NSW Marine Estate Community Wellbeing Survey Report

Coastal Residents of NSW *Wave 1*

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List of acronyms and abbreviations

ABS	Australian Bureau of Statistics
CALD	Culturally and linguistically diverse
DPI	Department of Primary Industries
EES	Environment, Energy and Science
EPA	Environmental Protection Authority
LGA	Local government authority
MEMA	Marine Estate Management Authority
NPWS	National Parks and Wildlife Service
NSW	New South Wales
QRA	Qualitative Recruitment Australia

Executive summary

Executive summary

Research context

Background

The Marine Estate Management Strategy (the Strategy) provides the overarching framework for coordinated management of the marine estate to deliver its vision for ‘a healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future’. Progress towards implementing the Strategy and delivering the vision will be measured and reported through the Marine Integrated Monitoring Program.

Historically, there has been no systematic monitoring of the social, cultural and economic (or human) dimensions of the NSW marine estate to meet the requirements of the Marine Integrated Monitoring Program. This lack of data was identified by the statewide Threat and Risk Assessment as a key threat and knowledge gap. In order to address this, a body of research was undertaken with 4 key audiences: coastal residents, coastal visitors, youth (aged 14–17 years) and Aboriginal peoples.

This report presents findings from the survey of NSW Coastal Residents.

Objectives

The key objectives of this research were as follows:

- develop a methodology to collect long-term data for NSW Coastal Residents that allows for robust analysis of spatial and temporal trends in community wellbeing
- collect baseline data for Coastal Residents on benefits, and threats to these benefits, to compare with future survey waves
- collect baseline data against a suite of relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework
- fill key social knowledge gaps identified in the statewide Threat and Risk Assessment.

Methodology

An online survey of 15 minutes was co-developed by NSW Department of Primary Industries (DPI) and Ipsos, and a phase of cognitive testing of the survey was undertaken to ensure collection of high-quality data and positive participant experience. Recruitment of NSW Coastal Residents for the online survey was conducted through online panels. To qualify for the survey a Coastal Resident had to:

- be at least 18 years old
- reside in one of the NSW coastal postcodes (refer to Appendix E: NSW Coastal Resident postcodes)
- live within 5 kilometres of the coast.

Fieldwork was conducted between Tuesday 23 February and Monday 22 March 2021. Demographic quotas based on the Australian Bureau of Statistics (ABS) 2016 census data were applied during fieldwork to gender, age and location. Data was also weighted during analysis to ensure that findings were representative of the NSW Coastal Residents population.

The sample size of NSW Coastal Residents (n = 2,180) enabled subgroup analysis and reporting by coastal region, age, and cultural and linguistic diverse (CALD) status.

Only instances where relevant statistically significant differences were detected are mentioned in the report.

Further detail of the research methodology is available in Section 1.3.

Findings

Community use of the NSW marine estate and its importance in quality of life

The research showed that the majority of Coastal Residents make regular use of the NSW marine estate. Across all the regions surveyed, at least half of all Coastal Residents reported visiting their local coastal area at least once a week. The most popular use of coastal areas by the community was going to the beach (reported by 61% of Coastal Residents), closely followed by picnicking, sightseeing, and visiting coastal cafes (58%) and land-based exercise (58%). Many Coastal Residents also participated in water sports such as swimming, surfing, and body boarding (42%) and wildlife or nature watching (36%).

Importance of the NSW marine estate for community quality of life

Given the high degree of use by Coastal Residents, it is unsurprising that they also rated the NSW coast as a highly important factor in contributing to their quality of life. The overall importance of the NSW coast to quality of life was rated 8.3 out of 10, with 39% of Coastal Residents indicating that it is very important (i.e., a score of 10).

When asked to explain the ways in which the NSW coast contributes to their quality of life, the most frequently mentioned contributing factors directly related to the environmental qualities of the coast (55%) followed by recreation (35%), emotion (29%) and health (18%).

The following quotes illustrate the contribution of the NSW marine estate to Coastal Residents' wellbeing:

> *"The coast has been part of my life and lifestyle since I was a child. It is embedded in my life and therefore has been part of my child's and grandchild's life also. Being able to go to the coast, particularly beaches, and participate in physical activities like swimming and surfing, and just to relax and enjoy the sun, fresh air, and proximity to the water (the energy of the surf, the smell of the sea, etc.) has always featured as one of the highlights of my lifestyle."*

> *"I live fairly close to local beaches. I love to walk and swim at the beach. It is a wonderful way to exercise and be in nature. An excellent de-stressor."*

Coastal Residents rated the NSW coast as an important contributor to their emotional and mental health (a mean score of 8.1 on a scale from 0 to 10), their physical health (7.9) and ability to spend time with family and friends (7.7). Contribution to nutritional needs was considered less important (6.6).

Further, Coastal Residents rated their feelings of safety when using the NSW coast as high (a mean score of 8.1 on a scale from 0 to 10).

Community connections to the NSW marine estate

Coastal Residents reported a high level of connection to the NSW coast. Pride in living on the coast was the strongest area of connection (a mean score of 8.3 on a scale from 0 to 10). While the average levels of agreement among Coastal Residents that they feel a personal connection (7.9) and have adopted it as part of their identity (7.5) were lower, these indicated that a high degree of personal identification with the coast is a key element of Coastal Residents' lives.

Community awareness of benefits and threats to the NSW marine estate

Overall, Coastal Residents reported high levels of awareness of the health and wellbeing benefits of spending time in the natural environment (91% are at *least aware of it*). However, this was the only benefit that more than half of Coastal Residents (55%) said they were *fully aware* of. While awareness of other benefits was relatively high, with at least three-quarters of Coastal Residents being *at least aware* of each, detailed understanding of benefits related to activities such as Aboriginal cultural fishing and commercial fishing/aquaculture was much lower (with just 29% *fully aware* of these).

Coastal Residents reported higher levels of detailed knowledge in relation to threats to the NSW coast. At least 84% said they were *at least aware* of each of the threats tested in the survey. The impact of marine litter was most keenly understood. Seven in 10 (69%) said they were *fully aware* of the threat of marine litter to wildlife and 57% said they were *fully aware* that most marine litter comes from land sources. More than 50% were also *fully aware* of human disturbance impacts to wildlife (56%), nutrients and sediments ending up in waterways (56%) and effects of stormwater and farmland runoff on the health and habitats of marine wildlife (51%).

Community perceptions of environmental health

In line with the high levels of self-reported understanding of threats to the NSW coast, just under three-quarters of Coastal Residents reported being at least moderately concerned about global environmental problems (72%) and local environmental problems that impact the way they use and value the NSW coast (74%). Over 2 in 5 respondents (42%) are extremely concerned about local environmental problems.

While residents were clearly concerned about environmental threats, the vast majority (82%) consider that their local coastal area is currently in good health. This perception was driven for many by the clean appearance of the coast. When those who rated the health of the coast as *good* or *very good* were asked to explain the reason for their rating, 17% mentioned the clean environment, 15% mentioned clean water, 14%

mentioned a lack of litter and pollution, and 10% mentioned clean beaches. A quarter (25%) mentioned proactive management by government.

Among the 5% who rated the health of their local coastline as poor, rubbish or litter was the main reason mentioned for the rating (29%). This again underlines the importance of visual evidence in perceptions of coastal health. Other commonly reported reasons included visitors ignoring regulations (22%), erosion (16%), polluted water (14%), poor maintenance (10%) and overdevelopment (10%).

Community stewardship of the marine estate

Coastal Residents reported a moderately high perception of personal responsibility towards maintaining a healthy NSW coast (a mean score of 7.8 on a scale from 0 to 10). Just under a third (29%) gave a rating of 10, indicating that they *strongly agree* that they feel responsible for helping to maintain a healthy NSW coast.

When asked about the responsible actions taken, 74% of Coastal Residents said that they engage in at least one responsible behaviour. The most commonly reported responsible behaviour was trying to limit energy use for environmental reasons (48%), with 44% mentioning that they had cleaned up litter in a public space. Active engagement in structured activities that benefit the coast was much lower, with 9% having been a member of a community organisation that improves the health of the NSW coast and 2% having participated in other voluntary activity that benefits the coastal environment.

Knowledge around environmental rules and regulations relating the marine estate was relatively high. The rules and regulations were best understood in relation to recreational fishing (84% said they know these rules at least *fairly well*), recreational boating (71%) and disposal of different types of rubbish (69%). Rules around stormwater best management (e.g. raingardens, stormwater treatment, erosion control) were least well known (44% said they know these rules at least *fairly well*).

The majority of Coastal Residents reported participating in environmental best practices in relation to the coast, although to varying degrees depending on the behaviour in question. Among those who said each behaviour is relevant to them, 80% said they *always* disposed of rubbish appropriately, 71% *always* followed rules and guidelines to minimise disturbance to coastal and marine wildlife, and 69% have *always* been mindful not to impact others' enjoyment of the coast. Adherence to recreational fishing and boating rules was slightly lower (65% and 60% respectively *always* follow the rules) and only 45% reported *always* taken care to reduce erosion and minimise use of fertiliser and garden chemicals.

Impacts of key threats on community experience of the NSW marine estate

Overall, Coastal Residents rated the current impact of key threats (identified in the statewide Threat and Risk Assessment) to their coastal experiences as moderate. Coastal Residents were more likely to perceive that their personal experience of the NSW coast was most impacted by litter on shorelines or in the water, with an average score of 6.7 on a scale from 0 to 10. One in 5 (21%) rated it as a severe impact (i.e., a rating of 10). Coastal Residents were also more likely to report that illegal behaviour or activities (i.e., other people not following the rules) and overcrowding (both 6.3) impacted their experience of the NSW coast.

The following quotes describe aspects of these threats in more detail:

> *"It makes me sad – I pick the rubbish up but know there's tons of it that I can't see. Takes the joy out of the experience."*
>
> *"Illegal behaviour or activities has impacted my experience due to the fact when people don't follow rules or the law you can be putting others at risk too."*
>
> *"Overcrowding in turn affects the cleanliness of the natural environment and is a rising concern on the NSW coastline."*

Loss of natural habitats, for example, coastal bushlands, wetlands (5.9), climate change, including sea-level rise, storm surges, heat waves (5.9), a decline in wildlife to appreciate (5.9) and poor water quality, for example, sewage, stormwater and farmland runoff (5.8) also had moderate impacts on Coastal Residents experience of the NSW coast. These threats impact Coastal Residents' experience of the marine estate by affecting their connection with nature, impacting emotional and mental health and enjoyment of the marine estate.

Coastal Residents felt that that they were least impacted by lack of access to locations due to management (4.8) and not enough coastal infrastructure, for example, boast ramps, jetties (4.7).

Importance of managing different aspects of the NSW marine estate

When presented with a range of reasons for managing the coast (e.g. for recreation, business, cultural use, environmental protection) Coastal Residents rated all as being important, with the lowest mean score for being 7.7 on a scale from 0 to 10 (where 10 is *very important*). However, the highest importance scores related to environmental aspects including passing on a healthy NSW coast to future generations (8.8), providing a place where people can connect with nature, and preserving nature even though it may never be used or seen by humans (both 8.5).

Awareness and perception of marine estate management

Coastal Resident's knowledge of key terms and organisations related to the management of the marine estate was low. Slightly less than half (46%) of Coastal Residents were aware of the term 'marine estate' and only a third (33%) were aware of the term 'Sea Country'. Only 20% of Coastal Residents were aware of the Marine Estate Management Authority (MEMA).

Despite this lack of detailed knowledge, confidence in NSW Government's management of the coast was relatively strong. Overall, 88% of Coastal Residents who were aware of MEMA reported confidence in the Government to achieve the vision of *"A healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future"*.

Many Coastal Residents appeared to be relatively disengaged in relation to governance of the NSW marine estate; around a third said they were neither satisfied nor dissatisfied with opportunities to have their say, the ease of understanding information and the ease of finding information.

Awareness of the agencies involved in the management of the marine estate was mixed. Just over half (56%) of Coastal Residents were aware that DPI Fisheries is involved, while less than a third were aware of the involvement of Local Land Services (32%), Planning and Assessment (29%) and Environment, Energy and Science (26%).

Knowledge of the top responsibilities of each agency, as reported by Coastal Residents, was:

- DPI Fisheries: Fisheries and aquaculture (88%) and marine park and aquatic reserve management (54%)
- Transport for NSW: Boating, maritime safety and ports, including infrastructure (59%)
- Crown Land: Land management and native title support (64%)
- Local Land Services: Delivering services to farmers to support sustainable land management (29%)
- Planning and Assessment: Land-use planning, major development & infrastructure (73%)
- Environment, Energy and Science: Water Quality and litter (65%) and marine mammals, birds and reptiles (51%).

Demographic differences

The research highlighted some key differences in knowledge, attitudes and behaviours based on location across NSW.

Regional differences

Engagement with the coast was particularly high in the North Coast (Upper) region. Coastal visitation was higher than average among Coastal Residents of this area, and they were more likely than others to rate the coast as being important to their quality of life.

Coastal Residents of Greater Sydney (coastal) were less likely than others to visit the coast weekly. However, their uses of the coast differed from others; they were more likely to have participated in SCUBA diving (14%), Aboriginal cultural activities (8%) and employment (9%). While they consistently rated threats to the marine estate as more severe than those in other regions, Coastal Residents of Greater Sydney (coastal) were less likely than those in other regions to engage in best practice behaviours in relation to looking after coastal areas. They reported higher awareness of the terms ‘Marine estate’ and ‘Sea Country’, and of MEMA. They were also more likely than others to have confidence in the NSW Government’s ability to achieve its vision for the marine estate and to be satisfied with their governance.

Coastal Residents of the South East Coast (lower) rated the current impact of key threats to their coastal experience as less severe than those in other regions. They were also more likely to rate the health of the local environment as *very good* (55%) compared to residents of other coastal regions (14–33%).

Key differences in knowledge, attitudes and behaviours based on age and cultural and linguistic diversity were also found and are highlighted throughout the report.

Research context

1 Research context

1.1 Background

The NSW marine estate includes the state's coastal waters out to 3 nautical miles. It includes estuaries, coastal lakes and lagoons, coastal wetlands and adjacent coastal lands influenced by oceanic processes, including beaches, dunes, headlands and rock platforms. The NSW community derives social, cultural, and economic benefits from the marine estate, underpinned by good water quality, healthy habitats, and diverse and abundant marine life.

A statewide Threat and Risk Assessment was undertaken in 2017 to identify and prioritise the threats to community benefits and environmental assets.

The outcomes of the Threat and Risk Assessment informed the development of the NSW Marine Estate Management Strategy 2018–2028 (the Strategy). The Strategy provides the overarching framework for coordinated management of the marine estate to deliver its vision for 'a healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future' and to implement reforms to the way the marine estate is managed.

Progress towards implementing the Strategy and delivering the vision will be measured and reported through the Marine Integrated Monitoring Program.

The primary objectives of the Marine Integrated Monitoring Program are to:

1) monitor the condition and trend of environmental assets and community benefits to inform a 5-yearly health check
2) evaluate the effectiveness of management initiatives and actions that aim to reduce priority threats and risks
3) fill knowledge gaps that were identified as part of the statewide Threat and Risk Assessment process.

Historically, there has been no systematic monitoring of the social, cultural and economic (or human) dimensions of the NSW marine estate to meet the requirements of the Marine Integrated Monitoring Program. A lack of data for these dimensions was considered as a key threat and knowledge gap in the statewide Threat and Risk Assessment.

A body of research was undertaken to address this knowledge gap, consisting of a NSW Coastal Residents survey, a NSW Coastal Visitors survey, a survey of NSW coastal Aboriginal communities and a Youth survey of NSW Coastal Residents aged 14–17 years.

This report presents findings from the NSW Coastal Residents survey.

1.2 Objectives

The NSW Coastal Residents survey aimed to provide insights into community needs, preferences and behaviours that will inform the NSW marine estate's strategic decision-making into the future.

In order to continue long-term monitoring, a strong evidence base is needed. Innovative forms of data collection and research is required (with the aim to contribute to previous research).

The key objectives of this research were as follows:

- develop a methodology to collect long-term data for NSW Coastal Residents that allows for robust analysis of spatial and temporal trends in community wellbeing
- collect baseline data for Coastal Residents on benefits and threats to these benefits to compare with future survey waves
- collect baseline data against a suite of relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework[1]
- fill key social knowledge gaps identified in the statewide Threat and Risk Assessment.

1.3 Methodology

The fieldwork approach was designed to provide a 'future proof' survey instrument that facilitates the collection of robust and comparable data in future waves. Therefore, an online data collection method was adopted with the NSW Coastal Residents' audience. In addition, cognitive testing was undertaken in order to test the survey's validity, structure and content with the intended population for the survey, ensuring the collection of high-quality data and positive participant experience. This process ensured a reliable tool was produced for future waves. For more detail, please see 'Cognitive testing' in the Questionnaire development section below.

Following cognitive testing, an online survey of 15 minutes was developed, and fieldwork was conducted between Tuesday 23 February and Monday 22 March 2021. Quotas were applied to the fieldwork based on the latest ABS census data (i.e., from the 2016 Census). Data was also weighted during analysis to ensure that findings were representative of the NSW Coastal Residents' population. Details on the quotas and weighting are provided below.

1.3.1 Questionnaire development

A 15-minute online survey was co-developed by NSW DPI and Ipsos.

The survey was designed to provide information to track priority indicators designed to monitor the condition and trend of community benefits and impacts to these benefits and collect data on relevant outcome indicators identified in the NSW Marine Estate Integrated Monitoring and Evaluation Framework.

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[1] Report – Integrated monitoring and evaluation framework for the Marine Integrated Monitoring Program (MIMP), Aither, 2019. https://www.marine.nsw.gov.au/__data/assets/pdf_file/0004/1193296/MIMP-Framework.pdf.

The design of questions and response options allowed for the calculation of means and standard errors (where appropriate) and considered the spatial and temporal scale in which questions were posed (e.g. 'in your local area', 'in the last 12 months') to accurately reflect community experiences. This allowed the priority indicators to be tracked over time in a user-friendly manner, for example, the variation of a mean score over time is a simple concept to understand.

A copy of the final questionnaire is included in Appendix B: Questionnaire. The priority indicators captured in the survey are outlined in the questionnaire below each corresponding question.

Scale logic

Within the survey, we used different ratings scales for different types of questions.

An 11-point scale is particularly useful for ratings questions where it is beneficial to have a greater degree of sensitivity and variability within responses than is achieved in a 5-point or 7-point rating scale.

5-point and 7-point scales were used for some questions, as they reduce burden on respondents. They are appropriate when there is typically variation found across response options and provide enough detail to determine levels of variability within a sample.

In addition to the size of the scale, the type of data generated was also a key consideration. Numerical scales allowed for the calculation of mean scores and standard errors; this provided greater insight than could be deduced from categorical scales.

