%	3%
Visited the Marine Park	Yes	531	21%	13%	11%	11%	6%	3%
	No	0	0%	0%	0%	0%	0%	0%
Gender	Male	251	26%	13%	11%	12%	5%	5%
	Female	280	17%	13%	11%	10%	7%	1%
Age	17 - 29	69	49%	7%	2%	2%	19%	4%
	30 - 39	109	33%	31%	1%	14%	4%	4%
	40 - 49	135	9%	6%	12%	3%	6%	3%
	50 - 59	136	21%	8%	13%	5%	7%	1%
	60 +	81	12%	11%	24%	29%	1%	4%
Household structure	Single / couple with children	242	17%	8%	6%	9%	8%	3%
	Single / couple without children	256	21%	17%	18%	15%	1%	2%
	Group household	32	55%	20%	1%	2%	21%	7%
Language	Non-English speaking background	38	10%	7%	0%	3%	2%	3%
	English only	493	22%	13%	12%	11%	6%	3%
Background	Indigenous / Torres Strait	28	51%	5%	5%	4%	7%	10%
	Other	503	21%	13%	11%	11%	6%	3%
Agricultural land owner	Land owner	75	39%	18%	5%	12%	7%	20%
	Does not own land	456	21%	13%	11%	11%	6%	2%
Fished in the Marine Park	Yes	193	52%	11%	2%	10%	15%	20%
	No	338	17%	13%	12%	11%	5%	0%

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

Table 63. Information sources used to know what to do and where to go by demographics continued...

Q19. What information did you use to know where to go and what to do in the Marine Park? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Tour guide / Charter	Tourism information centre	Local knowledge	Websites (specify) ⁴³	Other	None
TOTAL		531	5%	9%	1%	0%	30%	6%
Visited the Marine Park	Yes	531	5%	9%	1%	0%	30%	6%
	No	0	0%	0%	0%	0%	0%	0%
Gender	Male	251	3%	8%	1%	0%	30%	2%
	Female	280	7%	10%	0%	0%	29%	8%
Age	17 - 29	69	1%	0%	1%	0%	19%	3%
	30 - 39	109	8%	1%	1%	0%	28%	1%
	40 - 49	135	9%	12%	1%	1%	51%	2%
	50 - 59	136	2%	24%	0%	0%	24%	13%
	60 +	81	2%	0%	0%	0%	14%	8%
Household Structure	Single / couple with children	242	4%	14%	1%	0%	43%	1%
	Single / couple without children	256	7%	5%	0%	0%	18%	11%
	Group household	32	0%	0%	1%	0%	1%	3%
Language	Non-English speaking background	38	2%	1%	0%	0%	76%	4%
	English only	493	5%	10%	1%	0%	27%	6%
Background	Indigenous / Torres Strait	28	6%	0%	2%	0%	14%	14%
	Other	503	5%	9%	1%	0%	30%	6%
Agricultural land owner	Land owner	75	8%	0%	4%	2%	11%	6%
	Does not own land	456	5%	10%	0%	0%	30%	6%
Fished in the Marine Park	Yes	193	1%	0%	3%	1%	17%	1%
	No	338	6%	10%	0%	0%	31%	6%

Aside from ‘other’ resources (hotel information, other tourists, signage, pamphlets, fisherman), the most commonly used resource overall was zoning maps. However it was found that younger people were more likely to use these than older individuals. Those in the 17 to 29 age group and the 30 to 39-year old age groups were significantly more likely to use these (49%, 33% respectively compared to 21% total survey respondents). Those in the 40 to 49 and 60+ age groups were significantly less likely to use zoning maps (9%, 12% respectively compared to 21%). Those in a group household (most likely younger individuals) were also significantly more likely to use zoning maps than the total (55%

⁴³ Does not include GBRMPA website

compared to 21%), as were those who had fished in the Marine Park in the last 12 months (52% compared to 21% total survey respondents).

The second most commonly used information source overall was the Internet in general (11%) and firsthand knowledge because the person has always gone there, (also at 11%).

Level of accessible information

Individuals were asked if they think they had been given enough information to adhere to the restrictions that were in place in the Marine Park, the results of which are shown in the table below.

Respondents from both regions indicated being relatively confident in having enough information to adhere to the rules (88% in Queensland coastal areas and 80% in southern capital cities).

Table 64. Level of information in order to know how to do the right thing

Q20. Did you feel like you had enough information to do the right thing in terms of adhering to the restrictions in place in the Marine Park? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14	n=8	n=11	n=33
Yes	86%	84%	90%	89%	89%	88%	87%	69%	84%	80%
No	13%	15%	8%	8%	11%	11%	13%	21%	8%	13%
Don't know	1%	1%	2%	3%	0%	1%	0%	10%	8%	7%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

** New question in 2007*

** Please note the results shown for each southern capital city are indicative only due to the small number of people who visited the Marine Park from each of these regions.*

When looking at different subgroups in the survey population, there are a number of differences in this perception about the information available to them.

Table 65. Level of information in order to know how to do the right thing by demographics

Q20. Did you feel like you had enough information to do the right thing in terms of adhering to the restrictions in place in the Marine Park? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Yes	No	Don't know
TOTAL		531	82%	13%	5%
Visited the Marine Park	Yes	531	82%	13%	5%
	No	0	0%	0%	0%
Gender	Male	251	86%	14%	0%
	Female	280	79%	11%	9%
Age	17 - 29	69	63%	37%	1%
	30 - 39	109	92%	8%	0%
	40 - 49	135	96%	3%	1%
	50 - 59	136	80%	8%	12%
	60 +	81	64%	25%	11%
Household structure	Single / couple with children	242	94%	6%	0%
	Single / couple without children	256	75%	13%	12%
	Group household	32	41%	59%	0%
Language	Non-English speaking background	38	99%	1%	0%
	English only	493	81%	13%	6%
Background	Indigenous / Torres Strait	28	99%	1%	0%
	Other	503	82%	13%	5%
Agricultural land owner	Land owner	75	89%	10%	2%
	Does not own land	456	82%	13%	5%
Fished in the Marine Park	Yes	193	78%	22%	0%
	No	338	83%	11%	6%

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

Those in the mid age groups were more likely to indicate having enough information about restrictions in the Marine Park compared to lower and older age groups. In particular, those in the 30 to 39 and 40 to 49-year old age groups were significantly more likely to indicate this than the total survey population (92%, 96% respectively compared to 82%).

It is interesting to note that those respondents with children were also more likely to mention having sufficient information about the restrictions in place compared to the average survey respondent (94% compared to 82%).

Qualitative insight

Residents are aware of some of the restrictions that apply in the Marine Park but there was confusion about exactly what restrictions apply in which areas.

“In some areas you cannot drop an anchor”

“You are not allowed to kill Dugongs”

“There are fishing zones with differing restrictions...green, yellow and blue zones”

“Green is no go, yellow is one line per person”

“You are not allowed to take coral home”

“I’m aware that there are restrictions but I’m not sure exactly what they are”

“There are fishing restrictions in certain areas like the size of the fish you can catch”

“Restrictions on diving areas”

“You can’t litter”

“You can’t take shells, plants or coral”

“Can’t take pets to some areas”

“You can’t throw rubbish overboard”

“No go zones like Eshilby Island”

“You can’t drink alcohol in large amounts”

Focus group participants generally felt that either there is not enough information about restrictions in the Marine Park or that the information available is not accessible enough or that they do not know how to access it. People recalled getting information on this issue from advertisements on TV like Channel 7, local newspapers such as the Bundaberg Mail, park rangers, friends, tour operators Internet sites like Queensland Parks and Wildlife. Residents also mentioned receiving information about the fishing zones from letter box drops and from boating and fishing tackle shops. They felt there is a need for more information especially in terms of pamphlets (for non fisherman), more TV and radio advertisements, advertisements in phone books, signs on boat ramps at and jetty’s, at bait and boat shops, information centres, motels, free updates on GPS from the Queensland Government and more targeting of information to boat license holders.

Satisfaction with most recent trip to the Great Barrier Reef

Respondents were asked to rate their satisfaction with their last trip to the Great Barrier Reef on a scale of one to ten, the results of which are shown in Table 66.

Most people indicated quite positive scores of their last trip to the Great Barrier Reef. Over half the individuals from Queensland coastal regions being extremely satisfied (52%), while just under half respondents from southern capital cities indicated they were extremely satisfied (45%).

The large majority (85%) of Queensland coastal region respondents and 94% of southern capital cities were satisfied to some extent (i.e. gave a score of 7 – 10).

Table 66. Satisfaction with visit to the Great Barrier Reef Marine Park

Q21. Relative to your most recent trip to the Great Barrier Reef Marine Park, how would you rate your overall satisfaction with that trip, using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14**	n=8**	n=11**	n=33
Extremely satisfied ⁴⁴	47%	57%	50%	43%	56%	52%	32%	29%	62%	45%
Slightly satisfied ⁴⁵	37%	29%	34%	46%	27%	34%	59%	71%	30%	48%
Subtotal satisfied	84%	86%	84%	89%	83%	85%	91%	100%	92%	94%
Neither satisfied or dissatisfied ⁴⁶	12%	8%	12%	8%	9%	9%	0%	0%	0%	0%
Slightly dissatisfied ⁴⁷	1%	4%	1%	3%	2%	2%	9%	0%	8%	6%
Completely dissatisfied ⁴⁸	3%	1%	2%	0%	6%	2%	0%	0%	0%	0%
Subtotal dissatisfied	4%	5%	3%	3%	7%	5%	9%	0%	8%	6%
Don't know	1%	2%	1%	1%	0%	1%	0%	0%	0%	0%
MEAN SCORE OUT OF 10	8.2	8.5	8.2	8.3	8.2	8.3	8.0	8.3	8.6	8.4
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* Existing question in 2006

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

** Sample sizes are extremely small therefore results in these columns are indicative only

⁴⁴ Provided a score of 9 - 10

⁴⁵ Provided a score of 7 - 8

⁴⁶ Provided a score of 5 - 6

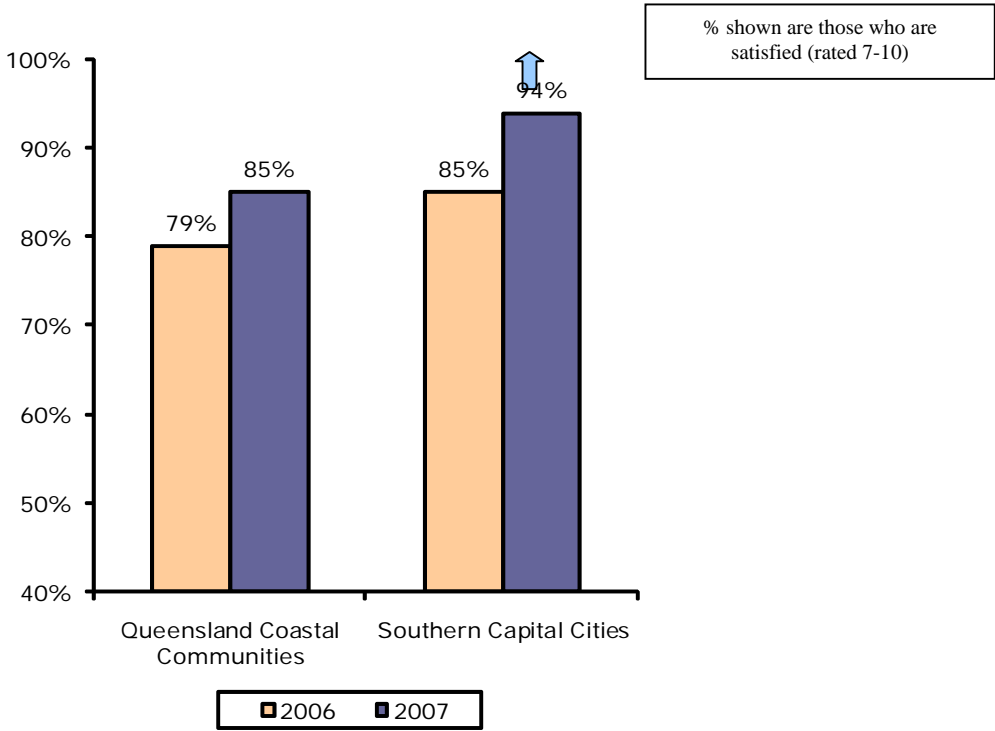
⁴⁷ Provided a score of 3 - 4

⁴⁸ Provided a score of 1 - 2

The proportion of visitors who indicated being satisfied with their last trip to the Marine Park in 2006 and 2007 are compared in Chart 16.

Chart 16. Percentage change in satisfaction with visit to the Great Barrier Reef between 2006 and 2007

Q21. Relative to your most recent trip to the Great Barrier Reef Marine Park, how would you rate your overall satisfaction with that trip, using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied? SINGLE RESPONSE



Of positive note is that respondents from Queensland coastal communities were significantly more satisfied with their last trip to the Great Barrier Reef Marine Park in 2007 compared to 2006. There was also a nine per cent difference in satisfied visitors from southern capital cities, however due to the small number of respondents who visited the Marine Park from southern capital cities this year (n=33) the difference is not statistically significant.

Table 67 shows how satisfaction with the last visit to the Great Barrier Reef varies by different subgroups in the survey population.

Table 67. Satisfaction with visit to the Great Barrier Reef Marine Park by demographics

Q21. Relative to your most recent trip to the Great Barrier Reef Marine Park, how would you rate your overall satisfaction with that trip, using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Extremely satisfied	Slightly satisfied	TOTAL SATISFIED	Neither satisfied or dissatisfied	Slightly dissatisfied	Extremely dissatisfied	TOTAL DISSATISFIED	Don't know	Mean score
TOTAL		531	47%	45%	92%	3%	5%	1%	6%	0%	8.4
Visited the Marine Park	Yes	531	47%	45%	92%	3%	5%	1%	6%	0%	8.6
	No	0	0%	0%	0%	0%	0%	0%	0%	0%	-
Gender	Male	251	33%	59%	92%	3%	4%	1%	5%	0%	8.2
	Female	280	59%	33%	92%	2%	6%	0%	6%	0%	8.5
Age	17 - 29	69	61%	35%	96%	1%	2%	1%	2%	1%	8.4
	30 - 39	109	69%	27%	96%	3%	1%	0%	1%	0%	8.9
	40 - 49	135	53%	42%	95%	3%	1%	1%	2%	0%	8.5
	50 - 59	136	38%	47%	85%	3%	12%	1%	12%	0%	8.1
	60 +	81	19%	70%	88%	1%	8%	1%	10%	1%	7.9
Household structure	Single / couple with children	242	55%	41%	96%	2%	1%	1%	2%	0%	8.7
	Single / couple without children	256	36%	49%	85%	3%	11%	1%	11%	0%	8.0
	Group household	32	56%	43%	99%	1%	1%	0%	1%	0%	8.6
Language	Non-English speaking background	38	35%	63%	98%	1%	1%	0%	1%	0%	8.6
	English only	493	48%	43%	91%	3%	5%	1%	6%	0%	8.4
Background	Indigenous / Torres Strait	28	54%	19%	73%	14%	1%	10%	11%	1%	7.6
	Other	503	47%	45%	92%	2%	5%	1%	6%	0%	8.4
Agricultural land owner	Land owner	75	42%	38%	80%	11%	3%	4%	7%	2%	7.9
	Does not own land	456	47%	45%	92%	2%	5%	1%	6%	0%	8.4
Fished in the Marine Park	Yes	193	48%	36%	84%	8%	3%	4%	7%	0%	8.1
	No	338	47%	46%	93%	2%	5%	0%	5%	0%	8.4

Those respondents who were significantly more satisfied include:

- Those visitors to the Marine Park aged 30 to 39 years (96%)
- Those visitors with no children (85%)
- Those visitors residing in a group household (99%)
- Non-English speaking background visitors (98%)

Actions that would increase overall level of satisfaction

Visitors to the Marine Park were then asked what would increase their level of satisfaction with their last visit. The most common response was for better weather and less wind. This was mentioned by a significantly higher proportion of Queensland coastal region respondents than southern capital city respondents (6% compared to 1%).

The second most common response for Queensland coastal communities was being able to catch more fish (4%). This is no surprise considering that Queensland coastal regions were more likely to engage in fishing as water-based activity compared to southern capital cities.