Cognitive testing

A body of cognitive testing was conducted with NSW Coastal Residents and NSW Coastal Visitors as the questionnaires for these 2 audiences were developed in parallel. Six cognitive interviews were undertaken across both audiences and across 2 testing stages with an even distribution of interviews (3 NSW Coastal Residents and 3 NSW Coastal Visitors). Two NSW Coastal Residents and one NSW Coastal Visitor were interviewed in Stage 1; one NSW Coastal Resident, and 2 NSW Coastal Visitors were interviewed in Stage 2.

For the purposes of this report, the following text will refer to the cognitive interviewing of NSW Coastal Residents only.

Interviews were conducted with NSW Coastal Residents in order to investigate how they interpreted and responded to the draft versions of the questionnaire. Recruitment was undertaken with Ipsos' recruitment partner, Qualitative Recruitment Australia (QRA). Participant selection ensured a mix of age groups and genders were represented. Additional selection criteria required that interviewees must not work in market research or for local, state and Australian Government (nor members of their immediate family) and must not have participated in market research in the last 6 months. Further detail of the recruitment can be found in the recruitment screener. A copy is included in Appendix C: Cognitive interviewing recruitment screener.

Phase 1 interviews were conducted between Monday 13 July and Tuesday 14 July 2020. Phase 2 interviews were conducted between Thursday 23 July and Friday 24 July 2020. All interviews were held over videoconference and were 45 minutes in length. Each participant received an $80 EFTPOS card to thank them for their time.

The aim of cognitive testing was to ensure:

- questionnaire validity (i.e., that questions were understood, consistently interpreted, and measured what they were intended to measure)
- the questionnaire flowed in a logical order
- individual questions were relevant and no crucial question areas were missing.

As programming of the survey was scheduled to begin following cognitive testing, it was not possible to simulate a self-completion online survey during the interviews. Instead, participants received their own copy of the questionnaire to refer to and read from during the interview to replicate the self-completion nature of the study design. The questionnaire was sent at the time of interview via email by an Ipsos project team member. During the interviews, NSW Coastal Residents were asked to read the questions out loud and talk the interviewer through their thought process when interpreting and answering each question. The interviews were conducted in a 'stop start' manner, allowing time for the interviewer to probe for more insight around question interpretation or any non-verbal cues such as facial expression or hesitation observed during the interview.

Different versions of the NSW Coastal Residents survey were tested in Stage 1 and Stage 2 of testing. Questions identified as problematic in the first stage were redrafted or removed by DPI and Ipsos, and a revised questionnaire was tested in the second stage. Following the completion of the cognitive interviews, Ipsos finalised the questionnaire with input from DPI.

1.3.2 Sampling approach

Recruitment of NSW Coastal Residents for the online survey was conducted through online panels. This was the recommended approach, largely as other methods of recruitment, such as telephone recruitment and interviewing, are more costly to collect data at scale.

Online panel sampling allowed a larger sample size to be achieved within the given budget, enabling more robust analysis to be conducted on the data (including within specific subgroups) and conclusions to be made with greater confidence.

A blended approach of 5 different online panels was utilised in order to complete targets within agreed timeframe and budget. Ipsos' online panel providers set limits to achieve the desired quotas, and results were reported back to Ipsos on a daily basis in order for any necessary adjustments to be made. For more detail on the implementation of the survey please see Section 1.3.3 Survey implementation.

To qualify for the Coastal Residents, survey a Coastal Resident had to:

- be at least 18 years old
- reside in one of the NSW Coastal postcodes (refer to Appendix E: NSW Coastal Resident postcodes)
- live within 5 kilometres of the coast.

Quotas were applied in order to optimise the representativeness of the NSW Coastal Residents sample. Demographic quotas were applied on gender, age and location, based on the ABS 2016 census data.

Location quota

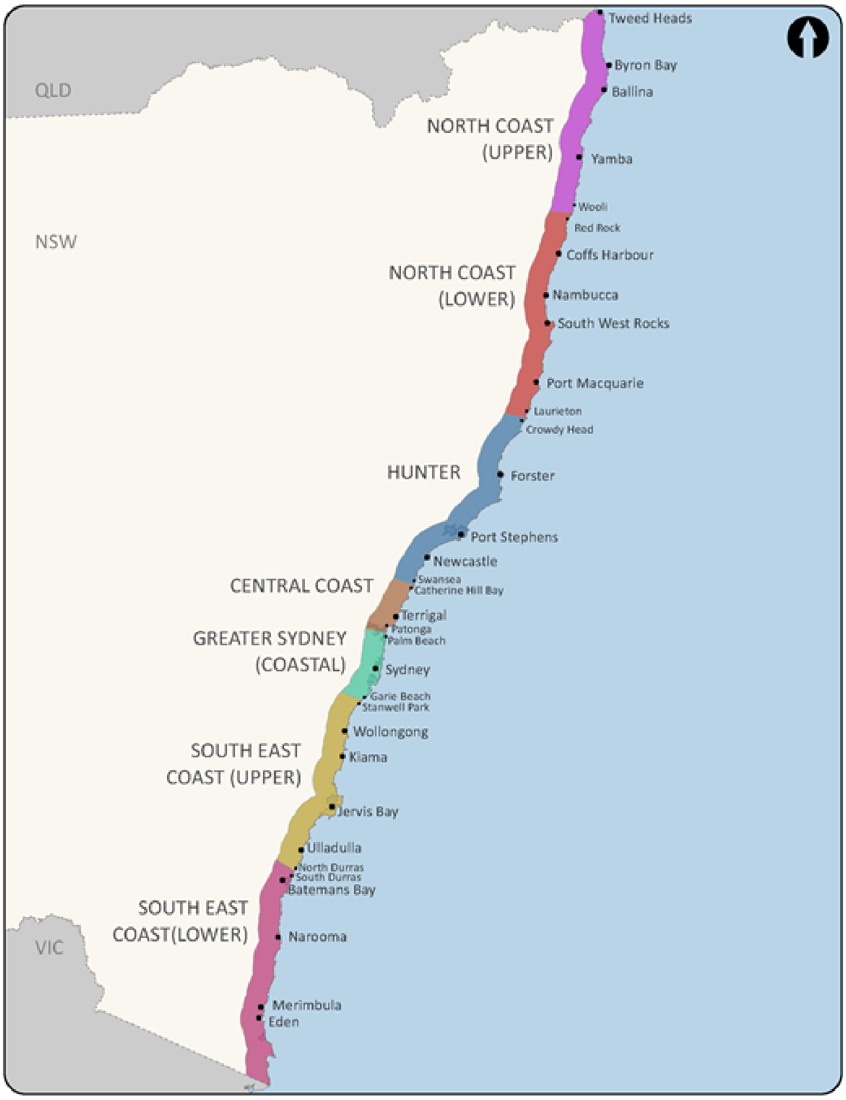
The sample frame was structured into 7 broad geographic areas with a focus on the local government authorities (LGAs) that fall in these regions and that have a coastline in NSW. This approach ensured that data collected was both representative of the NSW population and also took into account the ability to stratify the sample by LGA within regions.

The location quotas represent the 7 coastal regions as defined by DPI for the purpose of this study:

- North Coast (upper)
- North Coast (lower)
- Hunter
- Central Coast
- Greater Sydney (coastal)
- South East Coast (upper)
- South East Coast (lower).

A map of the 7 coastal regions can be seen in Figure 1.

Figure 1. The 7 coastal regions of NSW


QLD
NSW
VIC
NORTH COAST (UPPER)
NORTH COAST (LOWER)
HUNTER
CENTRAL COAST
GREATER SYDNEY (COASTAL)
SOUTH EAST COAST (UPPER)
SOUTH EAST COAST(LOWER)
Tweed Heads
Byron Bay
Ballina
Yamba
Wooli
Red Rock
Coffs Harbour
Nambucca
South West Rocks
Port Macquarie
Laurieton
Crowdy Head
Forster
Port Stephens
Newcastle
Swansea
Catherine Hill Bay
Terrigal
Patonga
Palm Beach
Sydney
Garie Beach
Stanwell Park
Wollongong
Kiama
Jervis Bay
Ulladulla
North Durras
South Durras
Batemans Bay
Narooma
Merimbula
Eden

Using the ABS population data, each region was assigned a sample quota based on the proportion of the total NSW coastal region population it represented (n = 3,599,740). Coastal Residents were allocated to one of the 7 coastal regions based on their postcode of residency, which they provided in the survey. This postcode was then used to identify the coastal region in which each Coastal Resident lived, based on ABS postcode concordance tables.

Quota table

Table 1 below summarises the quotas used during fieldwork for the Coastal Residents' survey.

Table 1. NSW Coastal Residents quota table

Sample details		Count	Proportion[1]
Total		2,000	100%
Gender	Male	980	49%
	Female	1,020	51%
Age	18–29	400	20%
	30–49	680	34%
	50+	920	46%
NSW Coastal Region	North Coast (Upper)	140	7%
	North Coast (Lower)	100	5%
	Hunter	280	14%
	Central Coast	180	9%
	Greater Sydney (coastal)	1,000	50%
	South Coast (Upper)	260	13%
	South Coast (Lower)	40	2%

[1] Quota (proportion of total 'NSW Coastal Residents', as defined by this research) based on population data sourced from the Australian Bureau of Statistics (2016 census).

1.3.3 Survey implementation

Survey programming and testing

Following approval of the final questionnaire, the survey was programmed by the Ipsos data processing team. The survey was tested to ensure all skip instructions, screening questions and question wording had been implemented correctly. The survey was also tested across both PC and mobile devices to ensure the survey layout was able to be viewed correctly on both large and small screens. The survey programming link was shared with DPI to obtain final approval. The final survey link was then shared with Ipsos' online panel partners for their dispersion to individuals across their panels. Individuals were invited to participate using a unique survey link so that we were able to verify that each completed survey was from a unique individual. Use of unique survey links also provided participants the option of starting the survey and saving progress to return at a later time.

Fieldwork pilot phase and full launch

Fieldwork commenced with a pilot phase whereby the survey is launched but responses are capped to no more than 10% of the total sample size. Following achievement of an adequate pilot sample, fieldwork was paused to facilitate thorough checks of the survey data to ensure the programming was working as expected, for example, that no individuals who did not meet selection criteria were able to complete the survey. Following completion of all data checks, DPI were informed of the outcome of the pilot phase and approved the survey for a full launch.

The final incidence rate (the percentage of persons eligible to participate in the survey – this is calculated by the total number of persons eligible to participate in the survey divided by the number of persons who were screened to participate (i.e., both those who qualified and did not qualify)) was 69% and the average survey completion time was 15 minutes.

Data quality checks

Following completion of the target sample size for the NSW Coastal Residents survey, fieldwork was paused to allow Ipsos to conduct a second set of data checks on the full dataset. This included the identification and removal of any cases known as ‘skimmers’ that have completed the survey in a non-serious manner, such as rushing through questions (identified by an interview length of less than 5 minutes), or nonsense responses given at open-ended questions. Following removal of these skimmer cases, fieldwork was re-commenced in order to make up final numbers in addition to an extra number of completes to bolster the sample size, following the second identification and removal of skimmers.

1.3.4 Sample profile

Participants in this survey represent a sample of the total population of interest – this means we cannot be certain that the results of a question are exactly the same as if everybody within that population had taken part (‘true values’). However, we can predict the variation between the results of a question and the true value by using the size of the sample on which results are based and the number of times a particular answer is given.

The total sample size for the 2021 NSW Coastal Residents survey was 2,180. As the final sample size exceeded the original target of 2000, the unweighted and weighted sample counts and unweighted proportions presented in Table 2 are not identical to the quotas in Table 1.

Table 2 below provides the unweighted sample sizes and effective sample sizes after weighting, in addition to the unweighted and weighted sample proportions.

The effective sample sizes have been shown in order to provide a measure of the statistical survey’s precision after weights are applied. For example, the effective sample size of n = 2,142 for the total sample indicates the total sample has the same statistical power as an unweighted sample of this size.

Table 2. Sample profile (weighted and unweighted)

Measure		Count		Proportion	
Sample type		Unweighted	Effective sample size	Unweighted	Weighted
Total		2,180	2,142	100%	100%
Gender	Male	1,008	994	46%	49%
	Female	1,166	1,147	53%	51%
	Other	5	5	0%	0%
	Prefer not to say	1	1	0%	0%
Age	18–29	435	429	20%	20%
	30–49	715	706	33%	34%
	50+	1,030	1,008	47%	46%
NSW Coastal Region	North Coast (Upper)	115	115	5%	7%
	North Coast (Lower)	134	134	6%	5%
	Hunter	315	314	14%	14%
	Central Coast	250	249	11%	9%
	Greater Sydney (coastal)	1,044	1,041	48%	50%
	South Coast (Upper)	271	270	12%	13%
	South Coast (Lower)	51	51	2%	2%

Preparation of final dataset

A final datafile was prepared by the Ipsos data processing team, which involved a second data checking process followed by a thorough data cleaning process, including checks such as ensuring question and response option wording was identical to wording in the questionnaire. Following coding of the open-ended questions, the coded data was added to the final dataset and weighting was applied. Please see further detail of these processes in the section 'Preparation of final dataset' above and Section 1.3.7 Coding of open-ended questions and 'other (specify)' options.

Weighting

In addition to applying quotas during fieldwork, the final sample data was weighted prior to analysis to reflect the demographic profile (i.e., age, gender, and coastal regions) of the population of interest (NSW Coastal Residents, as defined by this research).

This ensured the results yielded from analysis were representative of the NSW Coastal Residents. With weighting applied the effective sample size was n = 2,142 (margin of error ±2.12).

1.3.5 Interpreting the data

Subgroups of interest

The sample size of n = 2,180 (effective n = 2,142) for NSW Coastal Residents enabled subgroup analysis and reporting for the following groups:

- Coastal regions:
  - North Coast (upper)
  - North Coast (lower)
  - Hunter
  - Central Coast
  - Greater Sydney (coastal)
  - South East Coast (upper)
  - South East Coast (lower).
- Age:
  - 18–29 years
  - 30–49 years
  - 50 years and over (50+).
- CALD status:
  - CALD
  - Non-CALD.

Subheadings of ‘Regional differences’ and ‘Subgroup differences’ have been used to signpost to meaningful differences in the data at each question.

Confidence intervals

As discussed in Section 1.3.4, we can predict the variation between the results of a question and the true value by using the size of the sample on which results are based and the number of times a particular answer is given.

The confidence with which we make this prediction is 95% – the chances are 95 in 100 that the true value will fall within a specified range (the ‘95% confidence interval’). The estimated margin of error for this survey is ±2.12%. For example, if 50% of Coastal Residents surveyed indicated that they agree it is important to maintain the abundance and diversity of marine life in the marine estate, there is a 95% likelihood that the true value (which would have been obtained if the whole population had been surveyed) will fall within the range of ±2.12 (i.e. that between 47.88% and 52.12% of all Coastal Residents think it is important).

It should be noted that these estimates are based on the assumption that the surveyed population has no substantial differences to the population at large. We sought to minimise the differences between the survey population and the broader population by having the surveyed sample mirror the demographics of the population (through quotas and weighting) so that any differences are minimised.

1.3.6 Interpretation of numerical scales

Within the report, questions with numerical 11-point scales are presented in bar charts broken into discrete categories to aid in visualisation of the data; mean scores and standard errors are also provided. The mean scores are the sum of all values divided by the total number of values in a given set (e.g. for a given questions). The standard error measures how much discrepancy there is likely to be in a sample's mean compared with the actual populations mean.

The anchoring points in each scale (0, 5 and 10) are presented as individual categories with the points in between broken into categories containing 2 numerical values on the scale (e.g. 1–2 and 3–4). The size of each category allows for a more detailed examination of variation within these particular measures.

1.3.7 Coding of open-ended questions and 'other (specify)' options

Open-ended questions have been analysed via coding. The process of coding involves sorting typed verbatim responses into thematic categories appropriate to the question in order to present them in the same format as other non-open-ended questions (i.e. as a chart). A similar approach was taken for questions with an open-ended option for 'other' responses, where respondents specified what their 'other response' was. These 'other' verbatims were either sorted into one of the existing response options (if applicable) or were sorted into new response options. Remaining 'other' responses that were not able to be categorised in either of these ways form the 'other' response option.

75% of the verbatims for open-ended questions and 'other specify' response options were coded. Where questions consisted of a number of sub-questions, such as a list of statements each requiring an answer on a scale, this proportion (75%) is spread across the various sub-questions, resulting in a smaller proportion of coded responses per sub-question.

1.3.8 Usage and treatment of verbatim quotes

Analysis of open-ended questions has also been supported by the usage of a selection of verbatim quotes. Verbatim text has not been edited, with the exception of missing words or letters which have been indicated by the use of parentheses.

1.3.9 Statistical analyses

Significance testing was undertaken by testing the proportion of Coastal Residents from a particular group who gave a particular response, against the proportion of all other Coastal Residents who gave that same response. Two-sided t-tests for numerical data were used, with a significance level (α) of 0.05. The False Discovery Rate correction was applied to minimise type one errors (false positives) in multiple comparisons.

Where the analysis compares more than 2 subgroups (e.g. coastal regions), a response reported in the findings as 'different' is significantly different from the average for all other subgroups for that question. Where the responses of 2 subgroups are compared (e.g. CALD and non-CALD), we can say that the subgroups are significantly different from each other.

Only instances where relevant statistically significant differences were detected are mentioned in the report.

Significant differences are denoted by directional arrows (▲▼) showing statistically higher or lower responses than the average of all other groups (or statistically higher or lower than the other subgroup, where only 2 responses are compared).

1.3.10 Charting conventions

Base statements for each chart present the question text and sample size only, unless question-specific notes are deemed relevant, in which case they are clearly indicated within the base statement. A number of standard conventions were applied to the charts in this report, which are listed below for reference:

- analysis was not conducted on base sizes less than n = 30
- where 'don't know' or 'not applicable' response options were included in questions with a scale, this data was removed prior to analysis and charting to allow accurate calculation of mean scores
- findings under 3% were not shown in stacked bar charts in order to de-clutter the chart for ease of reference
- bar charts are sorted in descending order, with the exception of 'don't know', 'none' and 'other' response options which are always found at the bottom of the chart
- stacked bar charts without mean scores showing only statewide data are sorted in descending order of the NET figures on the right-hand side of the chart
- stacked bar charts showing statewide, regional and subgroup data are sorted in this order
- stacked bar charts with mean scores showing only statewide data are sorted in descending order of the mean scores on the right-hand side of the chart
- where a question had multiple response options, the chart and corresponding table (if applicable), present the data from the 10 response options with the highest frequency of response, in addition to 'don't know', 'none' and/or 'other' response options. Use of this convention is indicated in the base statement
- regional findings are presented from North to South (i.e., North Coast (Upper) region – South East (Lower) region).

2 Findings

2.1 Sample profile

This section presents the demographic profile of Coastal Residents surveyed. The data shown is unweighted in order to present the true demographic distribution present in this sample of Coastal Residents. Refer to research context table and Appendix A: Demographics.

2.2 Community use of the NSW marine estate

2.2.1 Frequency of visitation

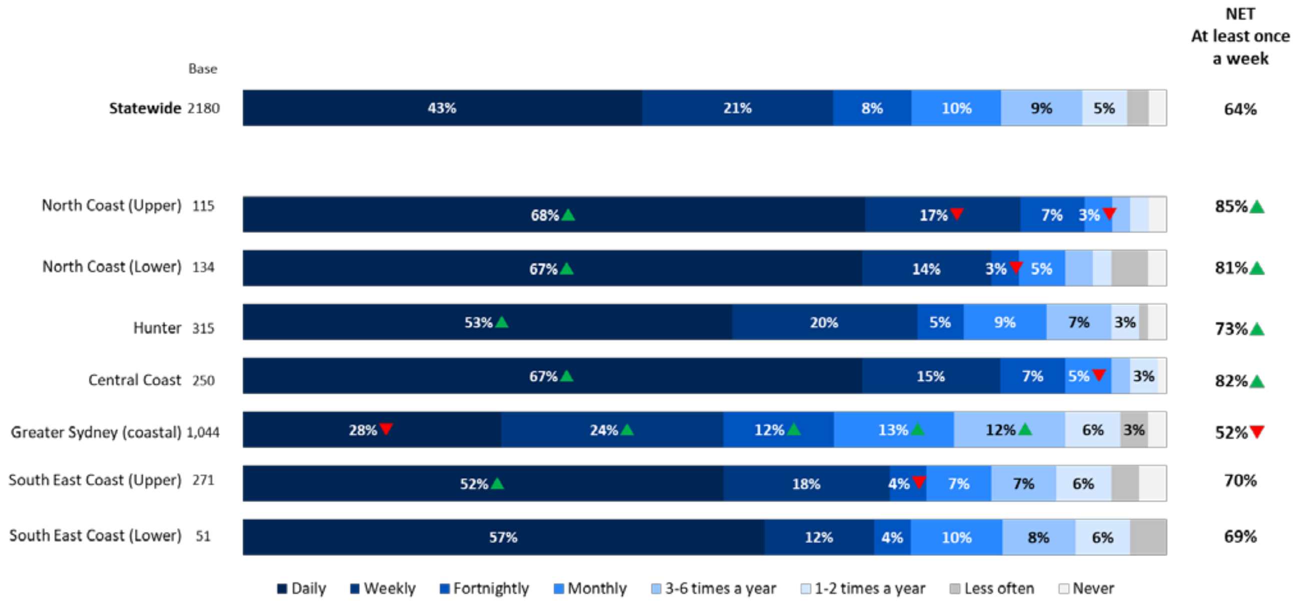
Visitation to local coastal areas

Coastal Residents were asked how often they visit the coast in their local area (Figure 2). Around 2 in 3 (64%) visited their local coastal area at least once a week, while around 2 in 4 (43%) visited their local coastal area daily. Around one in 5 (18%) either visited fortnightly (10%) or monthly (8%), and the same proportion (18%) visited less frequently or have never visited.

Regional differences

Coastal Residents of the North Coast (Upper) (85%), North Coast (Lower) (81%), Hunter (73%), Central Coast (82%) and South East Coast (Upper) (70%) regions were more likely to have visited the coast in their local area at least once a week. This is mostly driven by significantly higher daily visitation. Coastal Residents of the South East Coast (Upper) were also more likely to visit their local coastal area daily. Coastal Residents of the Greater Sydney (coastal) region were less likely than those of other regions to have visited on a daily basis, with fewer than one in 3 respondents (28%) reporting this.

Figure 2. Frequency of visitation of the NSW coast by locals at a statewide and regional level



Base: Total locals = North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1044; South East Coast (Upper) n = 271; South East Coast (lower) n = 51.
Q1. How often do you visit the following local coastal area(s)?

2.2.2 Activities undertaken on the NSW coast

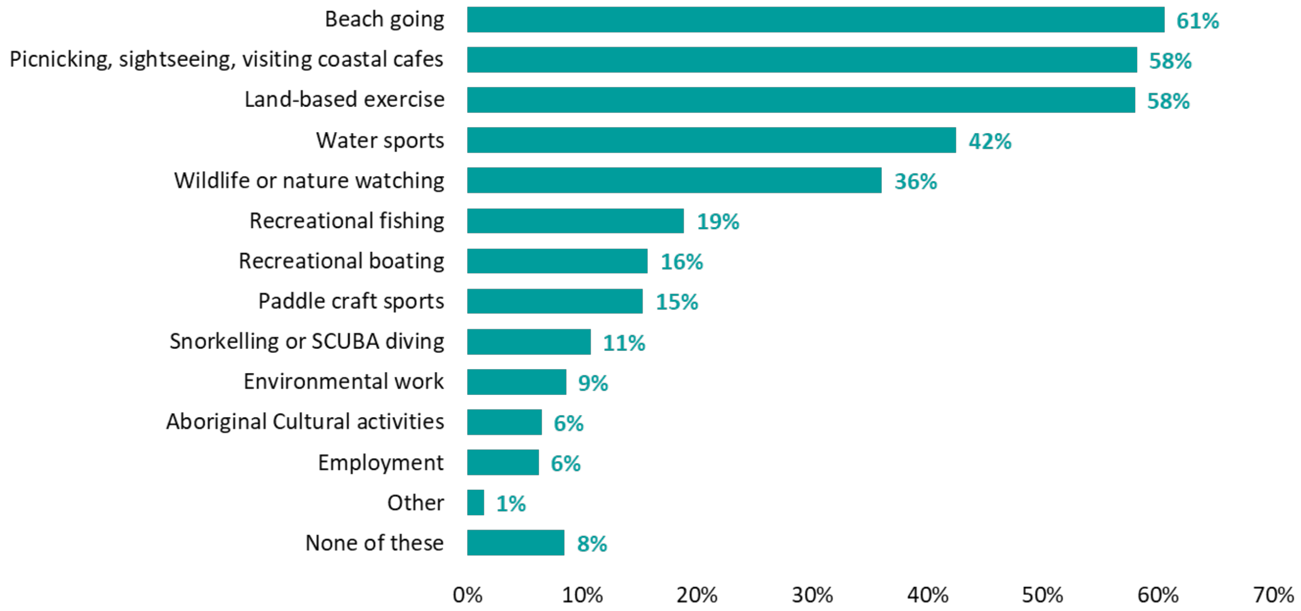
Coastal Residents were asked about their participation in a range of coastal, recreational, cultural and employment activities in their local area in the past 12 months.

The 3 most common activities (Figure 3) undertaken by Coastal Residents were:

- beach going (e.g. going in the water and sun-bathing) (61%)
- picnicking, sightseeing, visiting coastal cafes (58%)
- land-based exercise (e.g. walking, jogging, yoga, and bike riding) (58%).

Many residents also participated in water sports such as swimming, surfing, and body boarding (42%) and wildlife or nature watching (36%). The least common activities undertaken by Coastal Residents in their local area were employment and Aboriginal cultural activities (both 6%).

Figure 3. Activities undertaken by Coastal Residents on the NSW coast in the past 12 months at a statewide level



Base: Total Coastal Residents n = 2,180
Q3. Which, if any, of the following activities have you done in the past 12 months in your local coastal area?

Regional differences

When broken down by coastal regions (Table 3), Coastal Residents from Greater Sydney (coastal) differed from other regions in their activity profile. They were more likely to go snorkelling or SCUBA diving (14%), to work in the local industries (i.e., employment) (9%) or to undertake Aboriginal cultural activities (8%). Conversely, they were less likely to go picnicking, sightseeing, and visiting coastal cafes (54%), to do land-based exercises (53%), or to participate in recreational fishing (15%).

Subgroup differences

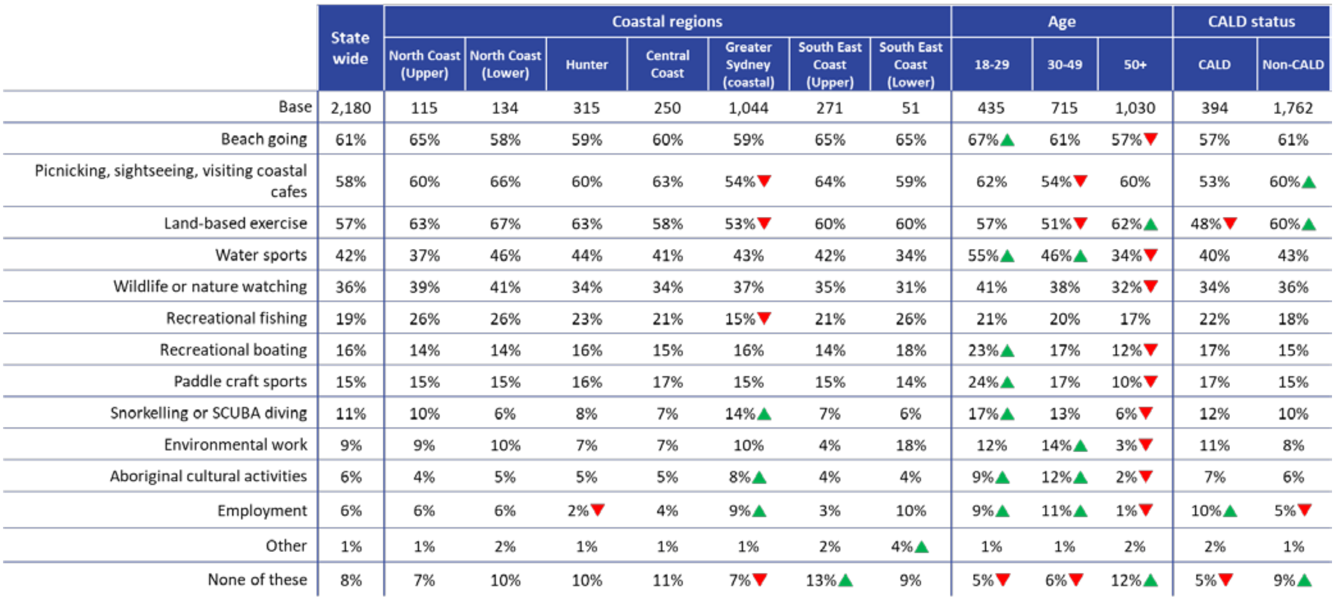
The activities undertaken by Coastal Residents changes with age. Those aged 18–29 tend to engage in more sport and water-based activities than other age groups, including:

- beach going (67%)
- water sports (55%)
- paddlecraft sports (24%)
- recreational boating (23%)
- snorkelling or SCUBA diving (17%).

Coastal Residents aged 50 years or older were significantly more likely to engage in land-based exercise (62%) than younger age groups.

CALD Residents were more likely than others to visit the coast for employment. One in 10 CALD Residents (10%) were employed in their local coastal industries (e.g. commercial fishing and boating, tourism industry), compared to 5% of non-CALD Residents.

Table 3. Activities undertaken by Coastal Residents on the NSW coast in the past 12 months at a statewide, regional and subgroup level



	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Beach going	61%	65%	58%	59%	60%	59%	65%	65%	67%▲	61%	57%▼	57%	61%
Picnicking, sightseeing, visiting coastal cafes	58%	60%	66%	60%	63%	54%▼	64%	59%	62%	54%▼	60%	53%	60%▲
Land-based exercise	57%	63%	67%	63%	58%	53%▼	60%	60%	57%	51%▼	62%▲	48%▼	60%▲
Water sports	42%	37%	46%	44%	41%	43%	42%	34%	55%▲	46%▲	34%▼	40%	43%
Wildlife or nature watching	36%	39%	41%	34%	34%	37%	35%	31%	41%	38%	32%▼	34%	36%
Recreational fishing	19%	26%	26%	23%	21%	15%▼	21%	26%	21%	20%	17%	22%	18%
Recreational boating	16%	14%	14%	16%	15%	16%	14%	18%	23%▲	17%	12%▼	17%	15%
Paddle craft sports	15%	15%	15%	16%	17%	15%	15%	14%	24%▲	17%	10%▼	17%	15%
Snorkelling or SCUBA diving	11%	10%	6%	8%	7%	14%▲	7%	6%	17%▲	13%	6%▼	12%	10%
Environmental work	9%	9%	10%	7%	7%	10%	4%	18%	12%	14%▲	3%▼	11%	8%
Aboriginal cultural activities	6%	4%	5%	5%	5%	8%▲	4%	4%	9%▲	12%▲	2%▼	7%	6%
Employment	6%	6%	6%	2%▼	4%	9%▲	3%	10%	9%▲	11%▲	1%▼	10%▲	5%▼
Other	1%	1%	2%	1%	1%	1%	2%	4%▲	1%	1%	2%	2%	1%
None of these	8%	7%	10%	10%	11%	7%▼	13%▲	9%	5%▼	6%▼	12%▲	5%▼	9%▲

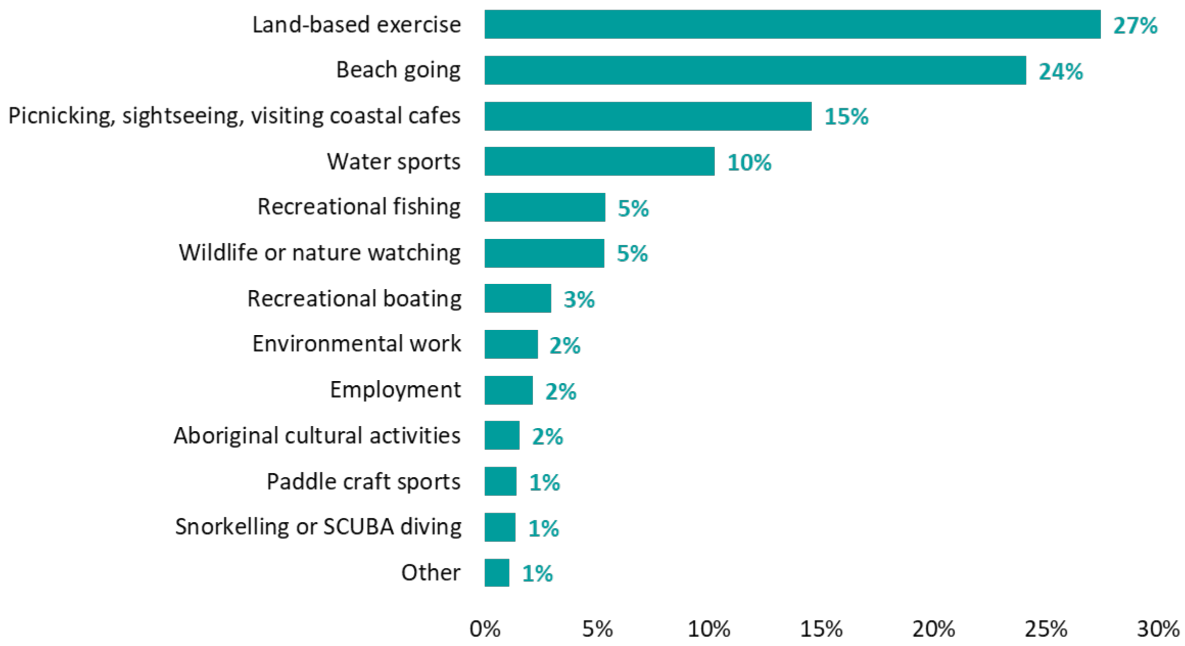
Base: Total Coastal Residents n = 2,180
Q3. Which, if any, of the following activities have you done in the past 12 months in your local coastal area?

2.2.3 Main activity undertaken on the NSW coast

Coastal Residents were then asked to identify the main activity they participated in at the coast.

Land-based exercises were the most prevalent activity, with 27% of Coastal Residents indicating this was their main activity (Figure 4). Beach going ranks second with 24% of Coastal Residents selecting this as their main activity, followed by picnicking, sightseeing, and visiting local cafes (15%) and water sports (10%).

Figure 4. Main activity undertaken on the coast at a statewide level



Base: Coastal Residents who participate in coastal activities n = 1,991
Q6. What is your main activity?

Regional differences

Greater Sydney (Coastal) Coastal Residents' main coastal activities were distinct from other regions (Table 4). They were more likely than other regions to report water sports (13%) and participation in Aboriginal cultural activities (3%) to be their main activity. On the other hand, they were less likely to go picnicking, sightseeing, or visiting local cafes (12%) or to go recreational fishing (3%). Picnicking, sightseeing and visiting local cafes tended to be more popular in the South East Coast (Upper) region (21%), whereas recreational fishing was more prevalent among Coastal Residents of the North Coast (Upper) region (13%).

Subgroup differences

The most popular main activity, land-based exercise, was significantly more common among Coastal Residents aged over 50 years (36%) and those from non- CALD backgrounds (29%). However, the second most reported activity (beach going) was a significantly more popular activity for those aged 18–29 years (31%) and 30–49 years (29%) and those from a CALD background (29%).