Table 68. What would increase satisfaction with last trip

Q22. And what would increase your level of overall satisfaction with your last trip? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14**	n=8**	n=11**	n=33
Better weather/less wind	7%	7%	6%	4%	5%	6%	1%	0%	1%	1%
Being able to catch more fish	8%	2%	5%	5%	3%	4%	0%	0%	0%	0%
People not littering/less polluting	2%	2%	2%	1%	2%	2%	1%	0%	0%	0%
More awareness about coral/reef/more healthier coral	3%	2%	3%	2%	2%	2%	2%	1%	1%	1%
More information/education on tourist or operator/everyone should listen to all rules	3%	2%	2%	2%	2%	2%	1%	2%	2%	2%
More time up there/more time on the water	0%	0%	2%	0%	1%	1%	1%	1%	1%	1%
Needs to be more clarification on zones/ better access	0%	2%	0%	1%	1%	1%	1%	0%	0%	0%
Less commercial fishing	2%	1%	0%	2%	1%	1%	0%	0%	0%	0%
Less boats/no large boats/no trawlers	0%	1%	2%	1%	1%	1%	0%	0%	0%	0%
See the dolphin/wildlife/whales/ marine life	1%	1%	1%	1%	1%	1%	0%	0%	0%	0%
Less tourists/more control of tourism	4%	1%	0%	1%	1%	1%	2%	0%	0%	0%
Getting rid of some of the Green Zones	0%	2%	0%	0%	1%	1%	0%	0%	0%	0%
Warmer water/improved water quality	0%	1%	0%	1%	0%	0%	1%	0%	0%	0%
More activities/go a bit more often	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Less development/less development of big projects	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%

Table 68. What would increase satisfaction with last trip continued...

Q22. And what would increase your level of overall satisfaction with your last trip? UNPROMPTED. MULTIPLE RESPONSE.

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14**	n=8**	n=11**	n=33
Lower fares	1%	0%	0%	1%	1%	0% 	1%	0%	0%	0% 
Quality of equipment on boats should be improved	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less mosquitoes, less sand flies	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Better facilities	1%	0%	0%	0%	1%	0%	0%	1%	0%	0%
Seeing more inspector i.e. illegal fishing in green areas	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%
Make it shorter trip	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%
More tourists	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Less jet skiers/motorbikes/beach cruiser	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
That the green zone stayed untouched/be happier with more green areas	0%	1%	0%	1%	0%	0%	0%	0%	0%	0%
None/nothing	19%	18%	17%	23%	15%	18% 	1%	3%	3%	3% 
Don't know	1%	2%	3%	4%	1%	2%	2%	0%	3%	1%

* Please note the question above was open-ended in nature and responses have been coded into themes.

* New question in 2007

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

** Sample sizes are extremely small therefore results in these columns are indicative only

The comments on how satisfaction with the last trip to the Marine Park could be improved were examined according to demographics, however there were no significant differences in the comments provided according to gender, age, household structure, background or between those respondents who owned agricultural land and those who did not.

Recommend visiting the Marine Park

An overwhelmingly high proportion of visitors to the Marine Park would recommend visiting the Marine Park to their family and friends (98% of Queensland coastal community visitors and 97% of southern capital city visitors).

Table 69. Recommend visiting the Great Barrier Reef Marine Park

Q23. Would you recommend visiting the Marine Park to your friends and family? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=120	n=99	n=96	n=110	n=73	n=498	n=14**	n=8**	n=11**	n=33
Yes	97%	97%	97%	99%	98%	98%	100%	90%	100%	97%
No	2%	2%	3%	1%	2%	2%	0%	10%	0%	3%
Don't know	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

* New question in 2007

* Please note the results shown for each southern capital city are highly indicative due to the small number of people who visited the Marine Park from each of these regions.

** Sample sizes are extremely small therefore results in these columns are indicative only

Table 70. Recommend visiting the Great Barrier Reef Marine Park by demographics

Q23. Would you recommend visiting the Marine Park to your friends and family? SINGLE RESPONSE

Base: Only those people who visited the Reef in the past 12 months		Number of respondents (n)	Yes	No	Don't know
TOTAL		531	97%	3%	0%
Visited the Marine Park	Yes	531	97%	3%	0%
	No	0	0%	0%	0%
Gender	Male	251	99%	1%	0%
	Female	280	96%	4%	0%
Age	17 - 29	69	99%	1%	0%
	30 - 39	109	100%	0%	0%
	40 - 49	135	99%	1%	0%
	50 - 59	136	92%	8%	0%
	60 +	81	100%	0%	0%
Household structure	Single / couple with children	242	100%	0%	0%
	Single / couple without children	256	95%	6%	0%
	Group household	32	99%	0%	1%
Language	Non-English speaking background	38	100%	0%	0%
	English only	493	97%	3%	0%
Background	Indigenous / Torres Strait	28	93%	5%	1%
	Other	503	97%	3%	0%
Agricultural land owner	Land owner	75	100%	0%	0%
	Does not own land	456	97%	3%	0%
Fished in the Marine Park	Yes	193	99%	1%	0%
	No	338	97%	3%	0%

Those respondents who were most likely to recommend visiting the Marine Park to others were also the same respondents who were most satisfied, including:

- 30 to 39-year old visitors (100%)
- 60+ year old visitors (100%)
- Visitors with children (100%)
- Non-English speaking background respondents (100%).

Marine Park visitors in the 50 to 59-year old age group were significantly less likely to recommend visiting the Marine Park to others (92% compared to 97% total survey respondents).

INFORMATION SOURCES ABOUT THE GREAT BARRIER REEF

This section looks at different information sources that individuals currently use or would prefer to use for finding out about the Great Barrier Reef.

Current sources of information

The most commonly used source of information was TV news (32% of Queensland coastal regions and 37% of southern capital cities). The second most commonly used source of information for both regions was newspapers (31% of Queensland coastal communities and 34% of southern capital cities).

Southern capital city respondents were significantly more likely to source information about the Great Barrier Reef on TV documentaries compared to those in Queensland coastal regions (29% compared to 21%). Those from Queensland coastal communities were significantly more likely to mention TV advertisements than southern capital cities (20% compared to 11%).

Table 71. Where currently receive information about the Great Barrier Reef

Q24. Where do you currently receive information about the Great Barrier Reef? Where else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
On TV (as news)	31%	30%	34%	31%	32%	32%	47%	34%	35%	37%
Newspaper	27%	36%	30%	31%	28%	31%	32%	34%	36%	34%
On TV (as documentaries)	16%	16%	19%	20%	27%	21%	37%	32%	23%	29%
On TV (as ads)	24%	20%	17%	21%	20%	20%	21%	6%	10%	11%
Internet (in general)	14%	13%	11%	15%	16%	14%	19%	19%	22%	20%
Word of Mouth (friends / family)	14%	15%	13%	7%	9%	11%	7%	7%	3%	5%
Radio	7%	10%	8%	7%	8%	8%	2%	3%	11%	6%
Local tourism operator / organisation	13%	8%	7%	7%	8%	8%	3%	2%	2%	2%
Magazines	9%	10%	7%	4%	6%	7%	14%	14%	6%	10%
Bait and Tackle shop	8%	3%	9%	8%	9%	7%	0%	0%	0%	0%
Information centre	8%	5%	5%	7%	5%	6%	2%	6%	0%	3%
GRBMPA - publication	3%	6%	3%	3%	1%	3%	0%	3%	1%	2%
Zoning maps	3%	1%	2%	3%	4%	3%	0%	0%	0%	0%
GBRMPA - website / Internet	0%	4%	2%	3%	0%	2%	0%	0%	0%	0%
Websites	1%	3%	0%	1%	0%	1%	1%	0%	0%	0%
GBRMPA - workshop / seminar / community consultation	1%	3%	1%	1%	1%	1%	0%	0%	1%	0%
Other	23%	19%	15%	17%	14%	16%	3%	13%	16%	13%
None / nowhere	5%	4%	5%	5%	4%	4%	4%	10%	15%	11%
Don't know	0%	1%	1%	1%	2%	1%	1%	3%	3%	2%

* Existing question in 2006 however was only asked of those people who had visited the Marine Park.

Table 72 shows the differences in information sources currently used by different subgroups in the survey population.

Table 72. Where currently receive information about the Great Barrier Reef by demographics

Q24. Where do you currently receive information about the Great Barrier Reef? Where else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample		Number of respondents (n)	On TV (as news)	Newspaper	On TV (as documentaries)	Internet (in general)	On TV (as ads)	Magazines	Word of Mouth (friends / family)	Radio	Local tourism operator / organisation
TOTAL		1480	36%	34%	28%	20%	11%	10%	6%	6%	3%
Visited the Marine Park	Yes	531	14%	26%	9%	43%	7%	5%	18%	1%	14%
	No	946	39%	35%	31%	17%	12%	11%	4%	7%	1%
Gender	Male	613	39%	32%	29%	22%	13%	9%	4%	6%	3%
	Female	867	33%	36%	28%	17%	10%	11%	7%	7%	3%
Age	17 - 29	169	41%	17%	12%	23%	7%	2%	3%	4%	1%
	30 - 39	253	31%	21%	33%	27%	15%	13%	4%	5%	3%
	40 - 49	323	39%	32%	26%	26%	11%	8%	7%	8%	3%
	50 - 59	366	29%	35%	36%	16%	12%	10%	13%	7%	4%
	60 +	363	41%	54%	31%	10%	11%	16%	1%	7%	2%
Household Structure	Single / couple with children	639	37%	28%	31%	26%	11%	7%	8%	7%	2%
	Single / couple without children	737	36%	44%	27%	13%	12%	14%	4%	6%	3%
	Group household	96	37%	17%	27%	16%	5%	2%	8%	4%	3%
Language	Non-English speaking background	142	20%	28%	39%	23%	16%	7%	7%	0%	0%
	English only	1334	39%	35%	27%	19%	10%	11%	6%	8%	3%
Background	Indigenous / Torres Strait	70	12%	13%	49%	18%	6%	3%	2%	4%	2%
	Other	1406	37%	34%	28%	20%	11%	10%	6%	6%	3%
Agricultural land owner	Land owner	183	35%	28%	46%	15%	22%	21%	13%	3%	3%
	Does not own land	1296	36%	34%	28%	20%	11%	10%	6%	7%	3%
Fished in the Marine Park	Yes	193	21%	26%	17%	17%	8%	3%	19%	2%	10%
	No	1287	36%	34%	29%	20%	11%	10%	6%	6%	3%

Older respondents (60+ years of age) were less likely to use the Internet as a source of information (10%) especially compared to middle aged respondents (30 to 39-year olds and 40 to 49-year olds).

Other differences exist with regard to television documentaries, with 50 to 59-year olds, non-English speaking background respondents, Indigenous and Torres Strait Islanders respondents and agricultural land owners more likely to source information about the Great Barrier Reef through these channels at the present.

Table 73. Where currently receive information about the Great Barrier Reef by demographics continued...

Q24. Where do you currently receive information about the Great Barrier Reef? Where else? UNPROMPTED. MULTIPLE RESPONSE.

Base: Total sample		Number of respondents (n)	Information centre	GRBMPA - publication	Bait and Tackle shop	GRBMPA Workshop / seminar / community consultation	GRBMPA - website / Internet	Websites (specify) ⁴⁹	Zoning maps	Other	Don't know	None / nowhere
TOTAL		1480	3%	2%	1%	0%	0%	0%	0%	13%	2%	10%
Visited the Marine Park	Yes	531	8%	1%	3%	1%	1%	2%	1%	28%	0%	7%
	No	946	2%	2%	0%	0%	0%	0%	0%	11%	3%	11%
Gender	Male	613	4%	2%	1%	0%	0%	0%	0%	13%	2%	7%
	Female	867	2%	2%	0%	1%	0%	0%	0%	13%	3%	14%
Age	17 - 29	169	0%	0%	1%	0%	0%	0%	0%	22%	0%	17%
	30 - 39	253	4%	0%	1%	0%	0%	1%	0%	12%	0%	15%
	40 - 49	323	3%	4%	0%	0%	0%	0%	0%	14%	0%	10%
	50 - 59	366	5%	3%	1%	2%	0%	0%	0%	13%	6%	6%
	60 +	363	2%	0%	0%	0%	0%	0%	0%	8%	4%	8%
Household structure	Single / couple with children	639	3%	3%	1%	1%	0%	0%	0%	17%	3%	7%
	Single / couple without children	737	3%	1%	1%	0%	0%	0%	0%	9%	1%	13%
	Group household	96	2%	0%	1%	0%	0%	0%	0%	9%	5%	14%
Language	Non-English speaking background	142	5%	2%	0%	0%	0%	0%	0%	11%	4%	14%
	English only	1334	3%	2%	1%	1%	0%	0%	0%	14%	2%	10%
Background	Indigenous / Torres Strait	70	2%	2%	0%	1%	0%	1%	1%	4%	14%	0%
	Other	1406	3%	2%	1%	0%	0%	0%	0%	13%	2%	10%
Agricultural land owner	Land owner	183	1%	1%	2%	1%	1%	0%	1%	11%	0%	7%
	Does not own land	1296	3%	2%	1%	0%	0%	0%	0%	13%	2%	11%
Fished in the Marine Park	Yes	193	8%	4%	18%	2%	3%	0%	5%	21%	1%	2%
	No	1287	3%	2%	0%	0%	0%	0%	0%	13%	2%	11%

⁴⁹ Other than GBRMPA website

Qualitative insight

Residents mentioned receiving information about the Marine Park from TV, local newspapers, radio, free publications from boat and tackle shops, pamphlets from schools, Google™ search on the Internet, travel agencies and tourist information centres.

The types of information residents pick up included information on things to do and see in the Marine Park, zoning restrictions in the park and rules and regulations, different animal species in the Marine Park for children's school projects, information on whale watching and accidents that have occurred in the park.

Residents would like more information/easier access to the following information:

- Updates on *"how the Reef is holding up"*
- The steps that are being taken to protect the Reef and how effective they are
- Future plans to protect the Reef
- Zoning restrictions
- Simple things that residents can do to help protect the Reef – *"Positive things we can do"*
- *"Negative things we should avoid...the consequences"*
- Specific examples that are brutally honest – stories about what is working and updates on how the Reef is holding up
- Children are interested in information seminars coming into schools.

"There is lots of information out there but we are not sure how to get it."

"There is enough information out there but you have to look for it."

The types of information or communications that would encourage residents to look after the Marine Park include:

- The basic rules visitors to the Marine Park need to adhere to
- The damage that can be caused by activities in the park like using outboard motors
- Promotion of harsher penalties for people who are damaging the Reef
- More education on how to maintain your boat to minimise damage to the Reef
- More *"shock information"* on the damaging consequences to the Reef and wildlife of activities people do at home, at work and on marine water ways
- Information that lets residents know that their individual actions can make a difference
- Community forums with guest speakers telling people about the Reef and what they can do to protect it
- Banner advertising on the Internet (nineMSN, ebay and Google™) promoting reef friendly behaviours
- Simple hints on what residents can do to help protect the Reef
- Project sheets about the Reef including activities like colouring in for children

Preferred sources of information

Survey respondents were asked where they preferred to receive information about the Great Barrier Reef. The table below shows which sources people preferred.

Table 74. Where prefer to receive information about the Great Barrier Reef - 2007

Q25. Where would you prefer to receive information about the Great Barrier Reef? Where else? UNPROMPTED.
MULTIPLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
On TV (as news)	13%	19%	27%	19%	23%	22%	41%	26%	23%	27%
Newspaper	16%	26%	20%	22%	13%	19%	27%	23%	20%	22%
On TV (as documentaries)	11%	15%	15%	16%	24%	18%	44%	24%	19%	25%
On TV (as ads)	14%	16%	17%	15%	17%	16%	20%	5%	9%	9%
Same sources as currently receive	17%	18%	17%	14%	14%	16%	14%	13%	20%	16%
Internet (in general)	14%	12%	12%	15%	15%	14%	17%	21%	31%	25%
Local tourism operator / organisation	8%	7%	5%	5%	7%	6%	1%	1%	1%	1%
Radio	5%	5%	9%	4%	5%	6%	4%	3%	9%	6%
Information centre	6%	4%	4%	4%	6%	5%	0%	4%	2%	2%
Bait and Tackle shop	5%	2%	5%	3%	6%	4%	0%	0%	0%	0%
Magazines	4%	3%	4%	5%	3%	4%	11%	4%	6%	6%
Word of Mouth (friends / family)	4%	4%	6%	2%	2%	4%	5%	1%	3%	3%
GRBMPA - publication	5%	3%	3%	1%	3%	3%	1%	1%	0%	0%
GBRMPA - website / Internet	1%	2%	2%	3%	1%	2%	0%	0%	0%	0%
Zoning maps	1%	2%	1%	1%	1%	1%	0%	0%	0%	0%
Websites	0%	2%	1%	1%	1%	1%	0%	0%	1%	0%
GBRMPA - workshop / seminar / community consultation	2%	2%	1%	1%	0%	1%	1%	0%	1%	1%
Other	21%	25%	18%	19%	14%	19%	3%	6%	22%	13%
Don't know	8%	5%	5%	5%	7%	6%	3%	6%	6%	6%
None / nowhere	18%	12%	12%	15%	16%	14%	11%	24%	7%	14%

* Existing question in 2006 however was only asked of those people who had visited the Marine Park.

The most preferred information source for both regions is television news (22% QCC, 27% SCC) followed by newspapers for Queensland coastal community respondents (19%) and television documentaries by southern capital city respondents (25%).

- Southern capital city respondents were significantly more likely to prefer information from TV documentaries compared to Queensland coastal regions (25% compared to 18%).
- Queensland coastal community respondents were significantly more likely to prefer sourcing information from television advertising compared to those from southern capital cities (16% compared to 9%).
- Those respondents from Queensland coastal regions were more likely to prefer receiving information from bait and tackle shops, as these regions are more likely to undertake fishing in the Marine Park than southern capital cities.
- Other preferred sources frequently mentioned were mail outs or letter box drops, local government and signage.

The information sources preferred by survey respondents largely match with the information sources currently used.

Tables 75 and 76 show the preferred sources of information about the Great Barrier Reef between different subgroups in the survey population.

Table 75. Where prefer to receive information about the Great Barrier Reef – 2007 by demographics

Q25. Where would you prefer to receive information about the Great Barrier Reef? Where else? UNPROMPTED.
MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	On TV (as news)	On TV (as documentaries)	Internet (in general)	Newspaper	On TV (as ads)	Magazines	Radio	Websites	GRBMPA - publication
TOTAL		1480	27%	25%	24%	22%	10%	6%	6%	1%	1%
Visited the Marine Park	Yes	531	14%	11%	33%	15%	10%	7%	2%	0%	1%
	No	946	29%	26%	23%	23%	10%	6%	7%	1%	1%
Gender	Male	613	27%	23%	28%	18%	8%	6%	5%	1%	0%
	Female	867	27%	26%	20%	26%	12%	6%	7%	0%	1%
Age	17 - 29	169	36%	10%	35%	25%	11%	1%	9%	0%	0%
	30 - 39	253	21%	27%	25%	11%	14%	6%	5%	0%	1%
	40 - 49	323	27%	27%	33%	21%	9%	3%	7%	0%	1%
	50 - 59	366	23%	28%	20%	22%	9%	8%	6%	0%	0%
	60 +	363	30%	26%	12%	28%	8%	10%	6%	2%	0%
Household structure	Single / couple with children	639	26%	26%	27%	18%	9%	5%	7%	0%	1%
	Single / couple without children	737	28%	23%	22%	26%	10%	8%	6%	1%	0%
	Group household	96	31%	25%	24%	29%	10%	2%	7%	0%	2%
Language	Non-English speaking background	142	21%	30%	23%	21%	7%	4%	0%	0%	0%
	English only	1334	28%	24%	24%	22%	10%	6%	7%	1%	1%
Background	Indigenous / Torres Strait	70	10%	47%	18%	6%	18%	1%	3%	0%	1%
	Other	1406	27%	24%	24%	22%	10%	6%	6%	1%	1%
Agricultural land owner	Land owner	183	13%	23%	16%	23%	10%	5%	3%	0%	0%
	Does not own land	1296	28%	25%	24%	22%	10%	6%	6%	1%	1%
Fished in the Marine Park	Yes	193	19%	14%	16%	21%	7%	3%	4%	1%	4%
	No	1287	27%	25%	24%	22%	10%	6%	6%	1%	1%

Table 76. Where prefer to receive information about the Great Barrier Reef – 2007 by demographics continued...

Q25. Where would you prefer to receive information about the Great Barrier Reef? Where else? UNPROMPTED.
MULTIPLE RESPONSE

Base: Total sample		Number of respondents (n)	Word of Mouth (friends / family)	Information centre	GBRMPA - workshop / seminar / community consultation	Local tourism operator / organisation	GBRMPA - website / Internet	Zoning maps	Bait and tackle shop	Other	Don't know	None / nowhere
TOTAL		1480	3%	2%	1%	1%	0%	0%	0%	13%	6%	14%
Visited the Marine Park	Yes	531	5%	5%	0%	4%	1%	1%	2%	19%	4%	13%
	No	946	2%	2%	1%	1%	0%	0%	0%	12%	6%	15%
Gender	Male	613	3%	3%	1%	2%	0%	0%	1%	11%	5%	18%
	Female	867	2%	2%	0%	1%	0%	0%	0%	16%	6%	11%
Age	17 - 29	169	1%	0%	0%	0%	0%	0%	0%	19%	6%	6%
	30 - 39	253	3%	0%	0%	0%	0%	0%	0%	12%	7%	19%
	40 - 49	323	3%	3%	1%	0%	0%	0%	0%	11%	1%	18%
	50 - 59	366	6%	5%	2%	3%	0%	0%	1%	22%	6%	13%
	60 +	363	0%	3%	0%	2%	0%	0%	0%	5%	9%	15%
Household structure	Single / couple with children	639	4%	3%	1%	0%	0%	0%	0%	16%	5%	15%
	Single / couple without children	737	1%	2%	0%	3%	0%	0%	0%	11%	7%	14%
	Group household	96	4%	0%	0%	1%	0%	0%	1%	8%	5%	16%
Language	Non-English speaking background	142	3%	5%	0%	0%	0%	0%	0%	13%	5%	17%
	English only	1334	3%	2%	1%	2%	0%	0%	0%	13%	6%	14%
Background	Indigenous / Torres Strait	70	1%	2%	0%	2%	0%	0%	1%	8%	3%	3%
	Other	1406	3%	2%	1%	1%	0%	0%	0%	13%	6%	15%
Agricultural land owner	Land owner	183	6%	1%	0%	1%	1%	0%	1%	4%	3%	29%
	Does not own land	1296	3%	2%	1%	1%	0%	0%	0%	14%	6%	14%
Fished in the Marine Park	Yes	193	13%	5%	2%	9%	2%	2%	10%	18%	1%	14%
	No	1287	2%	2%	1%	1%	0%	0%	0%	13%	6%	14%

Qualitative insight

Participants in the qualitative research suggested the best way to get information is via prime time TV news releases (targeting media outlets such as ABC, Seven, SBS, Local news on WIN and ABC2), radio stations (CFM, 4YOU, 4RO, Hot FM) fishing and boating magazines like Fishing Australia and Fishing World, at petrol stations and boat shops, mail drops (although this is felt by some to be a waste of money), community notice boards, flyers at supermarkets, pubs and clubs, motels, hotels and tourist centres, fridge magnets, key rings and newspapers.

“Information should be at boat ramps, boat sales and brokers fishing shops, petrol stations and it should be a major part of boat licenses.”

Re-call of advertising

Residents do remember seeing advertising about the Marine Park.

The general impression is that this advertising is “scary” because it tells residents “*what could happen.*”

“Remember seeing ‘know your limits’ and ‘don’t be the catch of the day.’

Residents feel the advertising they have seen has positively influenced the way they behave with respect to the Reef.

“Stopped taking plastic bags to the beach because I know what they can do to marine life.”

“Stopped me fishing.”

“Very graphic...under water shots or marine life...good video quality...entertaining.”

The overall impression is that there is not enough advertising and that the advertising is too general and needs to include more specific information on what residents can do to protect the Reef.

However, some residents feel the advertising they have seen has positively influenced the way they behave with respect to the Reef.

“Watch what I tip down the sink.”

“More aware of where the rubbish goes so I’m more careful about the rubbish I put out.”

“Washing the car on the lawn.”

Reaction to taglines

Two tagline messages were tested in the focus groups:

“Do your bit to look after it.”

“It is closer than you think.”

“Do your bit to look after it.”

Some residents recalled this tagline. Most like that the message is uncomplicated and that the onus of the message is on the individual.

“Makes you feel responsible.”

“It pushes the responsibility on to you.”

Residents also liked that the message infers that the action of an individual can make a difference – we can all make a difference through collective individual action.

Some felt this message would influence their behaviour and encourage them to do their bit to look after the Reef and therefore prefer this tagline.

“It would make you more aware of the need to be careful.”

Residents felt the communication attached to this slogan needs “back-up instructions telling you what you can do” to look after the Reef.

“It needs more explanation.”

“It could mean anything.”

“It is closer than you think.”

Most residents had heard this message. Some liked the “double meaning” of the message suggesting that the Reef is closer than you think so be careful but also that the end of the Reef may also be closer than you think so be doubly careful.

Some believe this message would influence their behaviour and encourage them to act in more reef friendly ways.

“Makes you more aware.”

“It’s emotive.”

“I would be more careful about things like throwing cigarettes butts down the drain.”

Others feel this tagline is too vague.

“Very ambiguous.”

“Vague...non specific”

Some suggested the taglines would be most powerful used together in communications.

Some residents felt “*Do your bit to look after it*” was the most effective in encouraging people to take action to protect the Reef. These people considered this tagline to be more personalised, less passive and more affirming that peoples’ individual action can make a difference.

The best places to present these messages were considered to be:

- TV (ABC, Seven, SBS and ABC2) 6-7pm for adults and 3-4pm for children or during Big Brother for teenagers
- Radio (local stations at breakfast and on the drive to work and home)
- Magazines (including Sea Fishing, Trailer Boat, TV guide), brochures or pamphlets in boat shops, supermarkets, post offices, petrol stations

- Signs at boat ramps, near the beach, transit information centres, rivers and estuaries as well as shopping centres, super markets and bill boards on roads
- Stalls at local shows
- Websites like fish web and the Department of Primary Industries and Fisheries website as well as links from NineMSN, Google™, Yahoo and local Council websites
- SMS and MNS messages where people register and get sent updates about the Reef
- Public transport including buses and at bus stops, on the tilt train, in train stations and at the airport
- On products including sunscreen and camping equipment
- At the cinema
- On maps

Feedback on GBRMPA communications

Some residents remember receiving communications from GBRMPA particularly letter box drops or had requested information on the fishing zones.

Some have had phone contact or face-to-face contact with GBRMPA and there were mixed perceptions of the experience.

“Very helpful and informative.”

A few had seen GBRMPA staff and stalls at local expos such as boat shows. Residents felt it is good for GBRMPA staff to be present at expos as their presence creates awareness and makes the organisation more accessible to the community. GBRMPA stalls at expos could be made more effective by promoting that they are going to be there and by having raffles, competitions and free giveaways as well as stickers and interactives to attract children. Some residents mentioned that pictures of Nemo and models or photographs of marine animals in distress would catch people’s eyes.

“On the spot information...but has very little impact unless people are interested. People will take away something if you give it to them – key rings, balloons for kids.”

“I believe the best thing is shock – if you show a turtle belly up because of a plastic bag, or impact of fishing net.”

“You could use Nemo because every kid knows about Nemo...ambassador.”

“Competition for all school kids...poster of all the fish on the reef.”

Feedback on GBRMPA website

Some people had visited the GBRMPA website for information on zoning restrictions and accompanying maps or information for their children’s class project. Feedback about the site included that it was hard to navigate and that it needed a better search engine with the functionality of the Google™ search engine. Some felt it had excellent graphics and was informative for both children and adults.

Community engagement

Some people felt they could influence GBRMPA through focus group sessions and by providing feedback on GBRMPA’s website. Some residents felt their community could influence GBRMPA

through their local council and through the tourist information centre. Others felt they and their community could not influence GBRMPA because they are not considered a key stakeholder or do not have enough population.

However, only a few participants had ever been involved in GBRMPA community consultation.

APPENDIX A: TECHNICAL NOTES

The research was split into five key stages:

- Scoping meeting
- Questionnaire design
- Quantitative survey
- Analysis and reporting

SCOPING MEETING

A scoping meeting for the quantitative research was held with the GBRMPA and CBSR on the 10 July 2007. This scoping meeting involved a discussion of:

- The aims and objectives of the project
- Background to the topic
- Methodology for the study

During this scoping phase, key issues regarding the study were addressed and agreement about many aspects of the survey design and implementation was obtained. The scoping phase was invaluable in ensuring that the survey collected information in a way that maximised its usefulness to the GBRMPA.

QUESTIONNAIRE DESIGN

The questionnaire used in June 2007 was based on the one applied in June 2006. However, changes have been made to make it more suitable to 2007's research objectives.

- GBRMPA deleted a few questions that were not needed.
- GBRMPA added new questions to the questionnaire. New questions have been highlighted in the quantitative questionnaire shown in **Appendix C**.

QUANTITATIVE RESEARCH

A Computer Assisted Telephone Interviewing (CATI) approach was used to administer the survey. The sample for the survey was a random selection from the electronic White Pages based on the postcodes provided by the GBRMPA. The overall sample size for the survey was **1480** persons.

The following sections discuss the quantitative survey methodology.

Sampling

Respondents from Queensland coastal communities and southern capital cities were selected from electronic White Pages. However, Queensland coastal communities were defined to be residents whose postcodes were from the list provided by GBRMPA. Please see Table 77 for details.

Table 77. Interview breakdown according to location

Cape York	Far Northern	Northern	Central	Southern
4871	4852	4721	4717	4630
4874	4855	4743	4720	4660
4875	4856	4804	4737	4670
4876	4857	4805	4738	4671
	4858	4806	4740	4673
	4859	4807	4741	4674
	4860	4808	4742	4676
	4861	4809	4750	4677
	4865	4810	4751	4678
	4868	4811	4753	4680
	4869	4812	4754	4694
	4870	4813	4756	4695
	4872	4815	4757	4696
	4873	4816	4798	4697
	4878	4817	4799	4699
	4879	4818	4800	4700
	4882	4819	4801	4701
	4883	4849	4802	4702
	4885	4850	4803	4703
		4854		4704
				4705
				4706
				4710
				4716

Scope of the survey

It is important to note the following about the scope of the survey:

- The survey sampled people who currently live in Brisbane, Melbourne, Sydney or in the supplied postcodes for Queensland coastal regions
- Only persons aged 17 years and over were allowed to respond to the survey
- The survey asked respondents about their activities over the last 12 months

Fieldwork

Fieldwork for the survey was conducted by an experienced fieldwork team who are fully accredited with Interviewer Quality Control Accreditation and have undergone training set out by these standards. A briefing, including a practice interview, was held with all interviewers and the field supervisor prior to the commencement of interviewing.

Fieldwork for the survey was conducted between Wednesday 1 August and Sunday 19 August 2007.

Table 78 shows the call data for the survey.

Table 78. Call data for the survey

Category	Number of people		
	Queensland coastal communities	Southern capital cities	Total
Total telephone numbers called	9560	4148	13708
Invalid numbers ⁵⁰ and Non-contact numbers ⁵¹	3052	1335	4387
<i>Subtotal – eligible numbers</i>	6508	2813	9321
Declined to participate (eligible)	3490	1349	4839
Completed interviews	1150	330	1480
Response rate	17.67%	11.73%	14.70%

The final response rate is the number of interviews completed as a proportion of eligible members. Thus the final response rate for the survey this year was $1480 / 9321 = 14.70$ per cent. The average length of the survey was 15 minutes and 40 seconds. In 2006, the response rate was 29.49 per cent, therefore there was a considerable decline in the response rate in 2007. This is likely to be due to the increased length of the questionnaire in 2007. In 2007 respondents were invited to take part in a 15 minute survey whereas in 2006 they were invited to take part in a 10 minute survey (although the average length in 2006 was 12 minutes and 44 seconds).