Table 4. Main activity undertaken on the coast at a statewide, regional and subgroup level

	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	1,991	107	120	283	223	975	237	46	415	672	904	376	1,595
Land-based exercise	27%	37%	34%	29%	29%	24%▼	31%	23%	20%▼	20%▼	36%▲	20%▼	29%▲
Beach going	24%	18%	22%	26%	24%	25%	23%	24%	31%▲	29%▲	17%▼	29%▲	23%▼
Picnicking, sightseeing, visiting coastal cafes	15%	14%	17%	16%	20%	12%▼	21%▲	15%	13%	10%▼	19%▲	14%	15%
Water sports	10%	5%	8%	7%	9%	13%▲	9%	4%	12%	11%	9%	8%	11%
Recreational fishing	5%	13%▲	4%	7%	7%	3%▼	7%	9%	4%	4%	7%▲	5%	5%
Wildlife or nature watching	5%	4%	7%	6%	4%	6%	4%	4%	5%	6%	5%	6%	5%
Recreational boating	3%	3%	2%	3%	2%	3%	2%	5%	4%	3%	2%	4%	3%
Environmental work	2%	2%	2%	2%	1%	3%	0%	7%	2%	5%▲	1%▼	3%	2%
Employment	2%	2%	3%	0%	1%	3%▲	0%	2%	3%	4%▲	0%▼	3%	2%
Aboriginal Cultural activities	2%	0%	0%	1%	0%	3%▲	0%	2%	2%	3%▲	0%▼	3%	1%
Paddle craft sports	1%	0%	0%	1%	1%	2%	1%	0%	2%	2%	1%	3%	1%
Snorkelling or SCUBA diving	1%	2%	0%	1%	1%	2%	1%	0%	2%	2%	1%	2%	1%
Other	1%	1%	2%	1%	0%	1%	1%	5%	0%	0%	2%▲	1%	1%

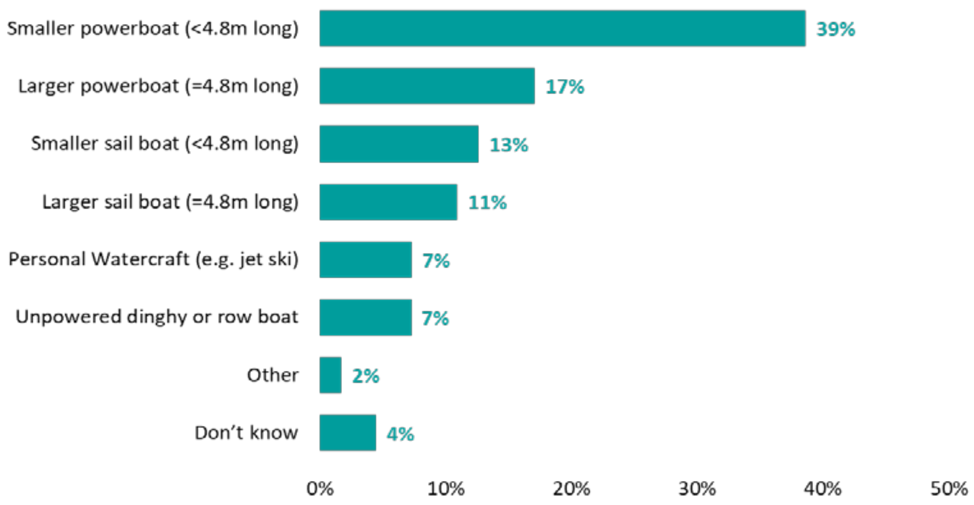
Base: Coastal Residents who participated in coastal activities n = 1,991
Q6. What is your main activity?

2.2.4 Recreational boating

Types of vessels used for recreational boating

Coastal Residents who indicated they do recreational boating on the coast were then asked what type of vessel they use (Figure 5). Coastal Residents were more likely to be using smaller powerboats (< 4.8 metres long) with almost 2 in 5 (39%) Coastal Residents reporting this as their main vessel.

Figure 5. Main vessel used for recreational boating at a statewide level



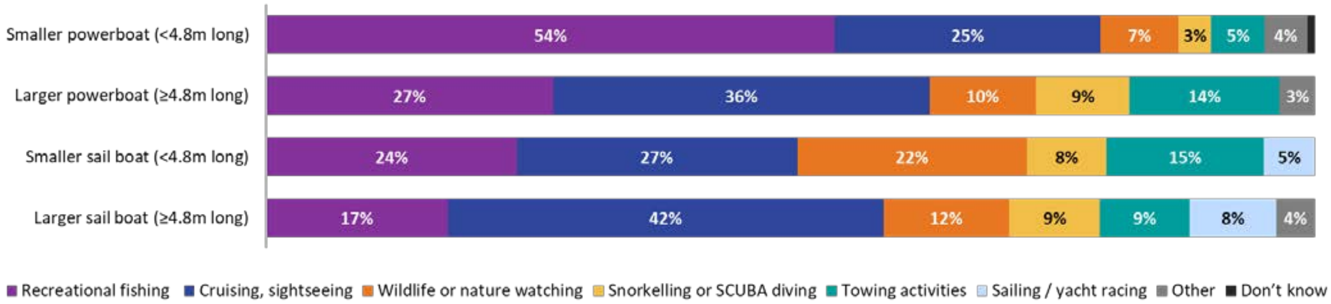
Base: Coastal Residents who have participated in recreational boating n = 338
Q4. What is the main vessel you use?

Main reason for undertaking recreational boating

Coastal Residents who indicated that they participated in recreational boating on the NSW coast were asked which activity described the main reason they used their main vessel (Figure 6).

Coastal Residents who used a smaller powerboat (≤ 4.8 metres long) were most likely to use it for recreational fishing (54%), whereas larger boats (powerboats (4.8 metres long) and sail boats (≥ 4.8 metres long)) were more likely to be used for cruising or sightseeing (large powerboat 36%; large sailboat 42%). Smaller sail boats were more adaptable to activity types, with no clearly dominant activity reported.

Figure 6. Main reason for undertaking recreational boating, at a statewide level



Base: Coastal Residents who have participated in recreational boating n = 338 | Smaller powerboat n = 131; Larger powerboat n = 59; Smaller sail boat n = 42; Personal watercraft n = 24; Unpowered dinghy or row boat n = 26; Larger sail boat n = 35.
Q5. Which one of the following activities best describes the main reason why you use this vessel? cross analysed by Q4. What is the main vessel you use?

Note: Vessels ranked in descending order based on vessels used results (i.e., Q4). Only the activities selected at Q4 were prompted at Q5. Therefore, base sizes for each vessel vary depending on number of respondents who selected the vessel at Q4. 'Personal watercraft' and 'Unpowered dinghy or rowboat' findings not included due to low base sizes (i.e., n<30).

2.3 Importance of the NSW marine estate for community quality of life

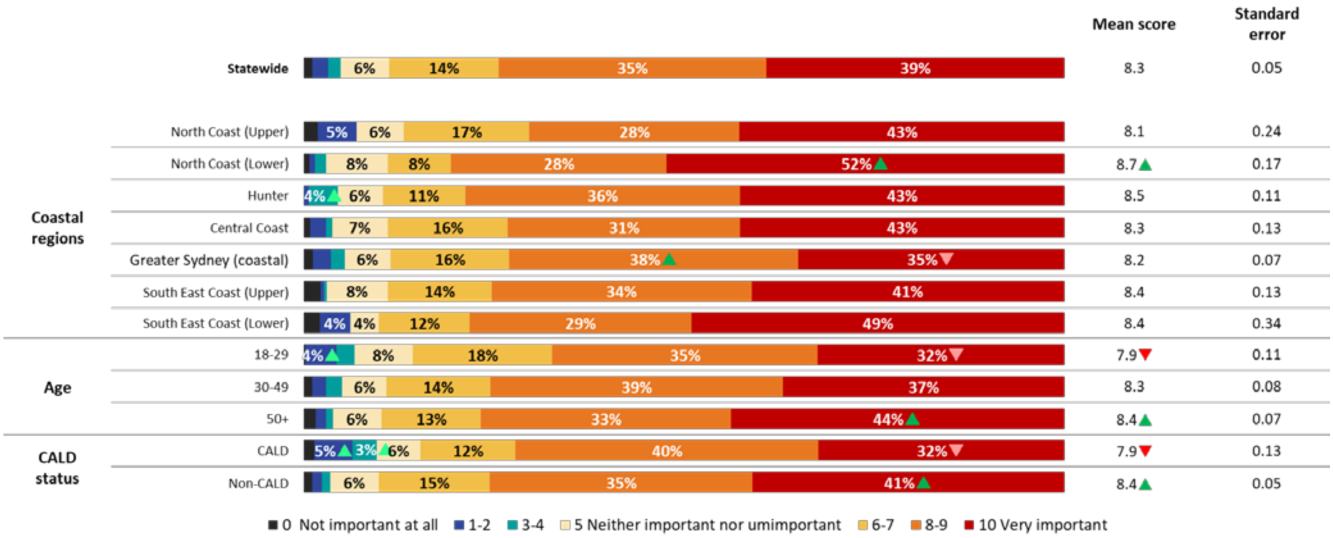
2.3.1 Contribution of the NSW marine estate to quality of life

Quality of life

Coastal Residents were asked how important the NSW coast is in contributing to their quality of life on a scale of 0 (not important at all) to 10 (very important).

At a statewide level, the mean score of perceived importance was high at 8.3 (Figure 7).

Figure 7. Contribution of the NSW coast to Coastal Residents’ quality of life at a statewide, regional and subgroup level



Base: Total Coastal Residents n = 2,180 | North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q10. How important is the NSW coast in contributing to your quality of life?

Regional differences

The results were consistent across the coastal regions in NSW with the exception of the North Coast (Lower) region, where a higher a level of importance was attributed to the NSW coast (mean score of 8.7).

Subgroup differences

The average level of importance of the NSW coast in contributing to quality of life increased with age, from a mean score of 7.9 among those aged 18–29 increasing to a mean score of 8.4 among those aged over 50 years.

Coastal Residents from CALD backgrounds attached less importance to the NSW coast in contributing their quality of life than those from non-CALD backgrounds (mean score 7.9 compared to 8.4).

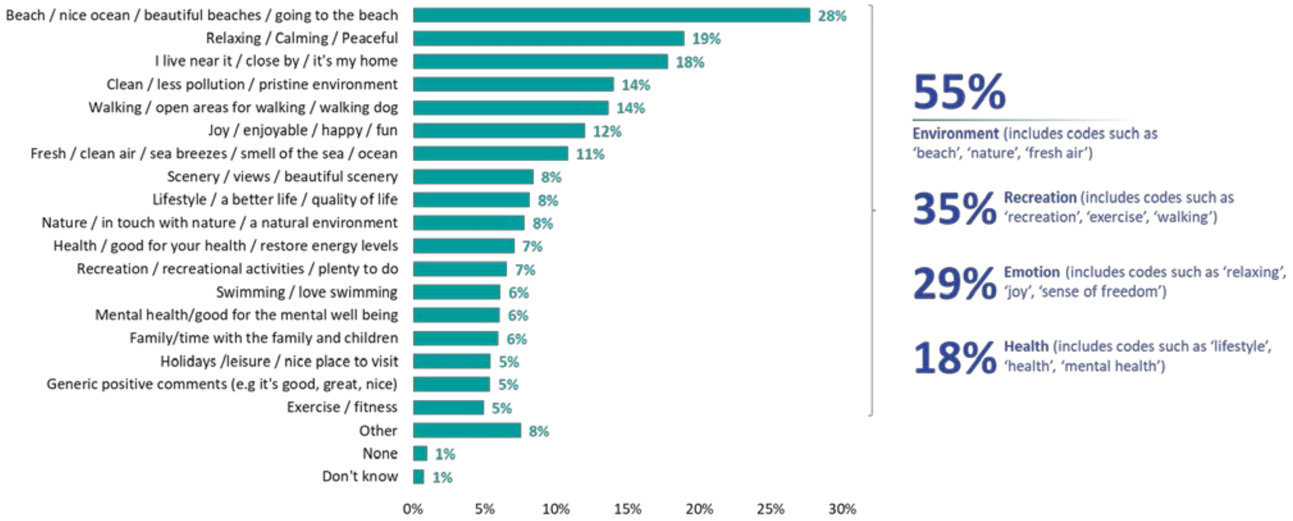
How the NSW coast contributes to Coastal Residents quality of life

Coastal Residents were then asked to explain how the NSW coast contributed to their quality of life. At a statewide level, the most frequently mentioned contributing factors directly related to the environmental qualities of the coast (55%), which included mentions such as ‘beach’, ‘nature’ and ‘fresh air’ (Figure 8).

The 3 most common contributing factors were:

- beach / nice ocean / beautiful beaches / going to the beach (28%)
- relaxing / calming / peaceful (19%)
- I live near it / close by / it’s my home (18%).

Figure 8. How the NSW coast contributes to Coastal Residents' quality of life at a statewide level



Base: Coastal Residents coded at Q11 n = 1,015.
Q11. Please explain how the NSW coast contributes to your quality of life.

The following quotes describe the contribution the NSW coast to Coastal Residents' wellbeing in more detail:

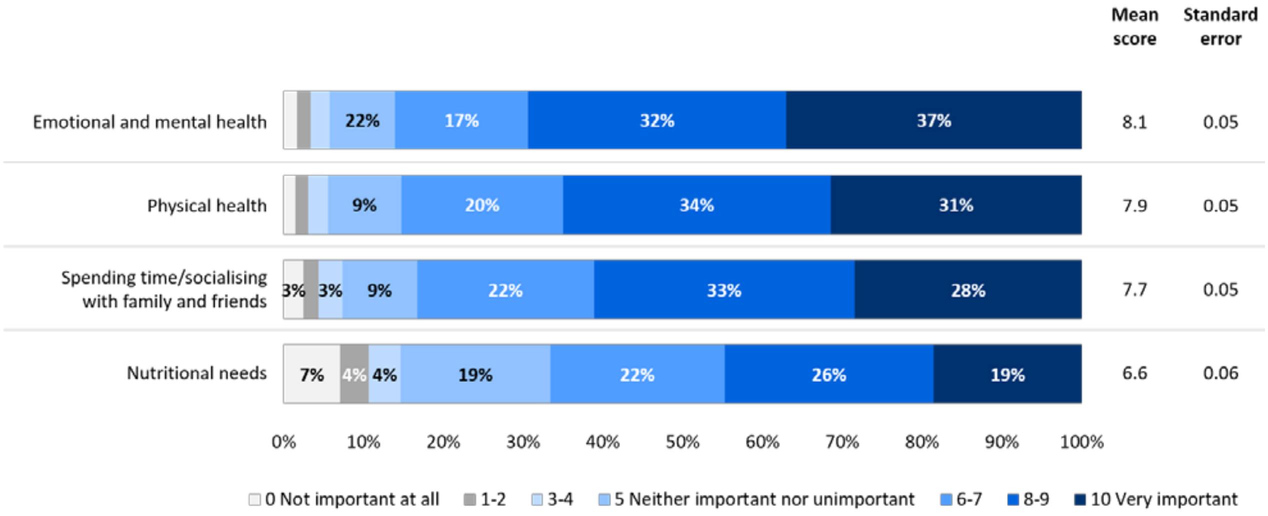
> *"The beach and sea are my connection to the natural environment, so clean beaches and water are very important."*
>
> *"I live in a coastal suburb and enjoy the beach, the waterways and our coastal environments and animals who inhabit them on a daily basis. Being near the water improves my mental health significantly."*
>
> *"I take much benefit in enjoying a swim at the beach but living also near the beach where the sea air brings wellbeing to me and my family. I feel that we need to do what we can to help protect our nature and lifestyle follows."*
>
> *"I live fairly close to local beaches. I love to walk & swim at the beach. It is a wonderful way to exercise and be in nature. An excellent de-stressor."*
>
> *"I can visit the coast when I am stressed from my work. It somehow makes me feel relieve(d) after a long day from work."*
>
> *"Both my partner and I are in our late 70's and not very active but the coast provides us much joy and relaxation in our day to day lives."*
>
> *"The coast has been part of my life and lifestyle since I was a child. It is embedded in my life and therefore has been part of my child's and grandchild's life also. Being able to go to the coast, particularly beaches, and participate in physical activities like swimming and surfing, and just to relax and enjoy the sun, fresh air, and proximity to the water (the energy of the surf, the smell of the sea, etc.) has always featured as one of the highlights of my lifestyle."*

2.3.2 Contribution of the NSW marine estate to personal health

Coastal Residents were asked about their perceptions of the NSW marine estate's contribution to 4 key areas relating to their personal health (Figure 9) on a scale of 0 (not important at all) to 10 (very important).

The NSW coast was seen by many Coastal Residents as being an important contributor to all elements of their personal health (mean score of 6.6 or higher for all elements). The NSW coast's contribution to emotional and mental health was rated as the most important aspect (8.1). The importance of the NSW coast in contributing to nutritional needs (i.e., eating seafood from NSW waters) was rated by Coastal Residents as the least important (6.6).

Figure 9. Contribution of the NSW coast to Coastal Residents' personal health at a statewide level



Base: Total Coastal Residents n = 2,180
Q12. How important is the NSW coast in contributing to the following aspects of your life?

Regional differences

The relative importance of the NSW coast in contributing to different aspects of personal health was mostly consistent across the regions (Table 5). The exception to this was the importance rating for nutritional needs, which was slightly higher for Coastal Residents of the Greater Sydney (coastal) region (6.9).

Subgroup differences

Coastal Residents aged 18–29 years rated the importance of the NSW coast in contributing to their nutritional needs as less important (6.3) than older Coastal Residents (those aged 30 and above). In contrast, Coastal Residents aged 50+ years, rated the NSW coast as less important in contributing to spending time/socialising with family and friends (7.4) than younger Coastal Residents (those aged 49 and below). There was no difference in mean scores dependent on CALD status.

Table 5. Contribution of the NSW coast to Coastal Residents' personal health at a statewide, regional and subgroup level

	Mean score												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Emotional and mental health	8.1	7.9	8.3	8.1	8.0	8.1	8.2	7.9	7.9	8.2	8.0	8.0	8.1
Physical health	7.9	7.7	8.1	8.0	7.8	7.9	7.9	7.8	7.7	7.9	7.9	7.8	7.9
Spending time/socialising with family and friends	7.7	7.3	7.8	7.7	7.4	7.8	7.7	6.8	7.7	7.9▲	7.4▼	7.6	7.7
Nutritional needs	6.6	6.4	6.7	6.6	6.1	6.9▲	6.3	6.0	6.3▼	6.8	6.7	6.9	6.6

Base: Total Coastal Residents n = 2,180
Q12. How important is the NSW coast in contributing to the following aspects of your life?

2.3.3 Feelings of safety when using the NSW marine estate

Coastal Residents were asked how much they agreed that they 'feel safe when using the NSW coast' (Figure 10) on a scale of 0 (strongly disagree) to 10 (strongly agree). At a statewide level, Coastal Residents reported that they feel safe when using the NSW coast with a mean agreement score of 8.1. Results were consistent across regions.

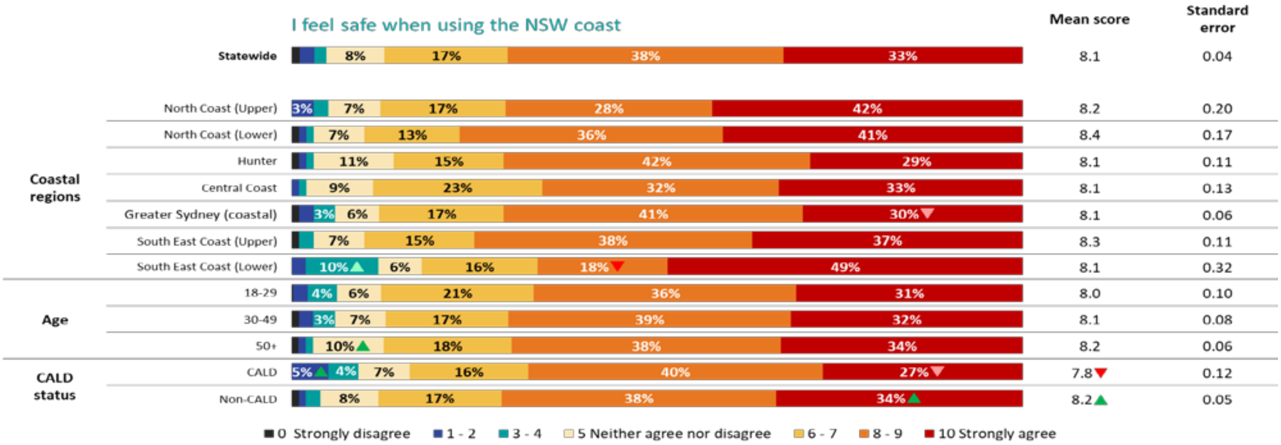
Regional differences

There were no meaningful differences by region.