Table 79. Call data for the survey

Category	Queensland coastal communities	Southern capital cities	Total
Average interview length	16 minutes 45 seconds	14 minutes 35 seconds	15 minutes 40 seconds
Minimum interview length	7 minutes 25 seconds	6 minutes 50 seconds	6 minutes 50 seconds
Maximum interview length	52 minutes 25 seconds	43 minutes 20 seconds	52 minutes 25 seconds

Weighting

To ensure the survey results are representative of the Australian population, they were adjusted, or **weighted**, using population information from the Australian Bureau of Statistics. This is done because the sample data on its own is biased. For example, in telephone surveys typically greater proportions

⁵⁰ Includes numbers that were for businesses, mobile phones, persons who could not speak English and households that did not have a person with fitting quota categories, once the quota was met.

⁵¹ These are numbers where no contact could be made with the selected respondent within the survey period. At least 3 unsuccessful attempts – at different times and days – were made to contact these numbers.

of females participate than males, when compared to the proportion of females in the population. Similarly, we need to adjust because approximately the same numbers of people were interviewed in each region, whereas the population is distributed unevenly by region.

The demographics of the sample (for example, the number of people interviewed by sex and location) are shown in the following table, as are the same dissections applied to the total Australian population based on 2006 ABS census data. What weighting does is adjust the proportions of these demographics in the sample so they are the same as the proportions in the wider population. For example, about 60 per cent of the respondents to the survey were female with 40 per cent being male. In the Australian population the actual figures are approximately 50.2 per cent females and 49.8 per cent males. In weighting the sample we ensure that the responses of females have only 50.2 per cent influence over the total rather than 60 per cent. More information about the weighting can be found in Table 80.

The results from this survey were weighted by sex and location.

The following table shows how weights for this survey were calculated and applied. Column “n” shows how many interviews were achieved among men and women in each location. Column “N” shows the total male and female Australian population in each location. These figures are the latest Australian Bureau of Statistics year 2006 population census survey. Column “w” shows the needed weight factor to achieve the proportionate sample shown in Column “N”.

Table 80. Statistics used in weighting

Stratum	Population size (N)	Unweighted sample size (n)	Weight (w = N/n)
Cape York, male	18,506	111	166.72
Cape York, female	16,825	119	141.39
Far Northern, male	79,655	83	959.70
Far Northern, female	79,515	147	540.92
Northern, male	83,528	102	818.90
Northern, female	79,916	128	624.34
Central, male	61,011	94	649.05
Central, female	58,955	136	433.49
Southern, male	113,016	98	1,153.22
Southern, female	113,010	132	856.14
Brisbane, male	785,981	45	17,466.24
Brisbane, female	822,839	65	12,659.06
Sydney, male	1,944,194	47	41,365.83
Sydney, female	2,003,821	63	31,806.68
Melbourne, male	1,634,682	33	49,535.82
Melbourne, female	1,704,022	77	22,130.16
TOTAL	9,599,475	1,480	181,307.7

Why do researchers weight data?

The raw data from the survey is biased and therefore it would be misleading to use it as a basis of coming to an understanding about the topic at hand. For example, the sample has a greater proportion of female respondents than male respondents. As female respondents may have different activities or views than male respondents, reporting on raw data would lead to a bias towards what females do or think. Weighting the data overcomes this problem because it ensures that the results are representative of the target population.

The weighting approach adopted by Colmar Brunton Social Research is used by the ABS for its many population surveys and they always publish weighted results rather than raw data.

Error

All surveys are subject to errors. There are two main types of errors: sampling errors and non-sampling errors.

Sampling error

The sampling error is the error that arises because not every single member of the population was included in the survey. Naturally it is simply not feasible to survey the whole population to avoid this type of error. One can, however, estimate how big this error component is, using statistical theory. This theory indicates that with a sample of 1000 people from a population of 100 000 people or more, the maximum margin of sampling error on an estimate of a proportion is 3.1 per cent.

In this survey, as agreed with GBRMPA, CBSR had taken 1480 samples, the maximum margin of sampling error on an estimate of a proportion is 2.55 per cent.

Non-sampling error

All surveys, regardless of whether they are samples or censuses, are subject to other types of error called non-sampling error. Non-sampling error includes things like interviewer keying errors and respondents misunderstanding a question.

Every attempt has been made to minimise the non-sampling error in this study. For example, use of Computer Assisted Telephone Interviewing (CATI) reduces the number of keying errors and ensures that interviewers ask the right questions. However, some types of error are out of the control of the researcher. In particular, the study is reliant on accurate reporting of behaviours and views by respondents. For example, a respondent may forget that they played tennis nine months ago and fail to report this activity.

Qualitative research

Following the CATI survey qualitative research was undertaken to explore issues which had emerged from the quantitative survey results.

The qualitative research involved 6 focus groups with residents (the general public) from five Great Barrier Reef regions. The duration of each focus group was approximately three hours. The focus groups were observed by GBRMPA research staff and regional staff.

Table 81. Research sample

Locations	Date
1. Bundaberg	24 September
2. Rockhampton	25 September
3. Mackay	26 September
4. Townsville	2 October
5. Cairns	4 October
6. Cooktown	27 September
Total 6	

Focus groups were conducted between 25 September and 4 October 2007. Each focus group took approximately three hours to complete. The following table outlines the sample profile of participants in the qualitative research.

Table 81. Sample profile of participants

Location	Bundaberg	Rockhampton	Mackay	Cooktown	Cairns	Townsville	TOTAL
Gender	5 Male 4 Female	4 Male 5 Female	3 Male 5 Female	5 Male 3 Female	4 Male 6 Female	3 Male 4 Female	24 Male 27 Female
Age	17-19: 0 20-29: 2 30-39: 2 40-49: 1 50-59: 1 60-69: 3	17-19: 1 20-29: 0 30-39: 4 40-49: 1 50-59: 3 60-69: 0	17-19: 1 20-29: 3 30-39: 1 40-49: 1 50-59: 1 60-69: 1	17-19: 1 20-29: 0 30-39: 1 40-49: 2 50-59: 3 60-69: 1	17-19: 0 20-29: 2 30-39: 4 40-49: 1 50-59: 2 60-69: 1	17-19: 0 20-29: 2 30-39: 2 40-49: 0 50-59: 2 60-69: 1	17-19: 3 20-29: 9 30-39: 14 40-49: 6 50-59: 12 60-69: 7
Languages	English: 8 Indian: 1	English: 8 Russian: 1	English: 8	English: 6 Italian: 1 Indigenous Australian: 1	English: 9 Japanese: 1	English: 6 Polish: 1	English: 45 Indian: 1 Italian: 1 Russian: 1 Indigenous Australian: 1 Polish: 1 Japanese: 1
Indigenous Australian/ Torres Straight Islander?	1	0	0	2	0	0	3
Usage of the park	9 users 0 non users	9 users 0 non users	7 users 1 non user	7 users 1 non user	9 users 1 non user	5 users 2 non users	46 users 5 non users
TOTAL	9	9	8	8	10	7	51 Participants

APPENDIX B: SAMPLE PROFILE

This section profiles the respondents to this survey. Please note that **all** data in this section is unweighted.

Table 82. Age

Q. Into which age group do you fall? SINGLE RESPONSE

Age	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
17 - 19	1%	3%	2%	2%	2%	2%	5%	2%	4%	3%
20 - 29	9%	7%	7%	14%	6%	9%	9%	10%	12%	10%
30 - 39	15%	19%	18%	20%	17%	18%	20%	12%	14%	15%
40 - 49	28%	17%	21%	21%	19%	21%	19%	30%	21%	24%
50 - 59	25%	27%	26%	24%	27%	26%	19%	24%	24%	22%
60 - 69	17%	16%	15%	13%	20%	16%	15%	7%	10%	11%
Over 70	6%	11%	10%	7%	10%	9%	12%	15%	16%	14%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 83. Gender

Q. NOTE GENDER

Gender	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Male	48%	36%	44%	41%	43%	42%	41%	30%	43%	38%
Female	52%	64%	56%	59%	57%	58%	59%	70%	57%	62%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 84. Household structure*Q. Which of the following best describes your current household structure? SINGLE RESPONSE*

Household structure	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Couple without children	39%	31%	34%	31%	32%	33%	33%	22%	28%	28%
Couple with children less than 13 yrs	15%	15%	16%	21%	15%	16%	16%	21%	16%	18%
Couple with children more than 13 yrs	12%	16%	16%	16%	19%	16%	14%	19%	17%	17%
Couple with children both less than and more than 13 yrs	6%	5%	9%	4%	8%	6%	3%	3%	3%	3%
Group household	4%	7%	6%	8%	6%	6%	10%	7%	6%	8%
Single occupant	21%	19%	14%	15%	18%	17%	16%	21%	22%	20%
Single parent	3%	7%	5%	5%	3%	5%	8%	7%	8%	8%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 85. Reef Guardian Schools*Q. Reef Guardian Schools have programs dedicated to the education and promotion of activities to encourage children and the community help protect the Great Barrier Reef. Is your child's school a Reef Guardian School? SINGLE RESPONSE*

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=82	n=99	n=104	n=106	n=100	n=491				
Yes	32%	22%	29%	19%	21%	24%	N/A	N/A	N/A	N/A
No	26%	25%	21%	28%	28%	26%	N/A	N/A	N/A	N/A
No children at school	18%	23%	28%	26%	27%	25%	N/A	N/A	N/A	N/A
Don't know	24%	29%	22%	27%	24%	25%	N/A	N/A	N/A	N/A
Total	100%	100%	100%	100%	100%	100%	N/A	N/A	N/A	N/A

Table 86. Aboriginal or Torres Strait Islander*Q. Are you of Aboriginal or Torres Strait Island origin? SINGLE RESPONSE*

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
No	88%	96%	92%	98%	97%	94%	98%	100%	99%	99%
Yes, Aboriginal	8%	4%	7%	1%	3%	5%	2%	0%	1%	1%
Yes, Torres Strait Islander	4%	0%	1%	1%	0%	1%	0%	0%	0%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 87. Language other than English*Q. At home, do you speak a language other than English? SINGLE RESPONSE*

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	13%	10%	6%	5%	7%	8%	8%	19%	17%	15%
No	87%	90%	94%	95%	93%	92%	93%	81%	83%	85%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Table 88. Language spoken other than English

Q. And what language is that? MULTIPLE RESPONSE

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=30	n=24	n=13	n=11	n=16	n=94	n=8	n=21	n=19	n=48
Arabic	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%
Cantonese	0%	0%	0%	0%	0%	0%	0%	0%	2%	1%
Chinese	0%	0%	0%	0%	0%	0%	1%	1%	3%	2%
Croatian	0%	0%	0%	0%	0%	0%	0%	2%	0%	1%
German	2%	1%	0%	0%	0%	1%	0%	1%	0%	0%
Greek	0%	0%	0%	0%	0%	0%	1%	4%	3%	2%
Indigenous Australian	2%	0%	0%	0%	0%	1%	0%	0%	0%	0%
Italian	1%	2%	3%	0%	1%	1%	2%	2%	2%	2%
Japanese	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%
Lebanese	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Mandarin	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Turkish	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
Vietnamese	0%	0%	0%	0%	0%	0%	1%	1%	0%	1%
Other (specify)	8%	5%	2%	3%	6%	5%	5%	9%	8%	7%
Refused	0%	0%	0%	0%	0%	0%	4%	0%	0%	1%

Table 89. Own or manage land for agricultural purposes

Q. Do you own or manage land for agricultural purposes?

Base: Total sample	Cape York	Far Northern	Northern	Central	Southern	TOTAL Qld Coastal Areas	Brisbane	Melbourne	Sydney	TOTAL Southern Capital Cities
	n=230	n=230	n=230	n=230	n=230	n=1150	n=110	n=110	n=110	n=330
Yes	21%	12%	20%	12%	11%	15%	3%	3%	3%	3%
No	79%	88%	80%	88%	89%	85%	97%	97%	97%	97%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

QMS QUANT QUESTIONNAIRE CATI GBRMPA 2007 ATTITUDINAL SURVEY – FINAL VERSION 1

Project Number: 70766 79	Project Name: 2007 Attitudinal Survey
Project Manager: Jodie Temperton	
Project Leader: Joan Young	
CBFS CRM: Bianca Mazzaferro	
Date: 23-07-07	

APPENDIX C: 2007 QUESTIONNAIRE

1. Background, Aims and Objectives

In order to be informed and involved in the management of the Great Barrier Reef, the community needs to have a good understanding of the pressures affecting it. One of the Great Barrier Reef Marine Park's (GBRMPA) corporate goals is to promote understanding of the Great Barrier Reef and the issues affecting its health and management. GBRMPA annually conducts a community survey to gather feedback about the Great Barrier Reef and the level of environment awareness from residents of Queensland coastal areas and three southern capital cities (Brisbane, Melbourne and Sydney). This survey represents the 2007 wave of this research.

2. Sample / Recruiting Specification

Sample source = Electronic White Pages + Random Digit Dialling

Target respondent = The general community aged 17 years or older in three capital cities – Brisbane, Melbourne, and Sydney and Queensland coastal regions – Cape York, Far Northern, Northern, Central and Southern. Target respondents will be from all demographic groups including Indigenous persons and people from a non-English speaking background to ensure the best cross-section of the community as possible.

	City / Region	No. Interviews
Cities	Brisbane	110
	Melbourne	110
	Sydney	110
Queensland Coastal Communities	Cape York	230
	Far Northern	230
	Northern	230
	Central	230
	Southern	230
TOTAL		1480

- No more than 60/40 variation on gender.
- Mixture of ages 17+ is required.

Sampling method: Stratified random sampling according to location. Postcodes will be used to identify which region a respondent resides. The postcodes allocated to each quota Queensland community is shown below.

Cape York	Far Northern	Northern	Central	Southern
4871	4852	4721	4717	4630
4874	4855	4743	4720	4660
4875	4856	4804	4737	4670
4876	4857	4805	4738	4671
	4858	4806	4740	4673
	4859	4807	4741	4674
	4860	4808	4742	4676
	4861	4809	4750	4677
	4865	4810	4751	4678
	4868	4811	4753	4680
	4869	4812	4754	4694
	4870	4813	4756	4695
	4872	4815	4757	4696
	4873	4816	4798	4697
	4878	4817	4799	4699
	4879	4818	4800	4700
	4882	4819	4801	4701
	4883	4849	4802	4702
	4885	4850	4803	4703
		4854		4704
				4705
				4706
				4710
				4716

4. Schedule / Timing

Questionnaire finalised and sent to fieldwork team: Monday 23 July COB

CATI script set-up completed: Thursday 26 July

Briefing of interviewers: Thursday 26 July

Fieldwork commences: Wednesday 25 July

Fieldwork completed: Monday 20 August

Datafile to be sent to CBSR project manager: Tuesday 21 August

Analysis commences: Tuesday 21 August

Topline results due to GBRMPA: Friday 24 August

5. Incentive

There is no incentive for participation in this research.

6. Abbreviations / Definitions

Interviewers are to be aware of the following abbreviations and definitions prior to conducting interviews:

- the Reef – Great Barrier Reef
- GBRMPA – Great Barrier Reef Marine Park Authority
- GBRMP – Great Barrier Reef Marine Park
- < - less than
- > - more than

Introduction

Hello, my name is ... from Colmar Brunton Social Research.

Today we are conducting a short survey into the attitudes and behaviours of residents in your area towards issues in Australia on behalf of the Australian Government.

May I speak to the person in the household aged **17 years or older** whose birthday is nearest to today's date?

DO NOT READ	CODE	INSTRUCTION
IF AVAILABLE	01	REINTRODUCE AND REPEAT INTRO IF NECESSARY THEN CONTINUE
IF REFUSED	02	THANK and CLOSE
IF NO ANSWER	03	CALL BACK AT A LATER TIME
IF UNAVAILABLE	04	ARRANGE A TIME TO CALL BACK

WHEN CONTACT 17YRS + OBTAINED: I would like to invite you to take part in a 15 minute survey on issues in Australia on behalf of the Australian Government.

DO NOT READ - SR	CODE	INSTRUCTION
Yes	01	CONTINUE TO Q1
No, not at all	02	THANK and CLOSE
No, maybe later	03	MAKE APPOINTMENT and CALL BACK

IF ASKED WHO THE CLIENT IS: Unfortunately we are not able to reveal the specific client's name before we commence the survey as it may influence some of your responses. The client is an Australian government agency and we will tell you the agencies name at the end.

CLOSING SCRIPT: Thank-you for your time and have a nice day.

EXISTING QUESTION IN 2006 WITH NEW CODES TO MATCH THOSE IN Q11

Q1. In the past 12 months, have you undertaken any of the following activities at **home OR work?** We encourage you to be completely honest in your response. You can answer yes, no or don't know.

INTERVIEWER INSTRUCTION: PLEASE BE CAREFUL IN CODING E: A RESPONSE OF YES MEANS THEY HAVE NOT PUT CHEMICALS DOWN DRAINS. A RESPONSE OF NO MEANS THEY HAVE PUT CHEMICALS DOWN DRAINS

READ OUT (SR)		CODE		
		Yes	No	DK
a.	Recycling	01	02	97
b.	Composting	01	02	97
c.	Using environmentally friendly cloth bags	01	02	97
d.	Keeping street drains and gutters around your home clear	01	02	97
e.	Not putting non-biodegradable chemicals, products or oil down drains	01	02	97
f.	Pick up litter (from other people)	01	02	97
g.	Using energy efficient products	01	02	97
h.	Turning off lights and appliances when not in use	01	02	97
i.	Walk, cycle, car pool or use public transport rather than driving	01	02	97
j.	Use green electricity such as solar panels, or wind, wave or nuclear energy available through electricity suppliers	01	02	97

EXISTING QUESTION IN 2006

Q2a. Are you aware there is a Great Barrier Reef Marine Park?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	SKIP TO Q3
Don't Know	97	

NEW QUESTION IN 2007

Q2b. Are you aware that the Great Barrier Reef is a **World Heritage Area**?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	
Don't Know	97	

NEW QUESTION IN 2007

Q3a. Do you know which organisation or organisations are responsible for managing the Great Barrier Reef Marine Park?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	SKIP TO Q3C
Don't Know	97	

EXISTING QUESTION IN 2006

Q3b. Which organisation or organisations do you think are mainly responsible for managing the Great Barrier Reef Marine Park?

NOTE TO INTERVIEWER: IF RESPONDENT MENTIONS "GOVERNMENT" ASK TO CLARIFY WHICH

DO NOT READ (SR)	CODE	INSTRUCTION
Federal Government / Howard Government / Australian Government	01	CONTINUE
State Government / Beattie Government / Queensland Government	02	
Council (Local Government)	03	
Queensland Parks and Wildlife Service	04	
National Parks and Wildlife	05	
Great Barrier Reef Marine Park Authority	06	
Fisheries / Queensland Department of Primary Industries and Fisheries	07	
Environmental Protection Agency	08	
Great Barrier Reef Marine Park Authority AND Queensland State Government	09	
General Community	10	
Don't Know	97	
Other (specify)_____	98	

NEW QUESTION IN 2007

Q3c. Do you believe the general community has a role to play in looking after the Great Barrier Reef Marine Park?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	
Don't Know	97	

EXISTING QUESTION IN 2006

Q4. Using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you with the way the Great Barrier

Reef Marine Park is managed when compared with other natural areas at a global scale?

Extremely dissatisfied				Neither satisfied or dissatisfied		Extremely satisfied				DK
1	2	3	4	5	6	7	8	9	10	97

EXISTING QUESTION IN 2006

Q5. Now using a scale of 1 to 10 where 1 is extremely pessimistic and 10 is extremely optimistic, please rate your **overall belief regarding the future of the Great Barrier Reef** within the next 10 years?

Extremely pessimistic				Neither optimistic or pessimistic		Extremely optimistic				DK
1	2	3	4	5	6	7	8	9	10	97

EXISTING QUESTION IN 2006

Q6. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat?

Strongly disagree				Neither agree or disagree		Strongly agree				DK
1	2	3	4	5	6	7	8	9	10	97

EXISTING QUESTION IN 2006

Q7. Do you believe the level of threat is increasing, decreasing or remaining the same?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Increasing	01	CONTINUE
Decreasing	02	
Remain the same	03	

NEW QUESTION IN 2007

Q8. What do you believe are the **main** threats to the Great Barrier Reef? What else?"

INTERVIEWER INSTRUCTION: IF RESPONDENT SAYS ANYTHING RELATED TO FISHING ASK WHETHER THIS IS SPECIFIC TO COMMERCIAL OR RECREATIONAL FISHING AND CODE ACCORDINGLY.

DO NOT READ OUT (MR)	CODE	INSTRUCTION
Commercial fishing	01	CONTINUE
Recreational fishing	02	
Other recreational activities (such as boating / diving)	03	
Shipping	04	
Water pollution	05	
Water quality	06	
Coastal development	07	
Tourism	08	
Climate change / global warming / coral bleaching	09	
Pest species / crown-of-thorns-starfish	10	
Agriculture	11	
Indigenous hunting	12	
Don't know	97	
Other (specify) _____	98	
There are no threats to the Reef	99	

EXISTING QUESTION IN 2006 WITH NEW CODES

Q9. Using a scale of 1 to 10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat, **specifically from each of the following?**

- Commercial fishing
- Recreational fishing
- Recreational activities (such as boating and diving)
- Shipping
- Water quality
- Water pollution
- Coastal development
- Tourism
- Climate change / global warming
- Rise in ocean temperature
- Rise in sea levels
- Increase in ocean water acidity (due to increasing carbon dioxide)
- Indigenous hunting

Strongly disagree				Neither agree or disagree		Strongly agree				DK
1	2	3	4	5	6	7	8	9	10	97

We have mentioned some things some people believe to be a threat to the Reef, now we would like to know what impact, if any, **you** feel you have on the Great Barrier Reef.

EXISTING QUESTION IN 2006

Q10a. Do you believe that your activities **at home** have an impact on the Great Barrier Reef?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	GO TO Q10B
No	02	GO TO Q10C
Don't Know	97	

EXISTING QUESTION IN 2006

Q10b. Which activities have an impact? What else?

DO NOT READ OUT (MR)	CODE
Using pesticides and fertilisers	01
Running chemicals and pollutants down household drains (including liquids and solid pollutants)	02
Running chemicals and garden waste / other waste into street gutters and drains	03
Run-off of chemicals from households into creeks and streams	04
Littering	05
Electricity consumption / burning fossil fuels – household	06
Car burning fossil fuels	07
Waste and rubbish thrown into household bins ends up in the ocean (including plastic bags)	08
Excess water consumption	09
Lack of recycling	10
Sewage	11
Don't know / Not sure	97
Other (specify)_____	98

EXISTING QUESTION IN 2006

Q10c. Do you believe that your activities **at work** have an impact on the Great Barrier Reef?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	GO TO Q10D
No	02	GO TO Q11

Don't know	97	
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EXISTING QUESTION IN 2006

Q10d. Which activities have an impact? What else?

DO NOT READ OUT (MR)	CODE
Using pesticides and fertilisers	01
Running chemicals and pollutants down work drains (including liquids and solid pollutants)	02
Running chemicals and garden waste / other waste into street gutters and drains	03
Run-off of chemicals from workplaces into creeks and streams	04
Littering	05
Electricity consumption / burning fossil fuels – workplace	06
Car burning fossil fuels	07
Waste and rubbish thrown into workplace bins ends up in the ocean (including plastic bags)	08
Excess water consumption	09
Lack of recycling	10
Sewage	11
Same ways as activities at home mentioned	96
Don't know / Not sure	97
Other (specify) _____	98

EXISTING QUESTION IN 2006 WITH NEW CODES (D - M)

Q11. Do you think any of the following activities can have an impact on the Great Barrier Reef? You can answer yes, no or don't know.

READ OUT (SR)	CODE
---------------	------

		Yes	No	DK
a.	Using pesticides and fertilisers	01	02	97
b.	Running chemicals and pollutants down household drains	01	02	97
c.	Running chemicals and garden waste into street gutters and drains	01	02	97
d.	Recycling	01	02	97
e.	Composting	01	02	97
f.	Using environmentally friendly bags	01	02	97
g.	Keeping street drains and gutters around your home clear	01	02	97
h.	Not putting non-biodegradable chemicals, products or oil down drains	01	02	97
i.	Picking up litter (from other people)	01	02	97
j.	Using energy efficient products	01	02	97
k.	Turning off lights and appliances when not in use	01	02	97
l.	Walk, cycle, car pool or use public transport rather than driving	01	02	97
m.	Using green electricity such as solar panels, or wind, wave or nuclear energy available through electricity suppliers	01	02	97

NEW QUESTION IN 2007

Q13. Are you aware that the Great Barrier Reef Marine Park is divided into zones offering differing levels of protection to marine plants and animals?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	

Don't know	97	
------------	----	--

EXISTING QUESTION IN 2006 HOWEVER REWORDED SO NOT LEADING

Q14. Using a scale of 1 to 10 where 1 is completely unacceptable and 10 completely acceptable, how acceptable or unacceptable is it to put aside a certain amount of the Marine Park in Green Zones in which no fishing is allowed?

Completely unacceptable				Neither acceptable or unacceptable		Completely acceptable				DK
1	2	3	4	5	6	7	8	9	10	97

NEW QUESTION IN 2007

ASK ALL

Q15. I am now going to read out a list of activities in no particular order and I would like you to tell me to the best of your knowledge, whether or not these are **allowed** in a Green Zone. **READ OUT (SR)**

ROTATED	Yes	No	Don't Know
Boating	01	02	97
Diving	01	02	97
Photography	01	02	97
Collecting / removal of marine animals / plants or corals for purposes other than research	01	02	97
Recreational fishing	01	02	97
Commercial fishing	01	02	97
Swimming and snorkelling	01	02	97
Indigenous hunting or activities	01	02	97

When answering the next few questions please remember that the Great Barrier Reef Marine Park includes waters to the shoreline, some islands and reef from just north

of Bundaberg to the top of Cape York. This does not include beaches on the mainland, but does include waters immediately offshore.

EXISTING QUESTION IN 2006

Q16. Keeping this in mind, have you visited or passed through the Great Barrier Reef Marine Park in the past 12 months?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	SKIP TO Q24
Don't Know	97	

CODING INSTRUCTION: QUOTAS OF MARINE PARK USER VS. NON-USER TO BE BASED ON RESPONSE TO QUESTION ABOVE.

EXISTING QUESTION IN 2006 HOWEVER CHANGED TO OPEN-ENDED QUESTION

Q17. How many times in the last 12 months have you visited the Marine Park?

RECORD OPEN-ENDED RESPONSE _____

NOTE TO INTERVIEWER: IF 0 CHECK LOGIC AT Q16

CODE INTO FOLLOWING **AFTER** DATA COLLECTION

DO NOT READ OUT (SR)	CODE
Never	01
10 or less times (about once a month)	02
11 – 49 times (about 1 -3 times per month)	03
50 or more times (about 4 or more times per month)	04

NEW QUESTION IN 2007

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?

INTERVIEWER INSTRUCTION: PROBE UNTIL RESPONDENT EXHAUSTS ALL WATER-BASED ACTIVITIES DONE IN PAST 12 MONTHS.

DO NOT READ OUT (MR)	CODE	INSTRUCTION
LEISURE ACTIVITIES		CONTINUE
Canoeing / kayaking	01	
Diving	02	
Fishing (recreational)	03	
Jet-skiing	04	
Motor boating	05	
Sailing	06	
Snorkelling	07	
Spearfishing	08	
Surfing	09	
Swimming	10	
Walking on the beach	11	
Water-skiing	12	
Whale / dolphin / bird watching	13	
OCCUPATION / STUDIES		
Fishing (commercial)	14	
Work in tourism industry / tourism organisation relying on the Reef Marine Park	15	
Work for industry <u>other</u> than tourism industry relying on the Reef Marine Park	16	
Environmental / conservation group activities	17	
Do marine environment or marine biology studies	18	
Don't know	97	
Other activity (specify) _____	98	
None (remained on land or on island)	99	

NEW QUESTION IN 2007

Q19. What information did you use to know where to go and what to do in the Marine Park?

DO NOT READ OUT (MR)	CODE	INSTRUCTION
Zoning maps (hard-copy or on the Internet)	01	CONTINUE
The Internet (in general)	02	
Websites (specify name_____)	03	
Friends / family	04	
GPS (Global Positioning System)	05	
Always go there so have known for long time	06	
One of the people I went with knew this information (therefore I didn't have to know)	07	
Other (specify)_____	98	
None	99	

NEW QUESTION IN 2007

Q20. Did you feel like you had enough information to do the right thing in terms of adhering to the restrictions in place in the Marine Park?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	
Don't know	97	

EXISTING QUESTION IN 2006

Q21. Relative to your **most recent** trip to the Great Barrier Reef Marine Park, how would you rate your overall satisfaction with that trip, using a scale of 1 to 10 where 1 is extremely dissatisfied and 10 is extremely satisfied?

Extremely dissatisfied				Neither acceptable or unacceptable		Extremely satisfied				DK
1	2	3	4	5	6	7	8	9	10	97

NEW QUESTION IN 2007

Q22. And what would increase your level of overall satisfaction with your last trip?

RECORD OPEN-ENDED RESPONSE _____

NEW QUESTION IN 2007

Q23. Would you recommend visiting the Marine Park to your friends and family?

DO NOT READ OUT (SR)	CODE	INSTRUCTION
Yes	01	CONTINUE
No	02	
Don't know	97	

EXISTING QUESTION IN 2006

ASK ALL

Q24. Where do you **currently** receive information about the Great Barrier Reef?
Where else?

INTERVIEWER INSTRUCTION: IF SAY "TELEVISION" ASK WHAT SORT OF THINGS ON TELEVISION

DO NOT READ OUT (MR)	CODE	INSTRUCTION
On TV (as ads)	01	CONTINUE
On TV (as news)	02	
On TV (as documentaries)	03	
Internet (in general)	04	
Websites (specify name_____)	05	

GBRMPA – website / Internet	06	
GRBMPA – publication	07	
GBRMPA – workshop / seminar / community consultation	08	
Newspaper	09	
Magazines	10	
Word of Mouth (friends / family)	11	
Radio	12	
Zoning maps	13	
Bait and Tackle shop	14	
Local tourism operator / organisation	15	
Information centre	16	
Don't know	97	
Other (specify) _____	98	
None / nowhere	99	

EXISTING QUESTION IN 2006

Q25. Where would you **prefer** to receive information about the Great Barrier Reef?
Where else?

INTERVIEWER INSTRUCTION: IF SAY "TELEVISION" ASK WHAT SORT OF
THINGS ON TELEVISION

DO NOT READ OUT (MR)	CODE	INSTRUCTION
On TV (as ads)	01	CONTINUE
On TV (as news)	02	
On TV (as documentaries)	03	
Internet (in general)	04	
Websites (specify name _____)	05	

GBRMPA – website / Internet	06	
GRBMPA – publication	07	
GBRMPA – workshop / seminar / community consultation	08	
Newspaper	09	
Magazines	10	
Word of Mouth (friends / family)	11	
Radio	12	
Zoning maps	13	
Bait and Tackle shop	14	
Local tourism operator / organisation	15	
Information centre	16	
Same sources as currently receive	96	
Don't know	97	
Other (specify) _____	98	
None / nowhere	99	

DEMOGRAPHICS

These final few questions seek general demographic information to profile the areas surveyed. Information will be handled in the **strictest confidence** and in no way able to be linked to individuals. This information will be used for research purposes only.

EXISTING QUESTION IN 2006

Q26. Into which age group do you fall?

READ OUT (SR)	CODE	INSTRUCTION
---------------	------	-------------

17 – 19	01	CONTINUE
20 – 29	02	
30 – 39	03	
40 – 49	04	
50 – 59	05	
60 – 69	06	
70 +	07	
Refused	99	

EXISTING QUESTION IN 2006

Q27. Which of the following **best** describes is your current household structure?