Subgroup differences

Coastal Residents from a non-CALD background were significantly more likely to agree that they feel safe using the NSW coast (mean agreement score of 8.2) than Coastal Residents from a CALD background (mean agreement score of 7.8).

Figure 10. Feelings of safety when using the NSW coast at a statewide, regional and subgroup level



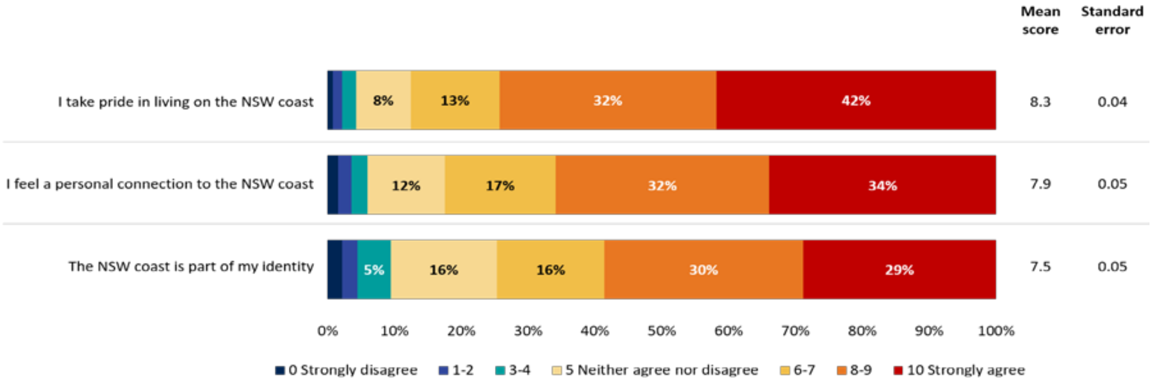
Base: Total Coastal Residents n = 2,180 | North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q13. How much do you agree or disagree with the statement 'I feel safe when using the NSW coast.'

2.4 Community connections to the NSW marine estate

Coastal Residents were asked to rate their agreement on a series of statements describing their connection to the NSW coast (Figure 11) on a scale from 0 ‘Strongly Disagree’ to 10 ‘Strongly Agree’.

At a statewide level, Coastal Residents agreed that they ‘take pride in living on the NSW coast’, with a mean rating of 8.3. Similarly, most Coastal Residents agreed that they feel a personal connection to the NSW coast (7.9) or that the NSW coast is part of their identity (7.5). The results were broadly consistent for all regions and ages groups (Table 6).

Figure 11. Community connections to the NSW coast at a statewide level



Base: Total Coastal Residents n = 2,180
Q13. How much do you agree or disagree with the following statements.

Regional differences

There were no meaningful differences by region.

Subgroup differences

Coastal Residents from non-CALD backgrounds (Table 6) identified more closely with the coast, with their mean scores across all statements significantly higher than Coastal Residents from CALD backgrounds. There was no difference in mean scores dependent on age.

Table 6. Community connections to the NSW coast at a statewide, regional and subgroup level

	Mean score												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2180	115	134	315	250	1044	271	51	435	715	1030	394	1762
I take pride in living on the NSW coast	8.3	8.4	8.6	8.5	8.4	8.1▼	8.6	8.3	8.2	8.3	8.4	8.0	8.4▲
I feel a personal connection to the NSW coast	7.9	7.7	8.0	8.0	7.9	7.8	8.1	8.0	7.8	8.0	7.9	7.6	8.0▲
The NSW coast is part of my identity	7.5	7.1	7.7	7.6	7.5	7.4	7.7	7.6	7.4	7.6	7.4	7.2	7.6▲

Base: Total Coastal Residents n = 2,180
Q13. How much do you agree or disagree with the following statements

2.5 Community awareness of benefits and threats to the NSW marine estate

2.5.1 Benefits

Coastal Residents were asked about their level of awareness of a range of social, cultural, and economic benefits of the NSW marine estate (Figure 12). The proportion who were aware of each benefit (‘at least aware of it’ comprised of fully aware or aware but not in detail) is shown on the right of the chart.

At a statewide level, each of the benefits presented in the survey were known to a large majority of Coastal Residents (74–91% ‘at least aware of it’). However, for most of the benefits, close to half of Coastal Residents were not aware of the details.

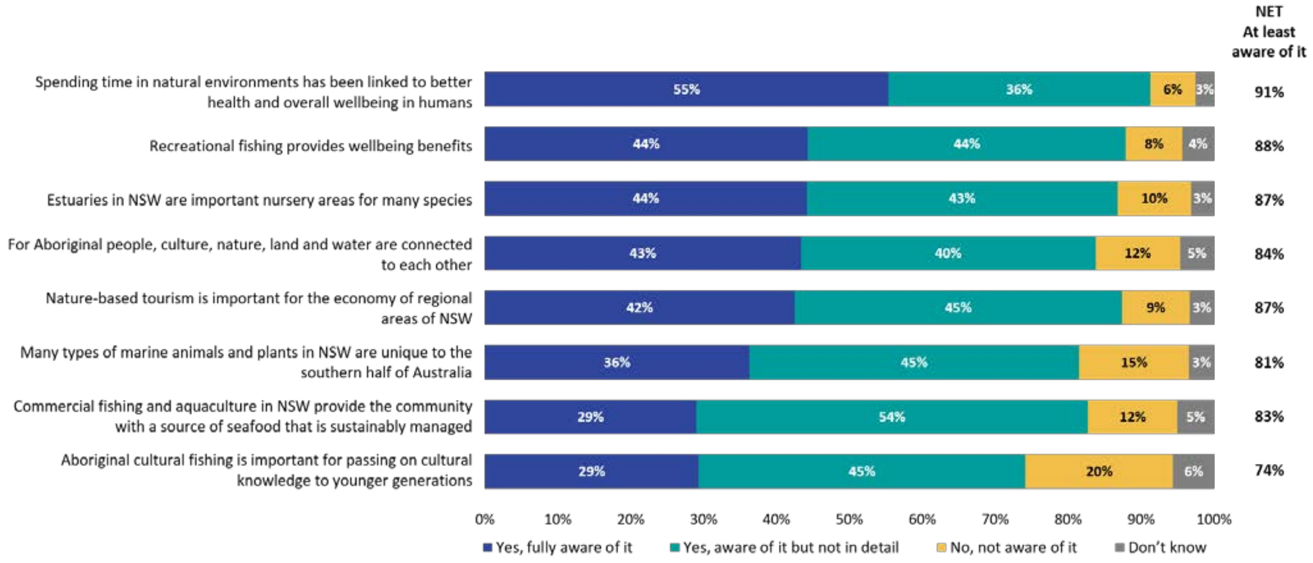
Considering the benefits that Coastal Residents are fully aware of, ‘spending time in natural environments has been linked to better health and overall wellbeing in humans’ was the most widely known (55%).

Smaller proportions of Coastal Residents were fully aware of:

- Recreational fishing provides wellbeing benefits (44%)
- Estuaries in NSW are important nursery areas for many species (44%)
- For Aboriginal people, culture, nature, land and water are connected to each other (43%)
- Nature-based tourism is important for the economy of regional areas of NSW (42%).

Awareness was lowest in relation to ‘Aboriginal cultural fishing for passing on cultural knowledge to younger generations’; just 29% of Coastal Residents were fully aware of the benefit, and 20% were not at all aware.

Figure 12. Community awareness of benefits associated with the NSW coast at a statewide level

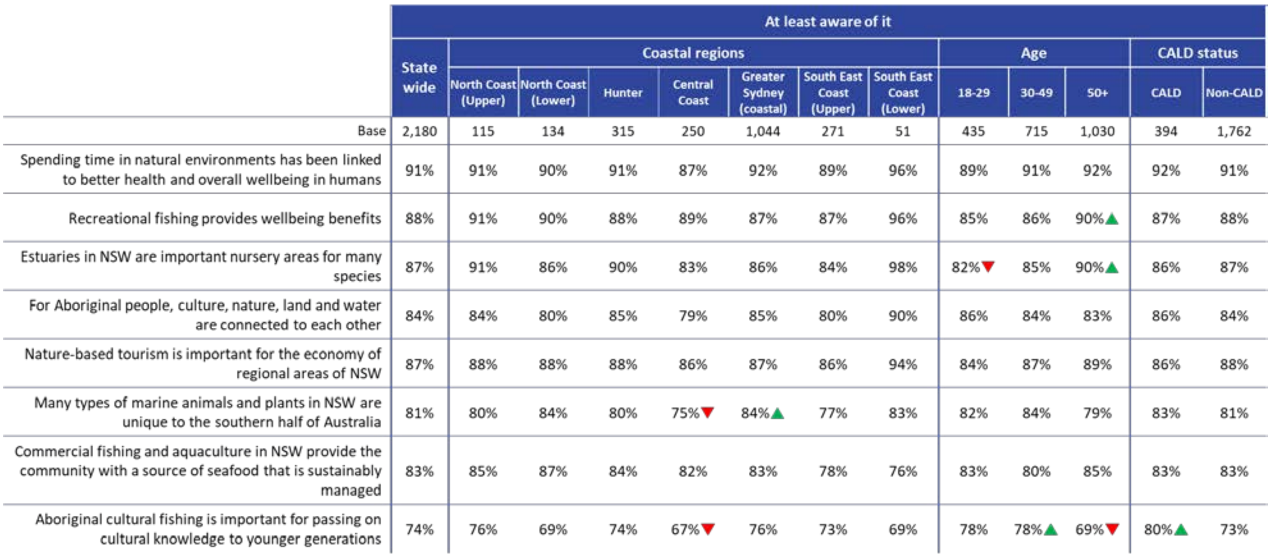


Base: Total Coastal Residents n = 2,180
Q17. How much, if anything, would you say you know about each of the following benefits associated with the NSW coast?

Regional and subgroup differences

The results were broadly consistent across regions and subgroups (Table 7).

Table 7. Community awareness of benefits associated with the NSW coast at a statewide, regional and subgroup level



	At least aware of it												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Spending time in natural environments has been linked to better health and overall wellbeing in humans	91%	91%	90%	91%	87%	92%	89%	96%	89%	91%	92%	92%	91%
Recreational fishing provides wellbeing benefits	88%	91%	90%	88%	89%	87%	87%	96%	85%	86%	90%▲	87%	88%
Estuaries in NSW are important nursery areas for many species	87%	91%	86%	90%	83%	86%	84%	98%	82%▼	85%	90%▲	86%	87%
For Aboriginal people, culture, nature, land and water are connected to each other	84%	84%	80%	85%	79%	85%	80%	90%	86%	84%	83%	86%	84%
Nature-based tourism is important for the economy of regional areas of NSW	87%	88%	88%	88%	86%	87%	86%	94%	84%	87%	89%	86%	88%
Many types of marine animals and plants in NSW are unique to the southern half of Australia	81%	80%	84%	80%	75%▼	84%▲	77%	83%	82%	84%	79%	83%	81%
Commercial fishing and aquaculture in NSW provide the community with a source of seafood that is sustainably managed	83%	85%	87%	84%	82%	83%	78%	76%	83%	80%	85%	83%	83%
Aboriginal cultural fishing is important for passing on cultural knowledge to younger generations	74%	76%	69%	74%	67%▼	76%	73%	69%	78%	78%▲	69%▼	80%▲	73%

Base: Total Coastal Residents n = 2,180
Q17. How much, if anything, would you say you know about each of the following benefits associated with the NSW coast?

2.5.2 Threats

Coastal Residents were also asked about their level of awareness of a range of threats to the marine estate (Figure 13). The proportion who were aware of each threat ('at least aware of it' comprised of fully aware or aware but not in detail) is shown on the right of the chart.

At a statewide level, each of the threats presented in the survey were known to a large majority of Coastal Residents (82–94% 'at least aware of it').

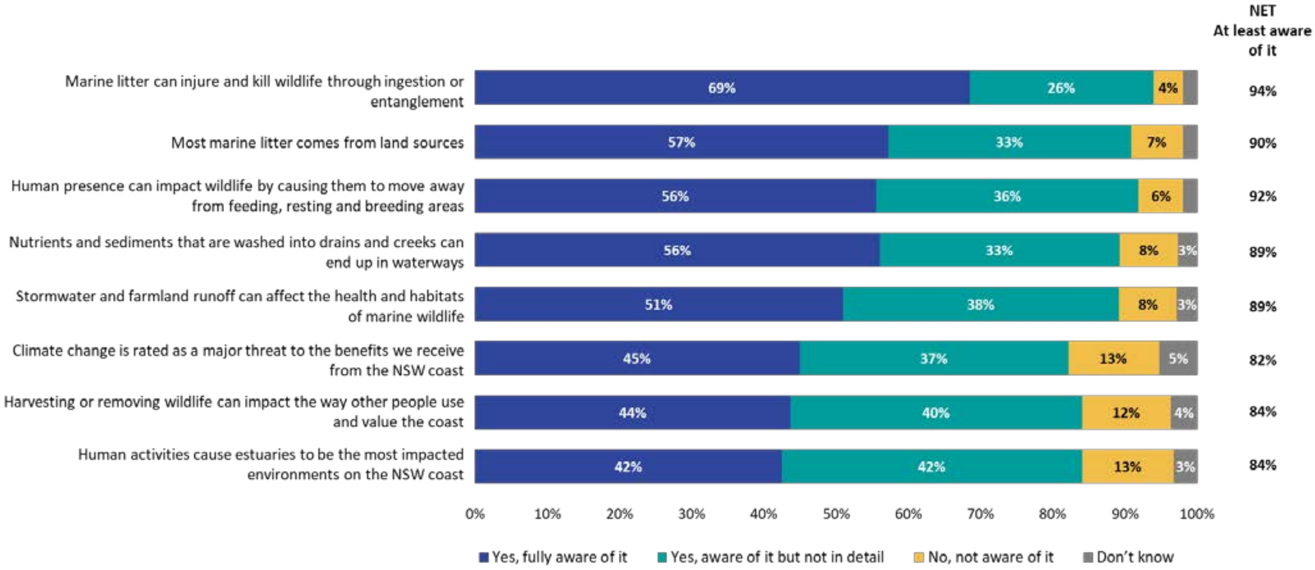
Considering the threats that Coastal Residents are fully aware of, 'Injury and death of wildlife caused by marine litter ingestion or entanglement' was the most widely known, by over two-thirds (69%).

More than half of Coastal Residents were fully aware that:

- Most marine litter comes from land sources (57%)
- Human presence can impact wildlife by causing them to move away from feeding, resting and breeding areas (56%)
- Nutrients and sediments that are washed into drains and creeks can end up in waterways (56%)
- Stormwater and farmland runoff can affect the health and habitats of marine wildlife (51%).

The results were broadly consistent across coastal regions.

Figure 13. Community awareness of threats associated with the NSW coast at a statewide level



Base: Total Coastal Residents n = 2,180
Q18. And how much, if anything, would you say you know about each of the following threats associated with the NSW coast?

Regional differences

There were no meaningful differences by region (Table 8).

Subgroup differences

Coastal Residents aged 50 years or older and those from non-CALD backgrounds reported higher levels of awareness across several of the threats prompted in the survey, with the exception of 'Climate change is rated as a major threat to the benefits we receive from the NSW coast', which the 50 years or older subgroup were less aware of than their counterparts.

Table 8. Community awareness of threats associated with the NSW coast at a statewide, regional and subgroup level

	At least aware of it												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Marine litter can injure and kill wildlife through ingestion or entanglement	94%	96%	92%	96%	95%	94%	93%	96%	92%	92%▼	97%▲	92%▼	95%▲
Most marine litter comes from land sources	90%	93%	91%	92%	93%	89%	89%	92%	87%	88%	93%▲	87%▼	91%▲
Human presence can impact wildlife by causing them to move away from feeding, resting and breeding areas	92%	92%	87%	91%	93%	93%	90%	96%	92%	91%	92%	91%	92%
Nutrients and sediments that are washed into drains and creeks can end up in waterways	89%	96%	88%	94%▲	88%	87%▼	90%	88%	83%▼	87%▼	94%▲	84%▼	91%▲
Stormwater and farmland runoff can affect the health and habitats of marine wildlife	89%	92%	83%	89%	88%	89%	88%	94%	84%▼	88%	92%▲	85%▼	90%▲
Climate change is rated as a major threat to the benefits we receive from the NSW coast	82%	78%	77%	80%	77%	85%▲	79%	87%	88%▲	87%▲	76%▼	87%▲	81%
Harvesting or removing wildlife can impact the way other people use and value the coast	84%	84%	79%	83%	82%	85%	85%	84%	85%	85%	83%	85%	84%
Human activities cause estuaries to be the most impacted environments on the NSW coast	84%	85%	78%	86%	83%	84%	84%	85%	82%	85%	84%	85%	84%

Base: Total Coastal Residents n = 2,180
Q18. And how much, if anything, would you say you know about each of the following threats associated with the NSW coast?

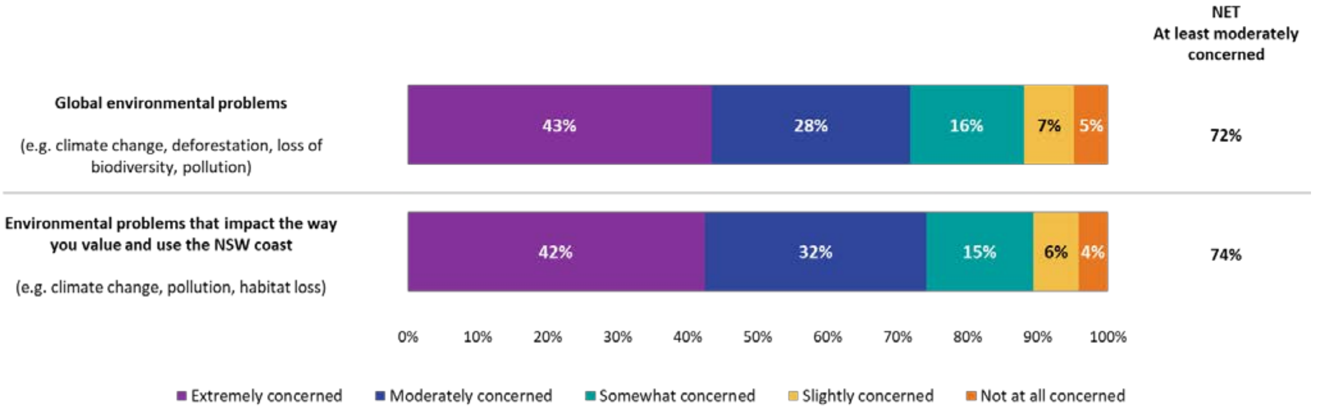
2.6 Community perceptions of environmental health

2.6.1 Concern about environmental problems

Coastal Residents were asked about their level of concern about global environmental problems in general, and environmental problems that impact the way they use and value the NSW coast.