READ OUT - SR	CODE	INSTRUCTION
Couple without children	01	SKIP TO Q29
Couple with children < 13 years	02	CONTINUE TO Q28
Couple with children > 13 years	03	IF QLD COASTAL
Couple with children both < and > 13 years	04	AREA OTHERWISE SKIP TO Q29
Group household	05	SKIP TO Q29
Single occupant	06	
Single parent	07	CONTINUE TO Q28 IF QLD COASTAL AREA OTHERWISE SKIP TO Q29
Refused	99	SKIP TO Q29

EXISTING QUESTION IN 2006

Q28. Reef Guardian Schools have programs dedicated to the education and promotion of activities to encourage children and the community help protect the Great Barrier Reef. Is your child's school a Reef Guardian School?

DO NOT READ - SR	CODE	INSTRUCTIONS
Yes	01	CONTINUE
No	02	
No children at school	03	
Don't know	97	

NEW QUESTION IN 2007

Q29. Are you of Aboriginal or Torres Strait Island origin?

DO NOT READ (SR)	CODE	INSTRUCTIONS
No	01	CONTINUE
Yes, Aboriginal	02	
Yes, Torres Strait Islander	03	
Refused	99	

NEW QUESTION IN 2007

Q30. At home, do you speak a language other than English?

DO NOT READ (SR)	CODE	INSTRUCTIONS
Yes	01	CONTINUE
No, English only	02	GO TO Q32
Refused	99	

NEW QUESTION IN 2007

Q31. And what language is that?

DO NOT READ (MR)	CODE	INSTRUCTIONS
Arabic	01	CONTINUE
Cantonese	02	
Chinese	03	
Croatian	04	
German	05	
Greek	06	
Indigenous Australian	07	
Italian	08	
Japanese	19	
Lebanese	10	
Mandarin	11	
Turkish	12	
Vietnamese	13	
Other (specify) _____	98	
Refused	99	

NEW QUESTION IN 2007

Q32. Do you own or manage land for agricultural purposes?

DO NOT READ - SR	CODE	INSTRUCTIONS
Yes	01	CONTINUE
No	02	
Refused	99	

EXISTING QUESTION IN 2006

Q33. NOTE GENDER

DO NOT READ - SR	CODE	INSTRUCTION
Male	01	CONTINUE

Female	02	
--------	----	--

FINAL CLOSE/TERMINATION

Thank you for your patience in answering these questions. This research has been conducted by Colmar Brunton on behalf of the Great Barrier Reef Marine Park Authority. If you have any queries, you can call the Market Research Society's free Survey Line on 1300 364 830 or Colmar Brunton Social Research on 1800 004 446.

Thank you for your time and have a pleasant day.

APPENDIX D: 2006 QUESTIONNAIRE

Hello, my name is _____ from Colmar Brunton Social Research. We are conducting a survey into attitudes and behaviours in your area. I was wondering if I could ask you a few questions today?

The survey will take approximately 10 minutes to complete – is it ok to continue?

ONLY ASK Q1, Q2, Q3 TO QLD COASTAL COMMUNITES

We now have some questions about where your household washes the car, the kinds of shopping bags you use and what your household does with garden waste.....

1. Which of the following best describes where your car is washed..? (READ OUT)

Single response question

READ OUT	Code
We always wash the car on the grass	01
We sometimes wash the car on the grass	02
We never wash the car on the grass	03
We don't have a car	04

2. Which of the following best describes what your household does with garden waste? (READ OUT)

Single response question

READ OUT	Code
We always mulch our garden waste	01
We sometimes mulch our garden waste	02
We never mulch our garden waste	03
We do not have a garden/garden waste	04

3. Which of the following best describes the shopping bags your household uses? (READ OUT)

Single response question

READ OUT	Code
We always use environmental friendly shopping bags	01
We sometimes use environmental friendly shopping bags	02
We never use environmental friendly shopping bags	03
We do not use any bags/go shopping	04

ASK ALL

(4) Are you aware there is a Great Barrier Reef Marine Park? Yes 1
 No 2
 Don't know 97

(5) Who do you think is responsible for managing the Great Barrier Reef Marine Park? (Single response)
 1 Federal Government/Howard Government
 2 State Government/Beattie Government
 3 Council (Local Government)
 4 Queensland Department of Tourism
 5 Great Barrier Reef Marine Park Authority
 6 Everyone (general public)
 96 Other: → (specify) _____
 97 Don't know

(6) Using a scale of 1 -10 where 1 is extremely dissatisfied and 10 is extremely satisfied, how satisfied or dissatisfied are you with the way the Great Barrier Reef Marine Park is managed, when compared with other natural areas at a global scale?
 Extremely dissatisfied 1 2 3 4 5 6 7 8 9 10 Extremely satisfied 97 Don't know

(7) Firstly, could you please rate your overall belief regarding the future of the Great Barrier Reef within the next 10 years? Using a scale of 1 -10 where 1 is extremely pessimistic and 10 is extremely optimistic
 Extremely pessimistic 1 2 3 4 5 6 7 8 9 10 Extremely optimistic 97
 (Note: Optimistic is a Good Rating – meaning we will protect the Reef, // Pessimistic is a Negative Rating – meaning the Reef may be destroyed or greatly damaged within the next 10 years)

(8a) Using a scale of 1 -10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree the Great Barrier Reef is under threat ?
 Strongly disagree 1 2 3 4 5 6 7 8 9 10 Strongly agree 97
 * → If 1 or 2 or don't know – Go to Q 10

(8b) Do you believe the level of threat is increasing, decreasing, or remaining the same?
 Increasing 1
 Decreasing 2
 Remain Same 3
 Don't know 97

(9a – 9b) What do you believe is causing the greatest threat to the Great Barrier Reef?

	Q9a – unprompted	Q9b - prompted
Environment related	1 <input type="checkbox"/>	1 <input type="checkbox"/>
Human impact related	2 <input type="checkbox"/>	2 <input type="checkbox"/>
Tourism related	3 <input type="checkbox"/>	3 <input type="checkbox"/>
Pollution related	4 <input type="checkbox"/>	4 <input type="checkbox"/>
Recreational activities related	5 <input type="checkbox"/>	5 <input type="checkbox"/>
Fishing related	6 <input type="checkbox"/>	6 <input type="checkbox"/>
Shipping related	7 <input type="checkbox"/>	7 <input type="checkbox"/>
Other, specify	96 <input type="checkbox"/>	

(10) Using a scale of 1 -10 where 1 is strongly disagree and 10 is strongly agree, how much do you agree or disagree that the Reef is under threat to the Great Barrier Reef from each of the following?											
	Strongly disagree					Strongly agree					Don't know
	1	2	3	4	5	6	7	8	9	10	97
Commercial fishing	1	2	3	4	5	6	7	8	9	10	97
Recreational fishing	1	2	3	4	5	6	7	8	9	10	97
Recreational activities (<i>such as boating and diving</i>)	1	2	3	4	5	6	7	8	9	10	97
Shipping	1	2	3	4	5	6	7	8	9	10	97
Agriculture activities	1	2	3	4	5	6	7	8	9	10	97
Urban living	1	2	3	4	5	6	7	8	9	10	97
Tourism	1	2	3	4	5	6	7	8	9	10	97
Climate change	1	2	3	4	5	6	7	8	9	10	97

(11) Do you believe that activities on the land have an impact on the Great Barrier Reef?

Yes 1

No 2

Don't know 97

(12a) Do you believe that your activities at home have an impact on the Great Barrier Reef? *If Yes – Go to 12b*

Yes 1 → Q 12b

No 2 → Go to Q 12c

Don't know 97 → Go to Q 12c

(12b) If Yes – In what way? → _____

(12c) Do you believe that activities at work have an impact on the Great Barrier Reef? *If Yes – Go to 12d*

Yes 1 → Q 12d

No 2 → Go to Q 13

Don't know 97 → Go to Q 13

(12d) If Yes – In what way? → _____

(13) Do you think any of the following activities can have an impact on the Great Barrier Reef?

	Yes	No	Don't Know
<i>a</i> ♦ Using pesticides and fertilisers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97
<i>b</i> ♦ Running chemicals and pollutants down household drains	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97
<i>c</i> ♦ Running chemicals and garden waste into street gutters and drains	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97

(14a) Do you believe you have a role in looking after the Marine Park?

Yes 1 → Q 14b

No 2 → Go to Q 15

Don't know 97 → Go to Q 15

(14b) If Yes – In what way? → _____

(15) Do you undertake any of the following activities at home or work?

	Yes	No	Don't Know
<i>a</i> ♦ Recycling	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97
<i>b</i> ♦ Composting	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97
<i>c</i> ♦ Using environmental friendly bags	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 97

d ♦ Keeping street drains and gutters around your home clear	1 <input type="checkbox"/>	2 <input type="checkbox"/>	97 <input type="checkbox"/>
e ♦ Other: specify: → _____	1 <input type="checkbox"/>	2 <input type="checkbox"/>	97 <input type="checkbox"/>

(16) Are you aware that the Marine Park has been re-zoned?	Yes	1 <input type="checkbox"/>	→ Go to Q 17a
	No	2 <input type="checkbox"/>	→ Read Intro below – then go Q 17a
	Don't know	97 <input type="checkbox"/>	→ Read Intro below – then go Q17a

BRIEF INTRO: The zoning of the Great Barrier Reef changed on 1 July 2004 , where 'Green Zones'(Marine Sanctuaries) increased to approximately 33%.

(17a) To ensure the long term viability of the marine plants and animals, do you think it was acceptable to put aside a certain percentage (%) of the park in Green Zones / marine sanctuaries?	Yes	1 <input type="checkbox"/>
	No	2 <input type="checkbox"/>
	Don't know	97 <input type="checkbox"/>

(17b) These Green Zones / marine sanctuaries resulted in some users having to give up current practices within the zones. Do you believe this is acceptable?	Yes	1 <input type="checkbox"/>
	No	2 <input type="checkbox"/>
	Don't know	97 <input type="checkbox"/>

(18) Have you fished in the Marine Park in the past twelve months? <i>[keeping in mind that we mean the water from the shoreline to the outer reef and all Islands and reefs in-between]</i>	Yes	1 <input type="checkbox"/>
	No	2 <input type="checkbox"/>
	Don't know	97 <input type="checkbox"/>

(19) Including all recreational use, not just fishing, approximately how many times in the last 12 months have you visited the Marine Park?	1 <input type="checkbox"/>	Never →Go to Question 25
	2 <input type="checkbox"/>	<= 10 times (< once per month)
	3 <input type="checkbox"/>	11 – 49 times (1-3 times per month)
	4 <input type="checkbox"/>	50 or more times (>= 4 times per month)

(20a) Thinking about your activities in the Marine Park in the last twelve months, have your activities changed since the Marine Park was rezoned in 1 July 2004?	Yes	1 <input type="checkbox"/>	→ Q 20b
	No	2 <input type="checkbox"/>	→ Go to Q21
	Don't know	97 <input type="checkbox"/>	→ Go to Q 21

(20b) If Yes – In what way? → _____
--

(21) Using a scale of 1 to 10 where 1 is extremely unimportant and 10 is extremely important, how would you rate the following in making your experience in the Marine Park more enjoyable?

	Extremely unimportant										Extremely important	Don't know
	1	2	3	4	5	6	7	8	9	10	97	
Upgraded or more boat ramp/s	1	2	3	4	5	6	7	8	9	10	97	
Better Marina facilities	1	2	3	4	5	6	7	8	9	10	97	
Greater access to Public Moorings	1	2	3	4	5	6	7	8	9	10	97	
Artificial reefs	1	2	3	4	5	6	7	8	9	10	97	
Other boating facilities, like filleting tables and jetties.	1	2	3	4	5	6	7	8	9	10	97	
Upgraded or more camp grounds	1	2	3	4	5	6	7	8	9	10	97	

(22) Relative to your most recent trip, how would you rate your satisfaction overall with the trip, using a scale of 1 to 10, where 1 is extremely dissatisfied and 10 is extremely satisfied?

Extremely dissatisfied										Extremely satisfied	Don't know
1	2	3	4	5	6	7	8	9	10	97	

(23a) Where do you currently receive information about the Great Barrier Reef? *(Multiple Response Format – choose all that apply)*

- 1 Television
- 2 Newspaper
- 3 Magazines
- 4 Word of Mouth (friends / family)
- 5 Radio
- 6 GBRMPA – website / Internet
- 7 GBRMPA – publication
- 8 GBRMPA – workshop / Seminar / Community Consultation etc
- 9 Bait and Tackle Shop
- 96 Other: → *(specify)*

(23b) How would you prefer to receive information about the Marine Park? *(Multiple Response Format – choose all that apply)*

- | | Code |
|--------------------|-----------------------------|
| Television | 1 <input type="checkbox"/> |
| Newspaper | 2 <input type="checkbox"/> |
| Newsletter | 3 <input type="checkbox"/> |
| Magazines | 4 <input type="checkbox"/> |
| Radio | 5 <input type="checkbox"/> |
| Internet | 6 <input type="checkbox"/> |
| Information centre | 7 <input type="checkbox"/> |
| Other, specify | 96 <input type="checkbox"/> |

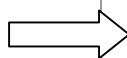
(24) Do you find zoning maps and other zoning information easily accessible? Yes 1
No 2
Don't know 97

DEMOGRAPHICS: This final section seeks general demographical information to provide a profile of the areas surveyed – information will be handled in the strictest confidence and is in no way able to be related back to individuals.

(25) Could I please ask your Age Group?

(All ages fit into a category in denominations of 10 – for example 20 to 29)

- | | | | |
|---------|----------------------------|---------|----------------------------|
| 17 – 19 | 1 <input type="checkbox"/> | 40 – 49 | 4 <input type="checkbox"/> |
| 20 – 29 | 2 <input type="checkbox"/> | 50 – 59 | 5 <input type="checkbox"/> |
| 30 – 39 | 3 <input type="checkbox"/> | 60 – 69 | 6 <input type="checkbox"/> |
| | | Over 70 | 7 <input type="checkbox"/> |



(26) SURVEYORS – RECORD Gender:

- Male 1
Female 2

(27a) What is your current household structure?
(As in who currently resides in the house with you)?

- | | |
|--|------------------------------|
| Couple <u>without</u> children | 1 <input type="checkbox"/> |
| Couple with children < 13 yrs | 2 <input type="checkbox"/> * |
| Couple with children > 13 yrs | 3 <input type="checkbox"/> * |
| Couple with children both < and > 13 yrs | 4 <input type="checkbox"/> * |
| More than one generation in the house | 5 <input type="checkbox"/> |
| Group household | 6 <input type="checkbox"/> |
| Single occupant | 7 <input type="checkbox"/> |
| Single parent | 8 <input type="checkbox"/> * |

Queensland Coastal Areas Only

(27b) If you have children. Is your child's school a Reef Guardian School

- Yes 1
No 2
No children at school 3
Don't know 97

(Q28) Queensland Coastal Areas Only:

We will be conducting more research in the next few months, would you be interested in participating in our future market research?

Yes 1 → RECORD CONTACT DETAILS
No 2

END OF SURVEY – thank you for your time in participating in this survey

(29) and (30) SURVEYORS – RECORD Catchment Area: _____ and RECORD Post Code: _____

APPENDIX E: LIVING IN QUEENSLAND COASTAL COMMUNITIES

This section outlines perceptions of living in each of the Queensland coastal communities in which the focus groups were conducted.

Living in Bundaberg

The positive aspects of living in Bundaberg include:

- *“Diverse...multicultural”*
- *“Laid back, happy, friendly and family orientated”*
- *“Comfortable and peaceful”*
- *“Good sense of community”*
- *“Good shopping”*
- *“Lots of good eating places”*
- *Good communications – “got airport, sea port and rail links”*
- *“More diversification of industry (moving from sugar cane engineering) and better employment opportunities”*

The negative aspects of living in Bundaberg include:

- *“Poor public transport and poor roads”*
- *“Increasing traffic congestion and lack of parking in the main street”*
- *“Crime and vandalism is on the increase”*
- *“Youth have little to do and “don’t respect their elders”*
- *“No sewage system in outlying areas”*
- *“Poor access to health and dental care and limited social services”*

Living in Rockhampton

The positive aspects of living in Rockhampton:

- *“Friendly people...big country town”*
- *“Hospitable”*
- *“Clean environment”*
- *Renewing – residents mentioned a major shopping centre expansion – Red Hill complex, improvements to the Plaza, boardwalk and city centre, improvements in the local hospital system and that the local Power Station (Stanwell) is going to be one of the first to generate clean coal.*
- *“Close to the beach”*
- *“Working community”*
- *Longevity – some families have lived in the town for several generations*

“It’s not a small town, it’s not a large city. You get the best of everything”

The negatives of living in Rockhampton:

- *“Conservative”*
- *“Increase in crime...drugs is huge at the moment...violence...nothing to occupy the youth.”*
- *Lack of funding for services “because we are outside the South East corner of Queensland”*

- *“Dental care services are lacking”*
- *“Missing some major retailers... Wow entertainment, JB Hi Fi, Myers”; and*
- *“The mines take away a lot of trade people”.*

Living in Mackay

The positive aspects of living in Mackay:

- *“Friendly community”*
- *“Easy going, relaxed and open minded”*
- *“Business is supporting and backing local schools”*
- *“Nice parks around Mackay”*
- *“Growing population”*
- *“Modern buildings being built”*
- *“Construction of the Marine Lagoon Park”*
- *“Natural beauty, great climate and beaches”*
- *“Recreational fishing is great. It is easy to catch fish. There are no green zones around here”*

The negative aspects of living in Mackay:

- Poor roads – *“pot holes...congestion”*
- Poor footpaths *“falling apart”*
- *“Poor access to health and dental care and limited social services”*
- *“Falling housing affordability and availability”*
- *“Lack of communication between the community and local government”*
- Money not being spent where it is most needed – *“money is not being spent where it should be...less on beautification and more on essential services”*
- Lack of facilities for dumping rubbish *“no curb side clean up service”*

Living in Cairns

The positive aspects of living in Cairns:

- *“A relaxed, friendly, tropical sunny atmosphere”*
- *“People are approachable, many are artistic and most know each other”*
- *“Beautiful scenery, casual happy go lucky lifestyle”*
- *“Opportunities for youth employment”*
- *“A good future for kids with jobs, cheaper rents and sustainable lifestyle”*
- *“Tourism brings in the dollars”*

The negative aspects of living in Cairns:

- *“Coloured people give this town a bad name”*
- High crime rate *“more people coming in from outside”, street kids, opportunists, “don’t dare walk along Pea Slopes/Green Street or The Esplanade at night.” Kids not disciplined by their parents”*
- Business monopolies and development a higher priority than ‘wildlife corridors’
- Entertainment parks now a casino. *“We didn’t lock up our houses until the 80’s”*
- Wealthy hang outs using facilities and piers unattractive for cruise ships
- Cassowaries are all gone. *“The airport is encroaching the mangroves”*
- *“Tourism is a gable economy. Business focuses more on tourist than locals – bad service”*

Living in Cooktown

The positive aspects of living in Cooktown:

- *“Friendly, relaxed, easy-paced lifestyle, caring and openness of people”*
- *“Community is close-knit and people are cooperative”*
- *“Tropical fruits in abundant growth as well as fishing and hunting opportunities”*
- *Paradisiacal “Hasn’t had its guts ripped out yet”*
- *Tourism “the only industry we have”. Reliance on it in Cooktown itself (but) “tourists don’t know what they should be doing”*
- *More jobs available during the tourist season*
- *Mining periods are 600 jobs in the area. “Will probably close in about 12 months.”*

The negative aspects of living in Cooktown:

- *“Windy climate, despite which sand flies abound”*
- *Lack of community facilities – “Nothing for young kids”*
- *Targeted for development. Not a protected area. “Get this town registered as heritage so it can’t be wrecked”*
- *Development “Don’t appreciate the way the town is now”*
- *Tree clearing “uncontrolled development.” Too much clearing around Cooktown*
- *Dirt roads “bad drivers don’t drive to road conditions”*
- *“Tourists drive down streets at 5-10kms per hour”*
- *“Alcohol management is a problem”*
- *Green issue important. Worsening environment. “Sewage being pumped into the harbour”*

Living in Townsville

The positive aspects of living in Townsville:

- *“Vibrant and family friendly”*
- *“Lots of activity and things to do”*
- *“Social friendly atmosphere”*
- *“Everything of a big city in a small place”*
- *“Hot”*
- *“Not too crowded, country atmosphere without touristy side”*

The negative aspects of living in Townsville:

- *“Excessive alcohol consumption”*
- *“Parkies”*
- *“Intolerance and discrimination against minority groups”*
- *Climatic extremes: “winter too cold, summer too hot, fear of skin cancer”*
- *Townsville seems overlooked by State Parliament. “Money lacking for roads”*
- *“High grocery prices, cost of living and rental prices”*
- *“Health care consensus, especially from the effects of the sun (skin cancer)”*

Townsville is felt to be changing with population growth, more professionals, too much development, only just beginning to become aware of conserving heritage housing, more people putting down roots and planning to stay in Townsville. While some felt too much development was being undertaken *“don’t like the high rise development and all the unit developments going on”* others felt the changes were for the better *“everything you want is here”*.

APPENDIX F: VERBATIM RESPONSES

Q8. What do you believe are the main threats to the Great Barrier Reef? What else?

- *Whales washing themselves offshore*
- *Land run off*
- *Coal dust*
- *Public attitude, government policies and attitudes, inter-party politics, public acceptance of the Status quo*
- *Sediment run-off*
- *Over populated/ more pollution*
- *Man made things*
- *Industrial run off*
- *Location of the fisheries*
- *Run off, boats anchors*
- *Increase in industry due to increase of population, politicians and what they will do to get themselves into parliament.*
- *Progress/ modern living/ run off from newer states/ clearing land/ chemicals*
- *Coral destruction*
- *Marine life disappearing*
- *Too many personal agenda's/ pandering to greens way to much*
- *The fish that eat the coral*
- *Illegal fishing from overseas*
- *Sewage*
- *Drainage flow from housing*
- *Chemical run off*
- *The energy efficient light bulbs we are told to use have mercury in them and there is no way too dispose of them safely.*
- *Fresh water*
- *Illegal fishing*
- *Wild pigs*
- *Over management by the marine authorities*
- *Nature disasters*
- *GBRMPA's poor management*
- *Chemicals*
- *Boat anchors*
- *Foreign fisherman*
- *Outside influence, Asian people and throwing rubbish overboard, we need to be stricter in letting people in.*
- *Foreigners*
- *Great Barrier Reef Marine Park Authority*
- *GBRMPA*
- *Sewage*
- *Sanitary services*
- *Run off from industry and from what people send down the drains*
- *Sediment going into the ocean*
- *Illegal fishing*
- *Overuse*
- *Government pushing for nuclear power which*
- *Logging*
- *Natural environmental cycles*
- *Incompetent management*
- *Over fishing*
- *Over governed*
- *Research needs to be done*
- *Dredging*
- *To much bureaucracy*
- *Poor management*
- *Regulator*
- *Destruction on mangroves and other eco systems*
- *Silting*
- *Recourse extraction*
- *Scientists*
- *More education of locals, tourists*
- *Shut Harbour, garden sprays*
- *Drilling oil on the reef*
- *Industrial traffic*
- *The way we live, we should reconfigure everything*
- *Air pollution*
- *In general public, lack of knowledge*
- *More people*
- *Over fishing*
- *Natural*
- *Drought*
- *Everything everyone does which is not environmentally friendly such as not recycling and not picking up litter*
- *Unsealed roads/erosion washing into the creeks*
- *Soil run off*
- *Developers*
- *Natural breakdown*
- *Gas and oil drilling and illegal fishing*
- *Man kind*
- *Vandalism*
- *Research scientists looking for grants/money to do their investigations, they are the ones ruining it.*
- *Over managed*
- *Illegal fishing*
- *Overseas fishermen*
- *Politicians*
- *Anything that goes in the ocean that shouldn't*
- *Run off*
- *Mankind in general*
- *Needs better looking after*
- *Poaching*
- *People don't do enough to recycle etc*
- *Over fishing*
- *Ignorance in broader community/government not interested*
- *Industry*

- *could cause major accident*
- *Something is affecting it and they don't know what or found the solution to save it*
- *Resorts*
- *Misuse in general*
- *Soil run-off from inland*
- *Public attitude*
- *Stop the Asian fishermen from fishing in our marine*
- *Over use*
- *Can't think of any*
- *Needs more policing*
- *Run-off, sewage*
- *Age*
- *Tsunami, cyclone, volcanic action*
- *Authorities not looking after*
- *Illegal fishing*
- *Not like to share my opinion*
- *Greenies*
- *Nuclear subs from the USA*
- *Lack of organisation*
- *Modern tech and people moving on*
- *Rain fishing*
- *Deforestation*
- *Lack of care on people behalf of people washing cars and letting the water go drains*
- *Noise pollution*
- *Weather*
- *People not being responsible for what they do in and out of water.*
- *People in general*
- *Flooding*
- *Power generators –for example Nuclear*
- *Virus*
- *People stealing the coral*
- *Mining (ships/ run off killing)*
- *Lack of interest in the environment*
- *Mismanagement by government*
- *Increase in sea levels*
- *Coral being eaten away*
- *People not looking after it the way the should*
- *Fishermen from overseas*
- *Peoples attitudes (not caring)*
- *We don't know what we're doing*
- *Misuse of effluents*
- *Oil boats*
- *Lack of management/illegal activists/man-made environmental reasons.*
- *Cycle of life/ nothing can live forever*
- *Indonesian Fishing*
- *Run off of nutrients*
- *Mining industry*
- *Greed, people coming up to build high rises*
- *Natural balance-intervention tops*
- *Sedimentation*
- *Natural evolution*
- *Farming of rivers for fish*
- *People not following the rules for recycling and that / lack of awareness*
- *Sediment run-off*
- *Natural disaster, floods*
- *Population*
- *Ignorance*
- *Over fishing and the signs of what to do and what not to do (the Australian institute of marine science) is not clear - needs to be clear so we fully understand what to do to not ruin anything*
- *Japanese stealing our stuff and placing rubbish into our waters*
- *Cars and pollution*
- *Rubbish overboard on boats, government not building enough dams so water just gushes out, not enough study on the deterioration of the reef*
- *People - not using environmentally friendly products*
- *Earthquake and tsunami threats. Also land sinking*
- *Oil underneath sea - no drilling allowed*
- *Mining mineral oils*
- *Illegal fishing from other countries*
- *Environmental effects like tides*
- *More things underground*
- *Natural events*
- *Illegal fishing*
- *Land clearing*
- *Flaws of government, industrial complex*
- *Man kind*
- *Lack of awareness and education of people*
- *Over use*

Q10b. Which activities have an impact? What else?

- *Writing letters to newspapers*
- *Water*
- *Wastes from everything that is produced from industry could end up on the reef.*
- *Use of carbon dioxide*
- *Urban development*
- *Sewage from big cities not from small areas like*
- *Tractor use*
- *Tourism*
- *The overall effect of not being totally green.*
- *Swimming diving*
- *General admissions*
- *Fishing only take what you need*
- *Fishing*

- this (Burdekin); also oil and bilge from large ships*
- *Products from shops you purchase*
- *Production of green house gases and the eating of foods and fruits produced in North Queensland*
- *Polluting water with oil*
- *Pollution*
- *Pollutants*
- *Other garbage*
- *Not using aerosol cans*
- *Not solar power, not respectful to the land*
- *Living*
- *Live near reef and we boat and fish*
- *Live in wooden house*
- *Lack of free flowing water*
- *Just everything that adversely effects the environment effects the reef in someway*
- *Industry not disposing chemicals properly*
- *Industry*
- *Human activities*
- *High level political decision making is an issue...having a negative impact*
- *Greenhouse global warming*
- *Global warming*
- *Getting rid of trees*
- *General waste*
- *General living*
- *Fish nets*
- *Everyday life*
- *Erosion*
- *Educating younger generations/ who you vote for/ donations to conservation organisations*
- *Eating fish = more fishing*
- *Day-to-day living*
- *Choice of foods, which are related to the foods they grow in Queensland (and the effect of them driving it down to Melbourne)*
- *C02 levels...water pollution*
- *Boating tourism*
- *Boating*
- *All that has been mentioned*
- *Air travel*
- *Activities that impact on global warming, use of heaters, consumption of plastics because of their manufacture therefore linking back to ocean warming*
- *Household*

Q10d. Which activities have an impact? What else?

- *Emailing people*
- *The amount of wood work use at work*
- *Swimming*
- *Researching water quality*
- *Coal shipping ballasting from ships*
- *Using aerosol cans*
- *Living*
- *Deforestation for paper*
- *Negative design activity...tourist policies...tourist design... And environment decision at a federal level*
- *Green house*
- *Intensive farming (cane and turf)*
- *Soil, acidity, general use, everything you do*
- *Education*
- *Students becoming aware of their impact on the reef... Promoting awareness or lack of within the class room*
- *Work as a teacher, making kids aware of how to treat the reef, effects of their actions*
- *Tourism industry*
- *Global warming stuff, its heating, energy consumption, use of materials that are*
- *Overall contributing to global warming, plastics and paper*
- *Mining industry*
- *My industry in general, demand on ships, fossil oil, etc*
- *Airline travel*
- *A lot of disposable and plastics constantly used in*
- *Education on how to improve the environment*
- *Travel to work by boat*
- *Oils spills*
- *Shipping*
- *Land development/run-off/silt and top soil/ erosion of land affects water quality*
- *Environment activities*
- *Property development*
- *Tourism*
- *Shipping,(export from mining)*
- *Fishing, pull-up/damage rocks or other parts of the environment*
- *Fishing*
- *Lack of tourist knowledge*
- *Soil salinity - we disturb the bank sometimes and it may get washed off into the ocean*
- *Taking water from the river and when things go wrong*
- *Shipping*
- *Dredging water out*
- *Use too much paper which uses lots of water*
- *Clearing of foliage*
- *I'm a teacher so I'm always educating children on what they can do for the environment*
- *Products used at work*
- *Manage coastal development to minimize runoff*
- *Education*
- *Positive impact by teaching students...he is a teacher bout the reef*
- *Air conditioning; waste water in restaurant*

- the hospital*
- *Everything that has an effect on global warming*
- *Soil mismanagement, general wastage of materials*
- *Silt*
- *Mining and shipping*
- *Not releasing fresh water...work for sun water*
- *Help others*
- *Coal mining, Japanese whaling affecting the food chain*
- *Shipping*
- *I teach to be more educated to high school kids on the importance*
- *Shipping company so all damaged associated*
- *Catching of fish*
- *Through educating grade 2 and 3 on the Great Barrier Reef*
- *Land clearing*
- *Land management practises*
- *People need educating on how to look after the water and reef, for example not leaving rubbish like chips around*
- *Water pollution*
- *I'm a plumber also I can build parts*
- *Children with their information, making children aware of the great barrier reef*
- *Feed the tourists*
- *Coal mining*
- *Ships*
- *Teaching - positively!!*
- *Fuel being dumped into the ocean in an emergency*
- *Amount of plastics used, hospital rubbish*
- *Research projects benefit the reef*
- *Is in industrial industry*
- *Educating future generations having positive effect*
- *Not using environmentally friendly products*
- *Educating people*
- *Air-conditioning, coal rubber, coal mining*
- *Using air con doing lots of things not one single thing*
- *Composting.*

Q18. What are all the water-based activities you have done in the Marine Park over the past 12 months? What else?

- *Touring*
- *Being on fairies, visiting islands*
- *Photography*
- *Organised boat trip and glass bottomed boat*
- *Sight-seeing*
- *Under water submarine and helicopter ride ova reef*
- *Sight seeing*
- *Visiting/tourism*
- *Fairy*
- *Hunt*
- *Photography*
- *Speer fishing, sample collecting of various species of marine animals(-blood sample) and photography*
- *Slip way - the general setup of boats.*
- *Walking in the mangrove swamp*
- *Looking*
- *Ferry trip to Thursday island -no swimming because of crocodiles*
- *Tourist to the Great Barrier Reef*
- *Hunting*
- *Fish-feeding*
- *Bird watching and coral viewing*
- *Went across it with a ferry to Hamilton Island*
- *Bike boat*

Q19. What information did you use to know where to go and what to do in the Marine Park?