Levels of concern were similar for both, with close to three-quarters (72%) of Coastal Residents reporting they were at least moderately concerned (Figure 14) and over 2 in 5 Coastal Residents (42%) extremely concerned about environmental problems.

Figure 14. Concern about environmental problems at a statewide level



Base: Total Coastal Residents n = 2,180
Q9. How concerned are you about the following?

Regional differences

The results were broadly consistent across the regions (Table 9). However, Coastal Residents in the Greater Sydney (coastal) region were more likely than other regions to be at least moderately concerned about global environmental problems (74%).

Subgroup differences

Coastal Residents aged 18–49 years were more likely than those aged 50+ to be at least moderately concerned about global environmental problems, and those aged 18–29 years were more likely than those aged 50+ to be at least moderately concerned about environmental problems that impact the way they value and use the NSW coast (80% and 69% respectively). There was no difference in concern dependent on CALD status.

Table 9. Concern about environmental problems at a statewide, regional and subgroup level

	At least 'moderately concerned'												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Global environmental problems	72%	71%	66%	69%	65%	74%▲	69%	81%	79%▲	77%▲	65%▼	76%	71%
Environmental problems that impact the way you value and use the NSW coast	74%	74%	70%	73%	71%	76%	70%	83%	80%▲	77%	69%▼	78%	73%

Base: Total Coastal Residents n = 2,180
Q9. How concerned are you about the following?

2.6.2 Perceptions of current health of the NSW coast

Coastal Residents were asked to rate the current health of the natural coastal environment in their local area including aspects such as the cleanliness of beaches, water quality, and coastal habitats and wildlife in their local coastal area (Figure 15). At a statewide level, the majority (82%) of Coastal Residents rated the current health of their local natural environment on the NSW coast as 'good' or 'very good'.

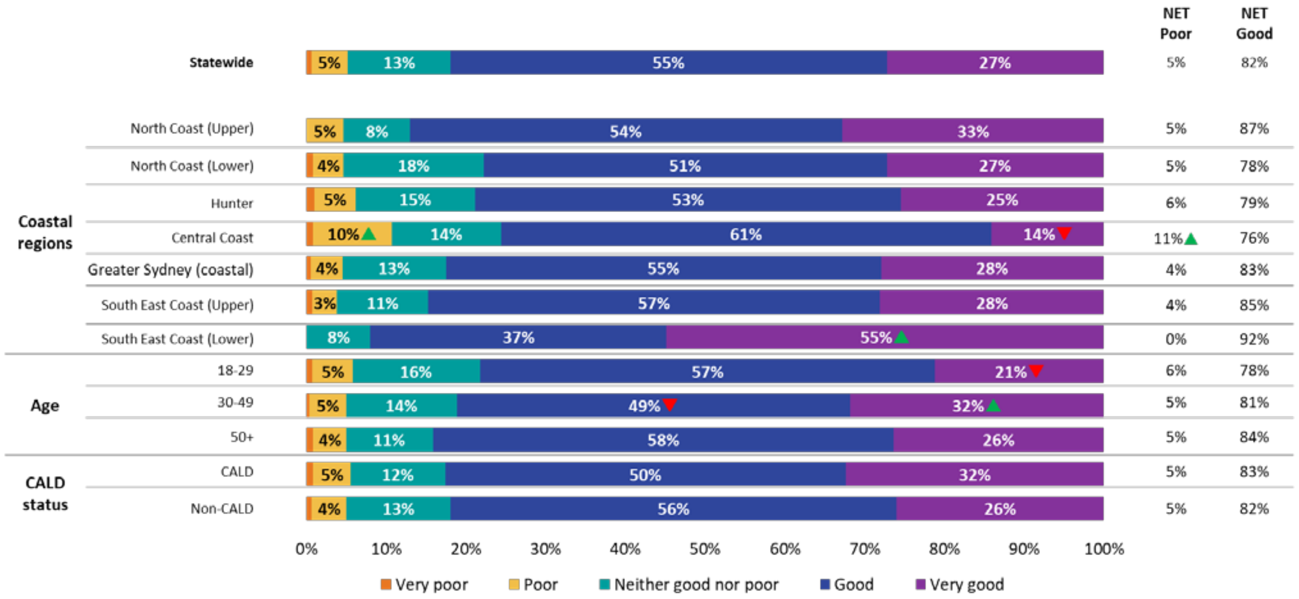
Regional differences

Coastal Residents of the South East Coast (Lower) region were more likely to rate the health of the natural environment as 'very good' (55%) whereas Coastal Residents of the Central Coast region were less likely to rate the health of the natural coastal environment in their local areas as 'very good' (14%).

Subgroup differences

Coastal Residents aged 30–49 years were more likely than those aged 18–29 years to rate the current health of the natural environment in their local coastal area as 'very good' (32% compared to 21%). There were no differences in ratings by CALD status.

Figure 15. Perceptions of current health of the NSW coast at a statewide, regional and subgroup level

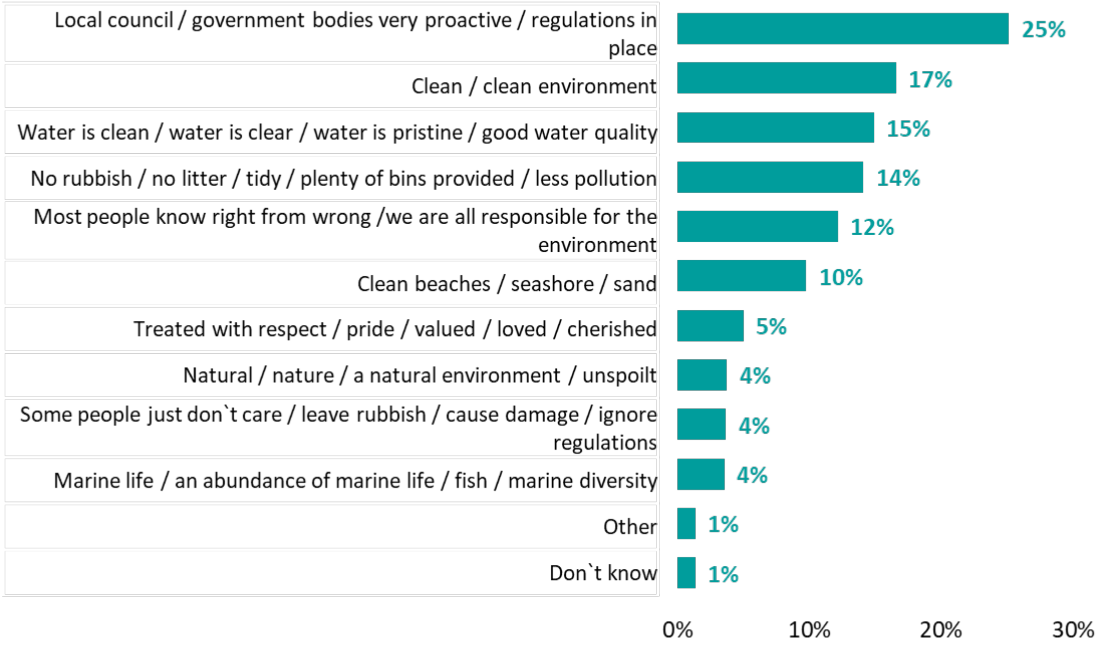


Base: Total Coastal Residents n = 2,180; North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q14.How would you rate the current health of the natural coastal environment in your local area?

2.6.2.1 Reasons for positive rating of current health of the natural coastal environment

Coastal Residents were asked to explain their reasoning behind their rating of the health of the natural coastal environment in their local area. Figure 16 presents the reasons for positive ratings (defined as a rating of ‘good’ or ‘very good’). 25% of Coastal Residents indicated that they gave a positive rating because their local council or governing bodies are very proactive and help keep regulations in place. The next most common reasons were because the coastal environment (17%) or coastal water is clean (15%), due to the absence or low amount of litter and pollution (14%) and because most people know right from wrong and take responsibility for taking care of the natural coastal environment in their local area (12%).

Figure 16. Reasons for a positive rating of the health of the natural coastal environment in their local area at a statewide level



Base: Those who rated the current health of the NSW coast as either ‘Good’ or ‘Very good’ n = 1,134.

Q15 Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q14>.

The following quotes describe Coastal Residents’ positive ratings in more detail:

> *“Local people and authorities have worked hard to clean up the local natural coastal environment and continue to work hard to improve it and maintain it.”*
>
> *“Residents, council and community bodies all do their share in maintaining the local shoreline, and for the most part, the waters aren't polluted.”*
>
> *“The waters appear to be in good health with plenty of fish and wildlife around with a minimum of rubbish appearing on the beaches and rocks.”*

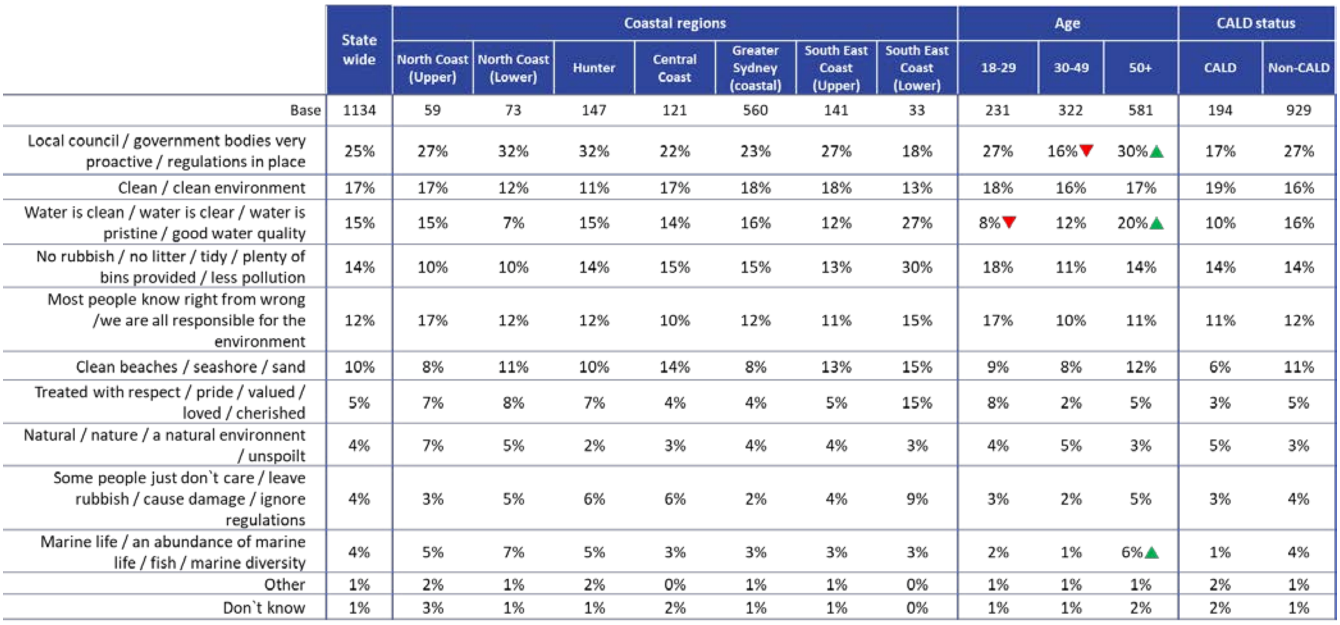
Regional differences

No differences were observed by region (Table 10).

Subgroup differences

Coastal Residents aged 50 years + were more likely to list their local council or governing body as a reason for their positive rating (30%), while younger Coastal Residents aged 30–49 years were less likely (16%). Those aged 50+ years were also more likely to report clean water as a reason (20%), while younger Coastal Residents aged 18–29 were less likely (8%). There were no differences in concern by CALD status.

Table 10. Reasons for a positive rating of the health of the natural coastal environment in their local area at a statewide, regional and subgroup level



	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	1134	59	73	147	121	560	141	33	231	322	581	194	929
Local council / government bodies very proactive / regulations in place	25%	27%	32%	32%	22%	23%	27%	18%	27%	16%▼	30%▲	17%	27%
Clean / clean environment	17%	17%	12%	11%	17%	18%	18%	13%	18%	16%	17%	19%	16%
Water is clean / water is clear / water is pristine / good water quality	15%	15%	7%	15%	14%	16%	12%	27%	8%▼	12%	20%▲	10%	16%
No rubbish / no litter / tidy / plenty of bins provided / less pollution	14%	10%	10%	14%	15%	15%	13%	30%	18%	11%	14%	14%	14%
Most people know right from wrong /we are all responsible for the environment	12%	17%	12%	12%	10%	12%	11%	15%	17%	10%	11%	11%	12%
Clean beaches / seashore / sand	10%	8%	11%	10%	14%	8%	13%	15%	9%	8%	12%	6%	11%
Treated with respect / pride / valued / loved / cherished	5%	7%	8%	7%	4%	4%	5%	15%	8%	2%	5%	3%	5%
Natural / nature / a natural environnent / unspoilt	4%	7%	5%	2%	3%	4%	4%	3%	4%	5%	3%	5%	3%
Some people just don`t care / leave rubbish / cause damage / ignore regulations	4%	3%	5%	6%	6%	2%	4%	9%	3%	2%	5%	3%	4%
Marine life / an abundance of marine life / fish / marine diversity	4%	5%	7%	5%	3%	3%	3%	3%	2%	1%	6%▲	1%	4%
Other	1%	2%	1%	2%	0%	1%	1%	0%	1%	1%	1%	2%	1%
Don`t know	1%	3%	1%	1%	2%	1%	1%	0%	1%	1%	2%	2%	1%

Base: Those who rated the current health of the NSW coast as either 'Good' or 'Very good' n = 1,134.
Q15 Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q14>.

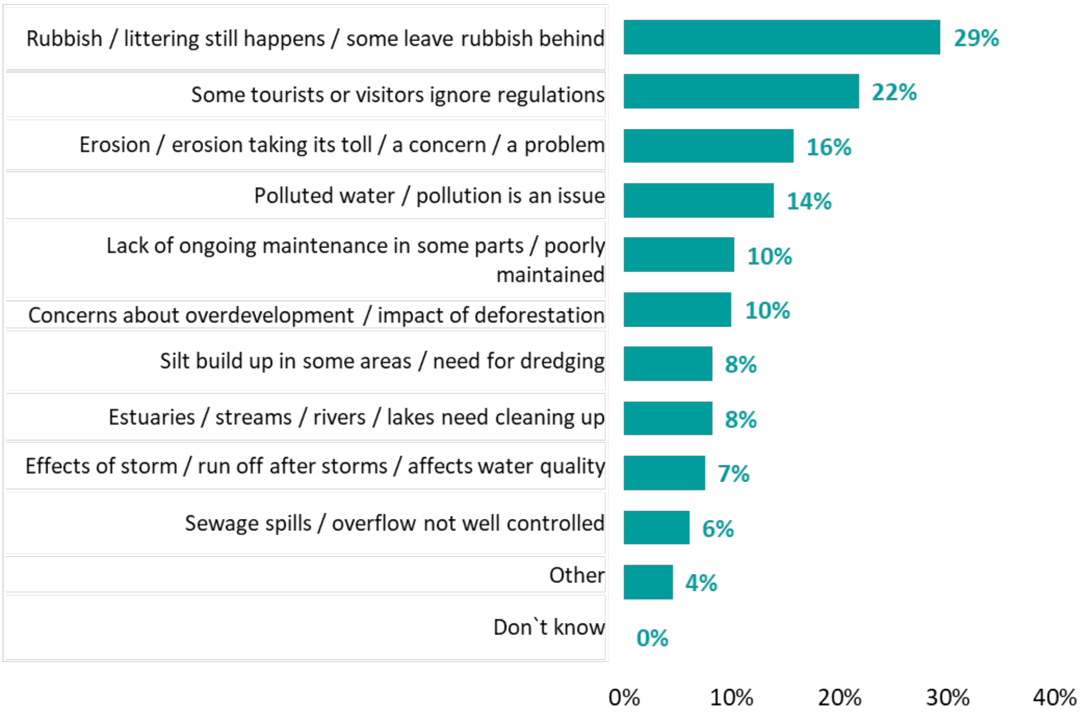
2.6.2.2 Reasons for negative rating of current health of the natural coastal environment

Figure 17 presents the reasons for Coastal Residents' negative ratings (defined as a rating of 'poor' or 'very poor') of the health of the natural coastal environment in their local area. 29% of Coastal Residents listed littering as a reason for their negative rating, while a similar number (22%) of Coastal Residents indicated that they gave a negative rating because there are some visitors in their local area who ignore regulations. The third most common reason was due to natural forces: 16% Coastal Residents gave a negative rating because erosion has become a concern in their local area.

Regional and subgroup differences

Due to low base sizes (> 30) among regions and subgroups, regional and subgroup findings are not presented below, and significance testing was not conducted.

Figure 17. Reasons for a negative rating of the health of the natural coastal environment in their local area at a statewide level



Base: Those who rated the current health of the NSW coast as either 'Poor' or 'Very poor' n = 75.
Q15 Please explain why you think the health of the natural coastal environment in your local area is <RESPONSE FROM Q14>.

The following quotes describe Coastal Residents' negative ratings in more detail:

> *"Pollution from plastics and rubbish in waterways. Over-use in holiday periods. Visitors use the area but do not take responsibility to assist in keeping the area clean and well maintained."*
>
> *"I think the health of the coastal environment is poor because not many people care about the ocean and just throw rubbish everywhere. The environment could be so much better if everyone did the right thing."*
>
> *"I still see some people that do not follow the guideline from the authority. They don't really care about the environment"*

2.7 Community stewardship of the NSW marine estate

2.7.1 Sense of responsibility towards maintaining a healthy NSW coast

Coastal Residents were asked to rate their agreement with feeling 'responsible for helping to maintain a healthy NSW coast' on a scale from 0 'Strongly Disagree' to 10 'Strongly Agree' (Figure 18).

At a statewide level, Coastal Residents were relatively high in agreement that they feel responsible for helping to maintain a healthy NSW coast with an average score of 7.8. The results were broadly consistent across coastal regions.

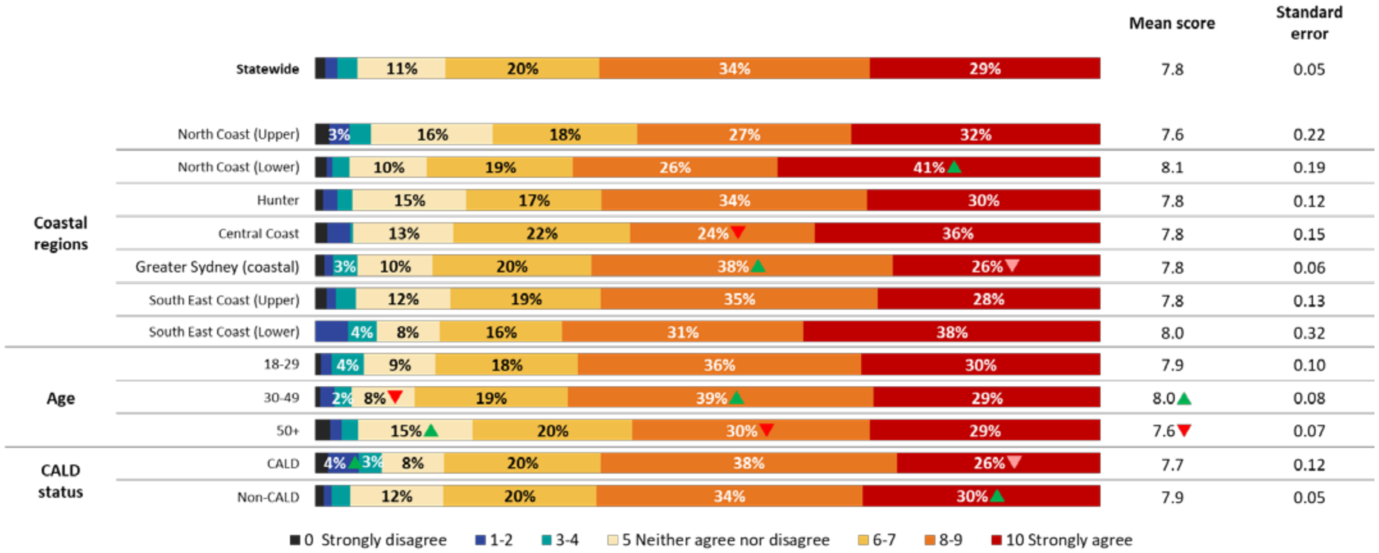
Regional differences

There were no meaningful differences by region.

Subgroup differences

There were no meaningful differences in results by age group or CALD status.

Figure 18. Sense of responsibility towards maintaining a healthy NSW coast at a statewide, regional and subgroup level



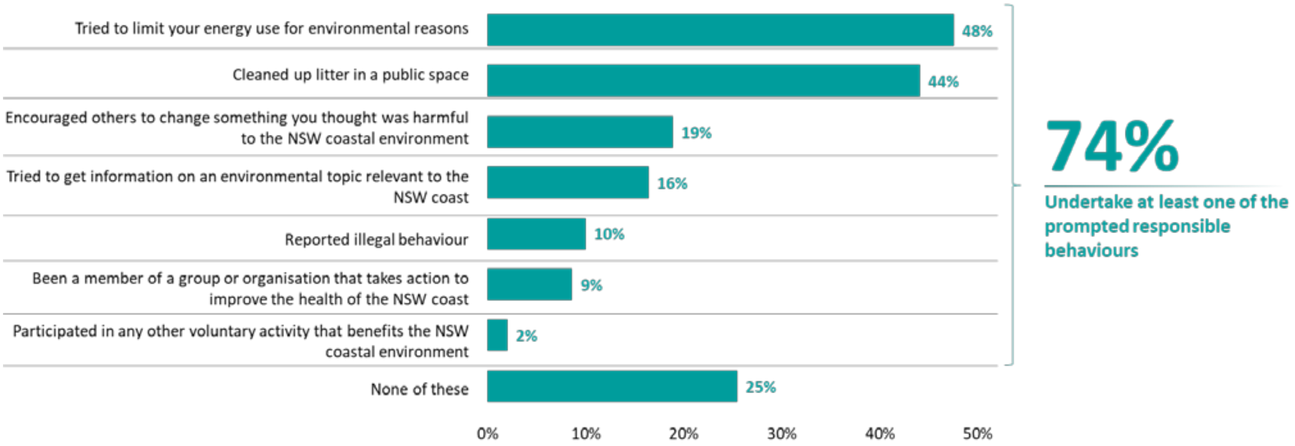
Base: Total Coastal Residents n = 2,180 | North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q13. How much do you agree or disagree with the following statement ‘I feel responsible for helping to maintain a healthy NSW coast’.

2.7.2 Participation in responsible behaviours that benefit the NSW marine estate

Coastal Residents were asked if they had participated in responsible behaviours that would benefit the NSW coast in the previous 12 months (Figure 19).

The majority of Coastal Residents (74%) reported undertaking at least one of the prompted responsible behaviours, which resonated with their general concern about environmental problems at a global and local scale. Out of all the prompted responsible behaviours reported in the past 12 months, the most common were trying to limit energy use for environmental reasons (48%) and having cleaned up litter in a public place (44%).

Figure 19. Participation in responsible behaviours that benefit the NSW coast at a statewide level



Base: Total Coastal Residents n = 2,180
Q7. Which, if any, of the following have you done in the past 12 months?

Regional differences

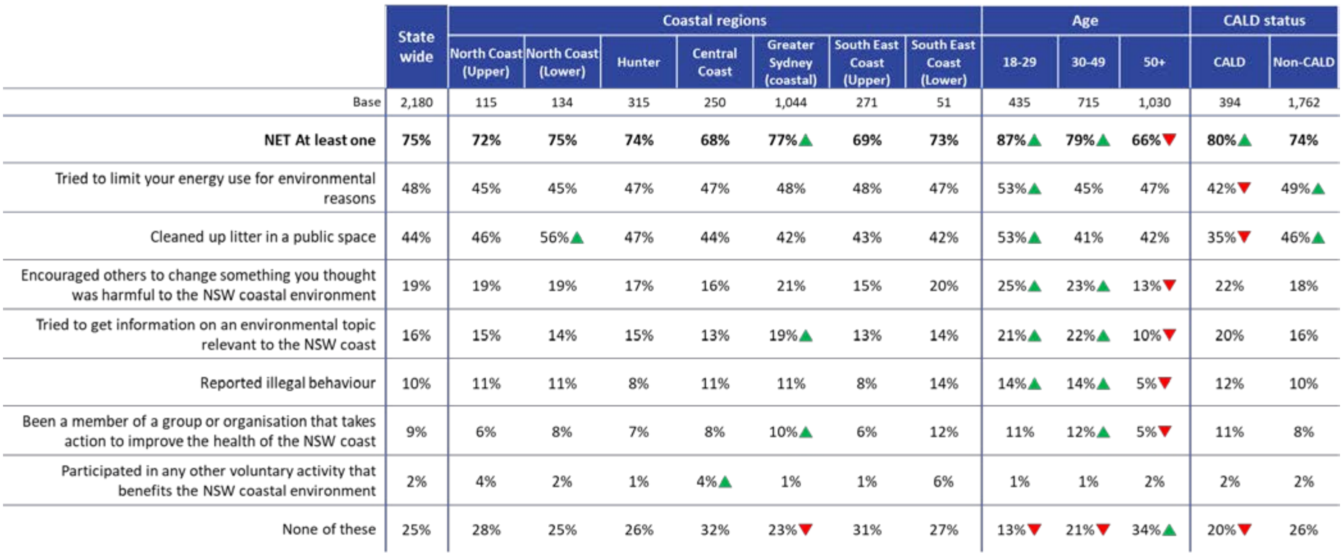
Participation in responsible behaviours that benefit the NSW coast was consistently high across coastal regions (Table 11). However, greater participation was reported by Coastal Residents of the Greater Sydney (coastal) region, with 77% reporting participating in at least one responsible behaviour.

Subgroup differences

Coastal Residents under the age of 50 years were more likely to report participating in a range of responsible behaviours in the past 12 months than Coastal Residents over the age of 50 years. Only 66% of Coastal Residents over 50 years old reported participating in at least one of the prompted behaviours compared to 79% of those aged 30–49 years and 87% of those aged 18–29 years.

Coastal Residents from a CALD background were more likely to have done at least one responsible behaviour than those from a non-CALD background (80% compared to 74%). Though participation in responsible behaviours was lower among non-CALD Coastal Residents overall, they were more likely than Coastal Residents from a CALD background to report specific behaviours – they had tried to limit their energy use for environmental reasons (49%) and cleaned up litter in a public space (46%).

Table 11. Participation in responsible behaviours that benefit the NSW coast at a statewide, regional and subgroup level



	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
NET At least one	**75%**	**72%**	**75%**	**74%**	**68%**	**77%▲**	**69%**	**73%**	**87%▲**	**79%▲**	**66%▼**	**80%▲**	**74%**
Tried to limit your energy use for environmental reasons	48%	45%	45%	47%	47%	48%	48%	47%	53%▲	45%	47%	42%▼	49%▲
Cleaned up litter in a public space	44%	46%	56%▲	47%	44%	42%	43%	42%	53%▲	41%	42%	35%▼	46%▲
Encouraged others to change something you thought was harmful to the NSW coastal environment	19%	19%	19%	17%	16%	21%	15%	20%	25%▲	23%▲	13%▼	22%	18%
Tried to get information on an environmental topic relevant to the NSW coast	16%	15%	14%	15%	13%	19%▲	13%	14%	21%▲	22%▲	10%▼	20%	16%
Reported illegal behaviour	10%	11%	11%	8%	11%	11%	8%	14%	14%▲	14%▲	5%▼	12%	10%
Been a member of a group or organisation that takes action to improve the health of the NSW coast	9%	6%	8%	7%	8%	10%▲	6%	12%	11%	12%▲	5%▼	11%	8%
Participated in any other voluntary activity that benefits the NSW coastal environment	2%	4%	2%	1%	4%▲	1%	1%	6%	1%	1%	2%	2%	2%
None of these	25%	28%	25%	26%	32%	23%▼	31%	27%	13%▼	21%▼	34%▲	20%▼	26%

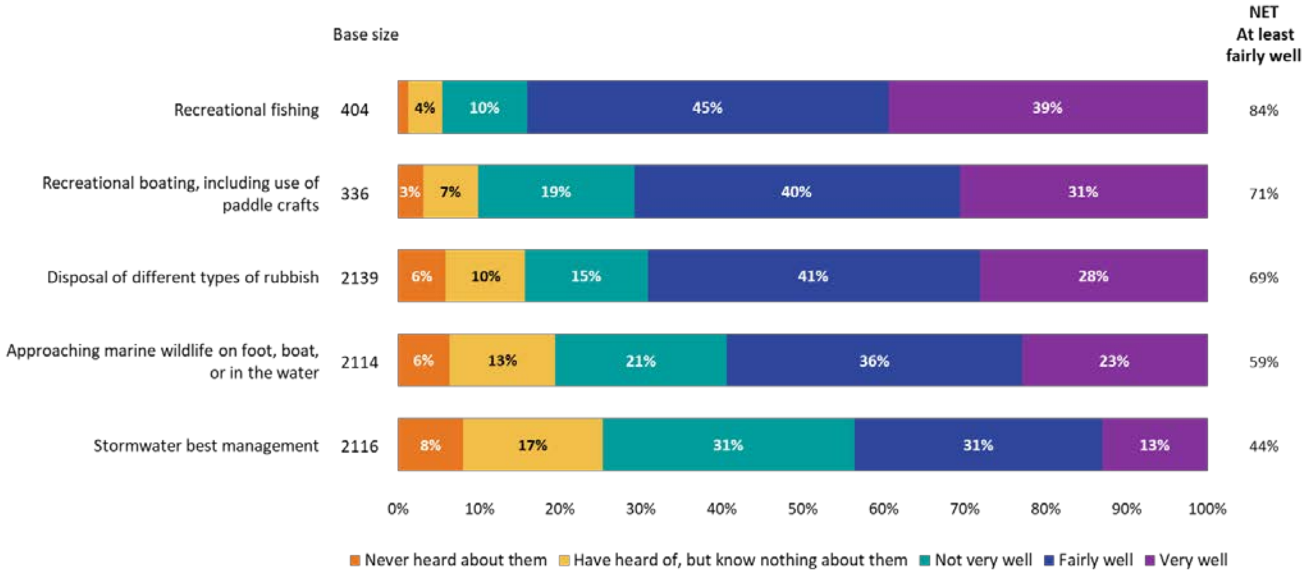
Base: Total Coastal Residents n = 2,180
Q7. Which, if any, of the following have you done in the past 12 months?

2.7.3 Understanding of environmental rules

Coastal Residents were asked about their understanding of environmental rules and regulations related to the NSW coast (Figure 20).

At a statewide level, Coastal Residents' understanding varies substantially (between 44% and 84% at least fairly well) between the different rules and regulations. Understanding was highest in relation to rules and regulations of recreational fishing (84% at least fairly well) and lowest regarding stormwater best management (e.g. raingardens, stormwater treatment, erosion control) (44% at least fairly well).

Figure 20. Understanding of environmental rules at a statewide level



Base: Total Coastal Residents n = 2,180, with exception of 'Recreational fishing' answer option (only asked if recreational fishing undertaken in last 12 months, i.e. Q3 = 06) and 'Recreational boating, including use of paddle crafts' answer option (only asked if recreational boating, including use of paddle crafts undertaken in last 12 months, i.e. Q3 = 02). Note: 'Not applicable' responses excluded.
Q26. How well do you feel you understand the following rules and regulations related to the NSW coast?

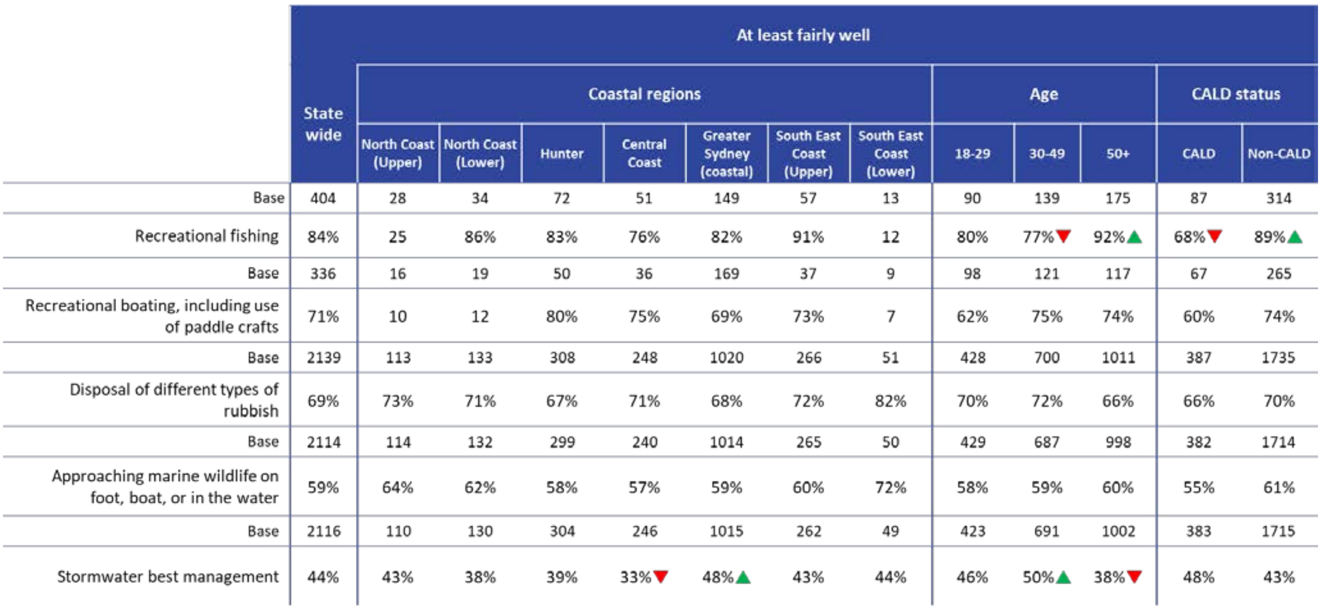
Regional differences

Coastal Residents of the Greater Sydney (coastal) region were more likely to understand rules and regulations (Table 12) around stormwater best management (48% at least fairly well) whereas Coastal Residents of the Central Coast were less likely to understand (33%). Understanding of the other rules and regulations were consistent across regional areas.

Subgroup differences

Coastal Residents aged 50+ and those from a non-CALD Background were more likely to understand rules and regulations around recreational fishing at least fairly well (92% and 89% respectively). Whereas the rules around stormwater best management, which were the least well known statewide, were best understood by those aged 30–49 years (50%).

Table 12. Understanding of environmental rules at a statewide, regional and subgroup level



	At least fairly well												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	404	28	34	72	51	149	57	13	90	139	175	87	314
Recreational fishing	84%	25	86%	83%	76%	82%	91%	12	80%	77%▼	92%▲	68%▼	89%▲
Base	336	16	19	50	36	169	37	9	98	121	117	67	265
Recreational boating, including use of paddle crafts	71%	10	12	80%	75%	69%	73%	7	62%	75%	74%	60%	74%
Base	2139	113	133	308	248	1020	266	51	428	700	1011	387	1735
Disposal of different types of rubbish	69%	73%	71%	67%	71%	68%	72%	82%	70%	72%	66%	66%	70%
Base	2114	114	132	299	240	1014	265	50	429	687	998	382	1714
Approaching marine wildlife on foot, boat, or in the water	59%	64%	62%	58%	57%	59%	60%	72%	58%	59%	60%	55%	61%
Base	2116	110	130	304	246	1015	262	49	423	691	1002	383	1715
Stormwater best management	44%	43%	38%	39%	33%▼	48%▲	43%	44%	46%	50%▲	38%▼	48%	43%

Base: Total Coastal Residents n = 2,180, with exception of 'Recreational fishing' answer option (only asked if recreational fishing undertaken in last 12 months, i.e. Q3 = 06) and 'Recreational boating, including use of paddle crafts' answer option (only asked if recreational boating, including use of paddle crafts undertaken in last 12 months, i.e. Q3 = 02). Note: 'Not applicable' responses excluded.