Websites (specify name)

- *Queensland fishing website*
- *QLD government website*

Other (specify)

- *Government*
- *Cruise times to go to the islands*
- *Local signage*
- *Newspaper*

- *TV ad*
- *Pamphlets*
- *Free brochures*
- *Lonely planets book/ the age travel section/info centre in cairns*
- *Part of job training*
- *Tour guide*
- *Notes asking people and maps*
- *Pamphlets from the govt.*
- *Marine park and wildlife mob documents*
- *TV*
- *Local tour desk where I work*
- *Brochures*
- *Pamphlets from the national park/Mirillian Harbour*
- *Local fishing shop*
- *Coastguard -fill out a sheet to show you are going there*
- *Surf life saver*
- *Newspapers*
- *Travel brochures on the launch*
- *Parks and wildlife*
- *Fishing info*
- *Knowledge of rules put out by marine parks...list of rules and maps available*
- *The pathways*
- *TV*
- *Reef Head office*
- *Leaflets/from various boat suppliers*
- *Local organised group conference/already organised*
- *Reading leaflet and booklets*
- *Local people*
- *Boating and tackle stores*
- *Brochures*
- *GBRMPA sends information regularly - on their mailing list*
- *Look up charts...live on boat*
- *Quicksilver tourism co.*
- *Books*
- *Signs*
- *Newspapers*
- *Marine book*
- *Posters at school/in geography class*
- *Boating licence, gives you a lot of information*
- *Hand outs*
- *Tourist brochures*
- *Marine park authority information boards*
- *Tourist info from Townsville*
- *Signage on the beaches etc*
- *TV press releases*
- *Local paper (cairns post) / dpi*
- *Have a fishing licence therefore they send out the right information to us*
- *Marine park authority shop books*
- *Travel agent*
- *Tourists*
- *Hotel*
- *Flyers from info centres and surf life saving*
- *Signs*
- *Went to an island which had a research station*
- *Fishing shops*
- *Fishing pamphlets*
- *Guided tour, my husband fishes*
- *Tour guide*
- *Commercial charter takes you wherever you want to go*
- *Residents and resort*
- *Tourist guides, national park info local paper*
- *School trip*
- *Pamphlets*
- *From reading books and magazines*
- *From hotel we stayed at*
- *Booklets and maps supplied at the marine park*
- *Was a geography student so had knowledge*

Q24. Where do you currently receive information on the Great Barrier Reef? Where else?

Websites (specify name)

- *Don't remember the address*
- *Qld website*
- *Government website*
- *Government website*
- *Yachting and sailing sites*
- *Cairns city council*
- *Govt website*
- *Google*
- *NASA's observatory website, cairns city council*
- *Google*
- *Science mail,*

Other (specify)

- Books
- Free brochures available in stores
- Lonely planets book
- Books
- Hotspot magazines
- Coastguard and bureau of meteorology
- Pamphlets
- GBRMPA
- Local fisheries office across the road
- On the signs on the beach
- Family
- Brochures/around school
- On the beaches, flyers in letter boxes
- Qld govt guide to recreation fishing
- Brochures
- Live in the area
- Fishing shops
- Anything, travel
- Brochures
- Handbooks
- Atlas/ text books
- He lives on the edge of it so he sees it on a weekly basis
- Qld parks and wildlife service and local fishing shop
- Fishing shop - fishing world
- Have always known
- Marine spec at work
- Department of fisheries
- Signs beaches
- Schools/aquarium
- Travel company's
- Aboriginal station
- Government information
- I do the printing for tourism up here so know through that
- General knowledge
- Depart. Of natural resources
- Brochures
- Ban trawling would make a big difference.
- Being there
- Being a resident for a long time, preservation society
- Just go there / fishing club
- Local knowledge
- Maps from the grocery store. The local council
- We virtually are part of the great barrier reef so I think your always just aware of everything
- Boating and fisheries office
- Dept of fisheries, Bowen
- Marinas
- Books
- From your son in the post
- Local service stations, tackle shops
- Post office
- National park offices, fishing shops
- Books, general conversation
- Personal experience
- Post
- Boating and fishery
- Course at university
- Government department at home
- RACV magazine, youth hostel association had an article
- General knowledge, uni study
- Mail outs from Great Barrier Reef authorities
- Department of boating fisheries
- Marine park or local fisheries
- Dpi-department of private industries
- Work for local community council
- Supermarket
- Expos, things around town
- Just through friends
- National parks office
- Dept of fisheries, also thru the mail
- Books
- Library
- Partner, other elder, family
- University
- Brochures
- Through my work (environmental protection agency)
- Brochures and billboards
- School
- Brochures and pamphlets
- Just general
- Member of yacht club
- Pamphlets
- Work
- Great Barrier Reef Marine Park Authority
- Live in the area south of cairns
- Tackle shops
- Mate
- Service station marine park officer
- Don't live far from it
- Plotter -land navigation device that tells you where the green zones are and the marine water ways gave us info
- Marine shop
- Brochures
- Saint Paul's council office
- Local knowledge
- Schooling
- Boating shows (Airlie Beach);Department of Fisheries
- Boating shops
- Work
- Queensland government transport who deal with marine matters
- Fishing shop
- Doesn't receive info
- My husband is a marine mechanic
-
- Work
- Uni
- In the mail

- *Grown up on it known it all his life*
- *Brochures for the Whitsundays*
- *Fisheries*
- *Videos GBRMPA maps*
- *Sent in the mail*
- *In the mail*
- *Lived around there so most of it from that*
- *On tablelands, from Harvey world travel - or from travel agents getting info in specially*
- *Sailing club*
- *Qld park and wildlife authority.*
- *TV but not sure what kind of TV*
- *C4*
- *Billboards*
- *Harbour*
- *Traditional owner, marine parks*
- *Own research by diving in there*
- *Fisherman's organization*
- *At work*
- *Charter boats*
- *Sun lovers*
- *Fisheries department*
- *Counsel, post office*
- *Schools*
- *DVD's/coral seas DVD by Holborne...*
- *Council, department of fisheries*
- *General Internet/department of fisheries/new on TV*
- *Self research through my job as a teacher*
- *Marine parks*
- *Wilderness society, Australian conservation society*
- *Gov. Internet...as a farmer...consistently informed*
- *Reef head quarters /education part of GBRMPA*
- *Local council*
- *Dunk island*
- *Cassowary conservation organisation (c4)*
- *My knowledge I've been there a few years back*
- *Work*
- *Through my work as a teacher-school excursions*
- *Fishing guides*
- *State government.*
- *Works at a school and gets info there*
- *Council*
- *Council*
- *Books*
-
- *Pamphlet when waiting, possibly doctor*
- *RTA and fishing clubs*
- *Environmental organisation, Barron Catchment Care*
- *Information from my son that he gets at school*
- *Libraries*
- *Fisheries centre*
- *University (James Cook)*
- *Pamphlets from cairns*
- *School*
- *Encyclopaedias*
- *School*
- *General knowledge*
- *They live there*
- *General knowledge*
- *Politicians*
- *School*
- *Brochures at the Townsville show -e.g. fishing and natural resources brochures.*
- *Surveys on the Great Barrier Reef*
- *Children's assignments*
- *Past knowledge*
- *BBC*
- *Boating industry*
- *Mail*
- *People involved in fishing / word of mouth/just TV too*
- *Free to air TV*
- *Mail*
- *Agricultural magazines*
- *School*
- *Fisheries*
- *From the fishermen*
- *Marine institute*
- *Television...not sure what show*
- *TV. whatever happens to be on the TV*
- *Real-estate,*
- *Walter stark*
- *Media general*
- *Four wheel drive club*
- *Letter drops*
- *From you on the phone*
- *Through local government. and environmental groups in which she is a member of*
- *School*
- *Books*
- *Me*
- *Brochure*
- *Public media*
- *I lived in Townsville for many years*
- *People*
- *Thru the mail*
- *I belong to World Wildlife Fund, and they have things -general discussion*
- *National geographic*
- *General interest reading*
- *From my kids*
- *Other*
- *Pamphlets*
- *Pamphlets, other medias*
- *Posters*
- *Kids shows*
- *Family*
- *Fishing club*
- *Through kids*
- *Books*
- *Greenpeace member*
- *Getaway shows*
- *Generally don't know but maybe news*

- *From call centre research*
- *Newsletters and announcements about the reef guardian kids and what they are doing at the school I work at*
- *Local council brings out pamphlets*
- *Pamphlets through the mail*
- *University*
- *From world wildlife fun - they send out information sometimes*
- *Pamphlets*
- *Lives close by...not far from home*
- *Direct mail*
- *Schools*
- *Brochures*
- *Books*
- *The pub*
- *Kids at school*
- *From school*
- *In the mail*
- *Student of JCU/environmental impact study/masters of urban and regional planning/architect/public library*
- *Tourist brochures*
- *Work, friends, commercial or non commercial TV*
- *From education at school*
- *School*
- *Travel agencies*
- *Am a zoology student, so get all my information at university*

Q25. Where would you prefer to receive information about the Great Barrier Reef? Where else?

Websites (specify name)

- *Government*
- *Specific website for it*
- *Great Barrier Reef websites*
- *Email letters*
- *Website*
- *Tourism*
- *Tourism*
- *www.greatbarrierreef/cairns*

Other (specify)

- *Government, mail outs to boat owners*
- *Mail, and email from govt*
- *Back patio*
- *Local stores*
- *Marine parks and wild life'*
- *Coastguard and bureau of meteorology*
- *GBRMPA*
- *Post or flyers*

- *Through the postal mail*
- *By post*
- *Fisheries information*
- *Local council*
- *Libraries*
- *A p o box*
- *Mail*
- *From mail*
- *School*
- *From, experts, not the greenies*
- *Through the post*
- *Letter drops*
- *Organisations in which she is a member*
- *Email*
- *Through the mail*
- *Posters and news letters*
- *Direct mail outs*
- *People that handle it*
- *Post*
- *News agency*

- Anywhere it happens to come up
 - Boat ramps with notice boards, showing people what the limits are
 - Through mail box
 - Mp, council, family
 - Boating and fisheries office
 - Thru the mail
 - GPS should be provided for everyone on the reef
 - In the mail
 - Mail
 - In the letterbox
 - Direct mail flyers
 - GBRMPA
 - Fish and tackle shops
 - Letterbox drops
 - Newsagency
 - From water ways -they've got all the exact points of where to go and not to go
 - Media TV and print
 - Lives local
 - Boating shops
 - Near your boat ramps
 - Through mail
 - Direct mail
 - Mail sent to home address
 - No not really
 - Library
 - C4
 - Boating, fishing and camping shop in cairns
 - Mail
 - Unbiased source that is well informed
 - Local council
 - Mail
 - Books, boat shows
 - Quite happy...anything...well aware...
 - Reef head quarters
-
- C4) organisation
 - Work
 - Department of boating fisheries
 - Everyday things newspapers./locally
 - Anywhere, as long as its not biased
 - Pamphlets
 - Library, schools
 - Council letters
 - Fishing shop
 - Primary school visits!!
 - Post office
 - Mail
 - Snail mail
 - Commercial agencies that take tourists onto the reef. From parks and wild life as well as fisheries.
-
- From the reef guardian school I work at
 - From local council
 - Scientific journal
 - Books would come through
 - Airport
 - Mail/getaway/documentaries
 - Email
 - Just go looking about
 - Should all just be general knowledge
 - GBRMPA more education from them,
 - Mail
 - General media.
 - Something that comes to her
 - Everywhere
 - Boating stores
 - Mail
 - Mail
 - Reef head quarters, mail
 - A little book to keep in the car
 - Newsletter
 - Government department
 - Newsletter in the mail
 - Airport cause the know everything
 - Mail
 - Update on TV
 - Mail drops
 - Though post or place to go to
 - Local displays
 - Post
 - Through the mail
 - Perhaps post/mail
 - Newsletter
 - Email
 - Mail
 - Wilderness society and the greens
 - Environmental impact studies
 - Don't really care
 - Through the mail
 - Direct mail
 - Government
 - People responsible for the great barrier reef protection
 - Reef department
 - Schools
 - Through letters.
 - It should be posted
 - Mail
 - Wherever/I am a bushman/don't specifically look for information
 - Mail
 - Mail outs
 - Science that is believable
 - Email

- *GBRMPA maps are...zoning maps are not compatible with computer programs...not easy...when navigating by compass or GPS*
- *Shopping centres in general*
- *In the mail*
- *Brochures catalogues*
- *Direct mail*
- *Mail*
- *Government to send info snail mail*
- *Signs about it*
- *Locally*
- *Boat ramps - reef bans (notification)*
- *Signage*
- *Anyway it can be sent*
- *Everywhere*
- *Mail*
- *Thru the mail and fishing magazines*
- *Pamphlet*
- *Definitions of what you can do / brochures mail outs/*
- *Mail*
- *Local council office*
- *Snail mail*
- *Government office*
- *Discovery channel*
- *As long as it is fact*
- *The mail*
- *By going there*
- *Mail*
- *Just through all forms of media/*
- *Signs on beach*
- *Pamphlet - mail*
- *From people that are concerned about it*
- *Official fisheries office*
- *Post office*
- *Brochure and mail*
- *Look it up yourself*
- *In the mail*
- *After-school hours documentaries*
- *Letter box - mail*
- *Shopping centres, or pamphlets*
- *Media*
- *Local news*
- *Brochures*
- *School*
- *Management groups*
- *Fishing shops*
- *Main roads office (black water)*
- *University*
- *Airlines*
- *More in schools and work sites*
- *Don't care*
- *Snail mail*
- *Mail flyers*
- *Junk mail thru post office*
- *Government departments*
- *No particular preference*
- *Mail box*
- *If u go on holiday ask someone may be a tour guide*
- *Brochures in the mail*
- *Government departments*
- *Anything people watch media*
- *Any literature*
- *Mail*
- *School and mail*
- *In the post*
- *To personally go there and experience for yourself and find out from people who work there first hand about the reef*
- *Direct mail in the letter box*
- *Direct mail*
- *Information booklet*
- *Books*
- *Booklets through mail*
- *Mail*
- *Delivered in broad form, detailing where you can go to find out more. Such as small pamphlets*
- *Government report made public*
- *School books*
- *Post*
- *REEF aquarium at Townsville*
- *Mail*
- *Flyer in the mail*
- *Mail*
- *Email*
- *Pamphlet*
- *The info is out there just up to people to get it*
- *Through mail*
- *Mail*
- *Just in the mail*
- *Through schools*
- *Anywhere*
- *Mail*
- *Print and electronic mediums...listen to feedback...*
- *Email newsletter*
- *Mail outs*

Q31. And what language is that?

- *Hindi (Indian)*
- *Filipino*
- *Maori*
- *Spanish, French*
- *Dutch*
- *Afrikaans*
- *Czech*
- *Sinhala*
- *Filipino*
- *Portuguese*
- *Maori*
- *Dutch*
- *Yugoslav*
- *Filipino*
- *Maltese*
- *French and Welsh*
- *Dutch*
- *Torres Strait island dialect Creole*
- *Torres strait islander*
- *Creole*
- *Creole Torres island dialect*
- *Czech*
- *Filipino*
- *Philippines*
- *Pigeon*
- *Creole*
- *Hebrew*
- *Dutch*
- *French*
- *Swiss*
- *Austrian*
- *Ukrainian*
- *Singhalese*
- *Maltese*
- *Spanish*
- *Guajarati*
- *Hindi*
- *Spanish*
- *French*
- *Finish*
- *Sicilian*
- *Dutch*
- *Spanish*
- *Dutch*
- *Dutch*
- *French*
- *Dutch*
- *Aboriginal*
- *Spanish*
- *Thai*
- *Guajarati, Hindi*
- *French/Spanish/Motu(PNG language)*
- *Poland*
- *Western island*
- *Polish*
- *Maltese*
- *Hungarian*
- *Croatian*
- *French*
- *Dutch, French*
- *Filipino*
- *Punjabi*
- *Hindi*
- *Dutch*
- *Maori*
- *Maltese*
- *Maltese*
- *Polish*
- *Swedish, French*
- *Maori*
- *Spanish*
- *Urdu*
- *Tagalog*
- *French*
- *Telugu*
- *French*
- *Norwegian*
- *French*
- *Tamil*