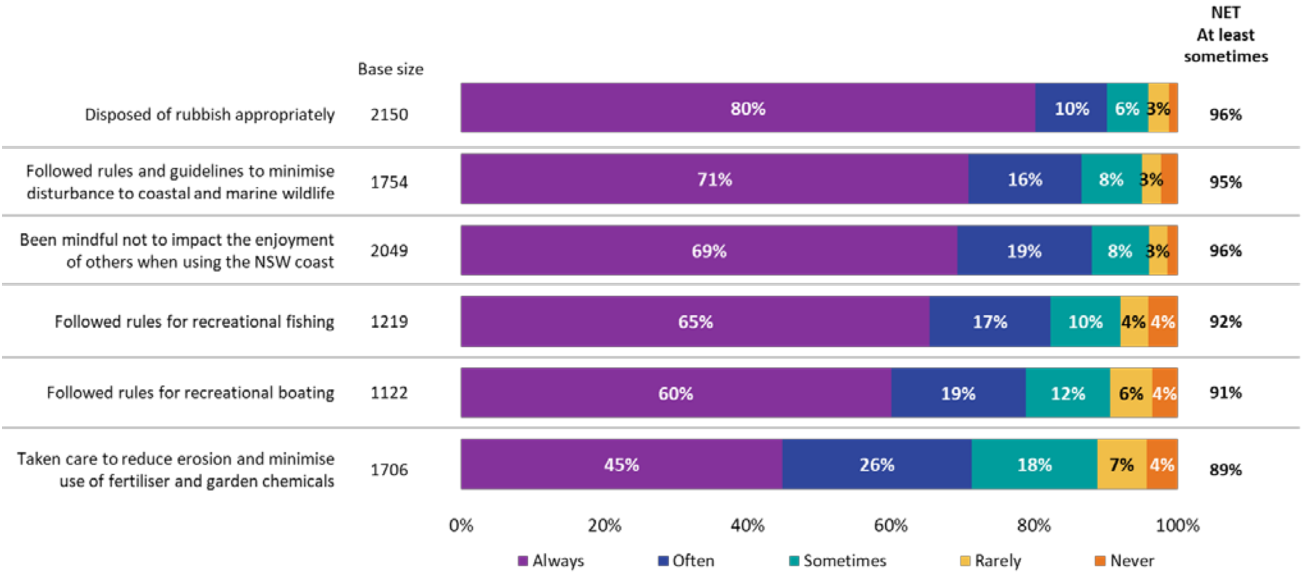
Q26. How well do you feel you understand the following rules and regulations related to the NSW coast?

2.7.4 Participation in environmental best practices

Coastal Residents were asked about their level of participation in a number of prompted environmental best practices in the previous 12 months (Figure 21).

At a statewide level, participation in each of the prompted best practices was high (89–96% at least sometimes). However, considering frequency of behaviours, only 2 behaviours were consistently done by at least two-thirds of Coastal Residents – disposing of rubbish appropriately (80% always) and following rules and guidelines to minimise disturbance to coastal and marine wildlife (71% always). In contrast, less than half of Coastal Residents (45%) always take care to reduce erosion and minimise use of fertiliser and garden chemicals.

Figure 21. Participation in environmental best practices at a statewide level



Base: Total Coastal Residents n = 2,180
Q8. And how often, if at all, have you done the following activities in the past 12 months?
Note: ‘Don’t know’ and ‘not applicable’ responses are excluded.

Regional differences

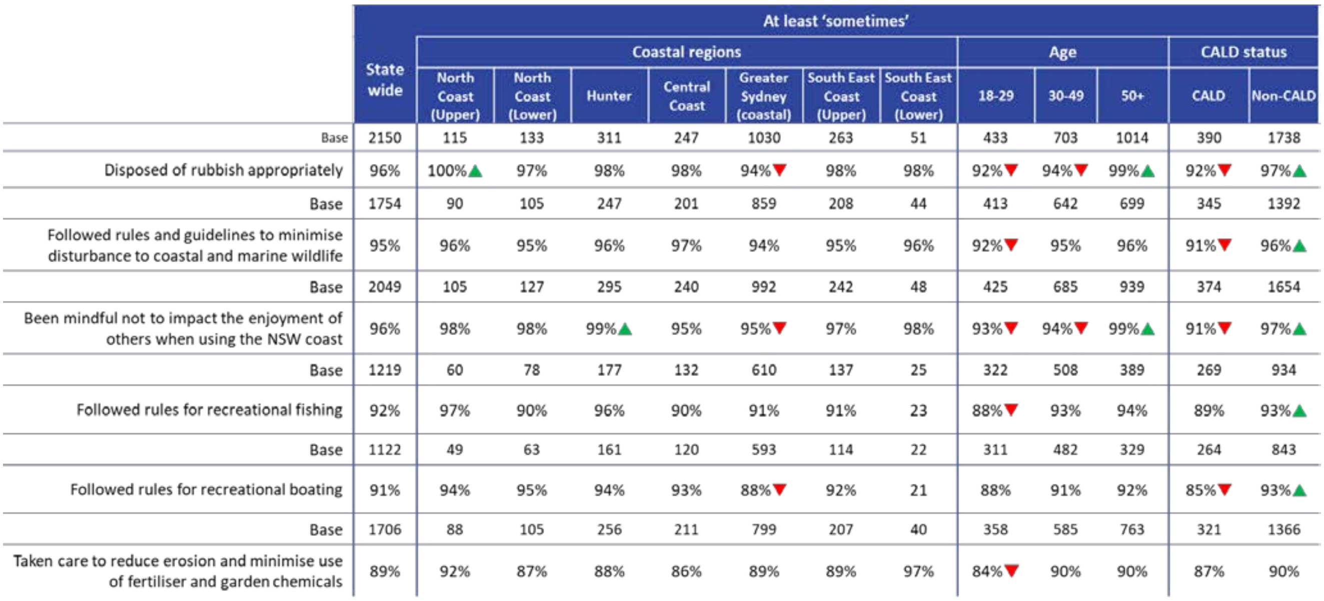
Coastal Residents in the Greater Sydney (coastal) region were less likely than other regions to have done several of the prompted activities in the survey (Table 13).

Subgroup differences

Young Coastal Residents aged 18–29 years were significantly less likely than older age groups to participate in every one of the prompted behaviours at least sometimes except for following the rules for recreational boating (88%).

Across most of the prompted activities, Coastal Residents from a non-CALD background were more likely to have done most of them at least sometimes in the past 12 months, compared to Coastal Residents from a CALD background.

Table 13. Participation in environmental best practices at a statewide, regional and subgroup level



	At least 'sometimes'												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2150	115	133	311	247	1030	263	51	433	703	1014	390	1738
Disposed of rubbish appropriately	96%	100%▲	97%	98%	98%	94%▼	98%	98%	92%▼	94%▼	99%▲	92%▼	97%▲
Base	1754	90	105	247	201	859	208	44	413	642	699	345	1392
Followed rules and guidelines to minimise disturbance to coastal and marine wildlife	95%	96%	95%	96%	97%	94%	95%	96%	92%▼	95%	96%	91%▼	96%▲
Base	2049	105	127	295	240	992	242	48	425	685	939	374	1654
Been mindful not to impact the enjoyment of others when using the NSW coast	96%	98%	98%	99%▲	95%	95%▼	97%	98%	93%▼	94%▼	99%▲	91%▼	97%▲
Base	1219	60	78	177	132	610	137	25	322	508	389	269	934
Followed rules for recreational fishing	92%	97%	90%	96%	90%	91%	91%	23	88%▼	93%	94%	89%	93%▲
Base	1122	49	63	161	120	593	114	22	311	482	329	264	843
Followed rules for recreational boating	91%	94%	95%	94%	93%	88%▼	92%	21	88%	91%	92%	85%▼	93%▲
Base	1706	88	105	256	211	799	207	40	358	585	763	321	1366
Taken care to reduce erosion and minimise use of fertiliser and garden chemicals	89%	92%	87%	88%	86%	89%	89%	97%	84%▼	90%	90%	87%	90%

Base: Total Coastal Residents n = 2,180
Q8. How often have you done the following activities in the past 12 months? Note: Data uses NET of 'Always', 'Often' and 'Sometimes'.
Note: 'Don't know' and 'not applicable' responses excluded.

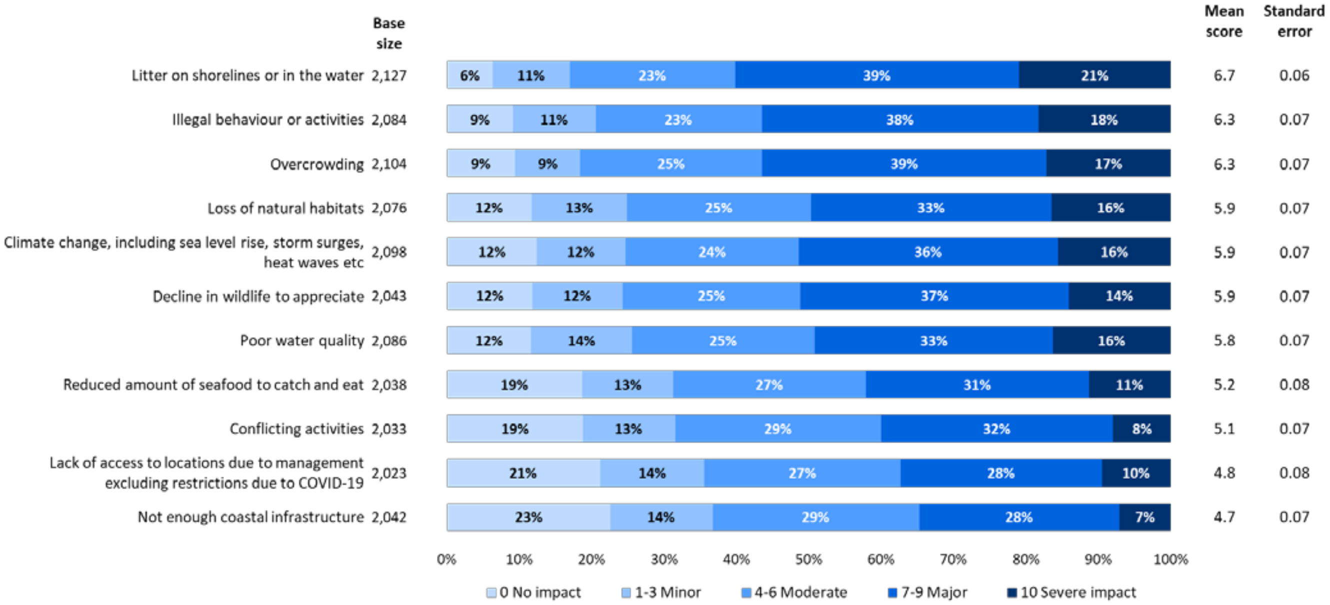
2.8 Impacts of key threats on community experience of the NSW marine estate

The purpose of this section was to assess the level of impact of key threats identified in the statewide Threat and Risk Assessment to the community health, safety and use of the NSW coast. Coastal Residents were asked about the level of impact that specific threats were currently having on their personal experience of the NSW coast (Figure 22). Coastal Residents reported the impact of the threats on an 11-point scale from 0 'No impact' meaning 'you never noticed it' to 10 'Severe impact' meaning 'it always affects your experience to the point that you had to stop doing the activity'.

At a statewide level, Coastal Residents felt that they were most impacted by litter on shorelines or in the water, with an average score of 6.7 followed by illegal behaviour or activities (i.e., other people not following rules) (6.3) and overcrowding (6.3).

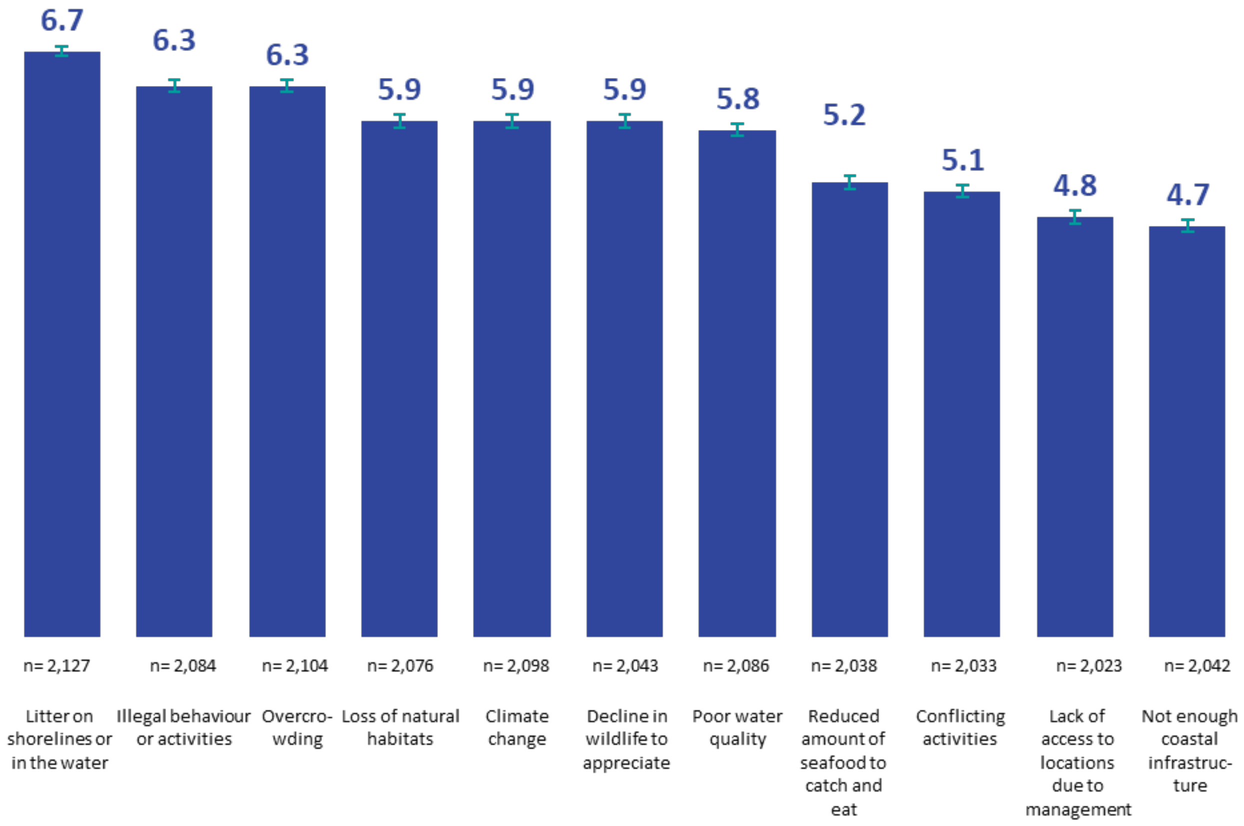
Coastal Residents felt that they were least impacted (Figure 23) by lack of access to locations due to management (e.g. no-fishing zones, no-anchoring zones, private development, or land ownership) excluding restrictions due to COVID-19 (4.8), and not enough coastal infrastructure, for example, boat ramps, jetties (4.7).

Figure 22. Impacts of key threats on community experience of the NSW coast at a statewide level



Base: Total Coastal Residents n = 2,180.
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months?

Figure 23. Impacts of key threats on community experience of the NSW coast mean score and standard error at a statewide level



Base: Total Coastal Residents n = 2,180
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months?

Regional differences

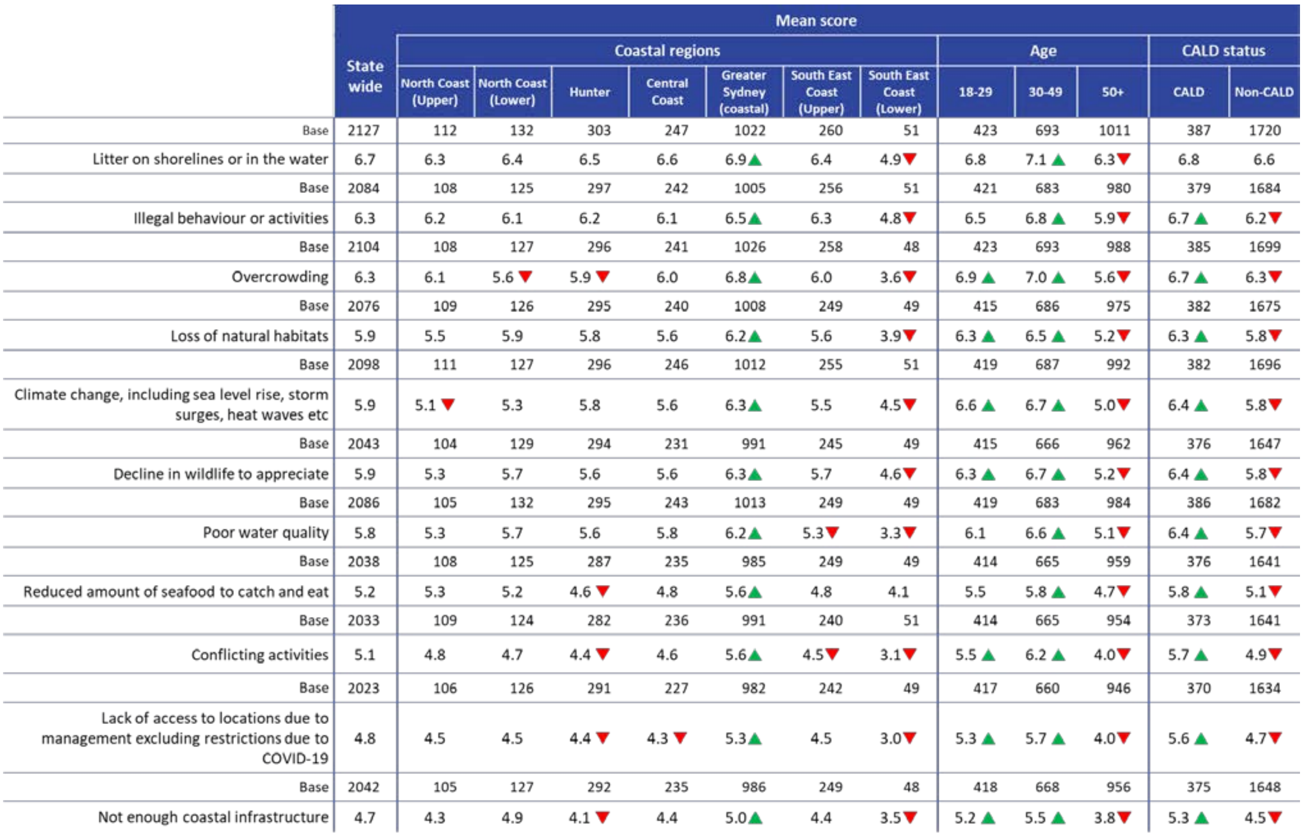
Coastal Residents from Greater Sydney (coastal) were more likely to report that all threats prompted in the survey impacted their experience of the NSW coast. On the other hand, relatively fewer South Coast (Lower) Residents reported that the threats impacted their experience of the coast, compared to other regions, with most threats receiving a significantly lower average score rating (Table 14).

Subgroup differences

Coastal Residents aged 50 years+ were less likely to report that all threats were impacting their experience with a significantly lower average score recorded for each threat. Conversely, those aged 30–49 years old were more likely to think that they were impacted by all threats.

Coastal Residents from a CALD background were significantly more likely to report that all threats, with the exception of litter on shorelines or in the water, impact their experience of the NSW coast compared to those from a non-CALD background.

Table 14. Impacts of key threats on community experience of the NSW coast at a statewide, regional and subgroup level



	State wide	Mean score											
		Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2127	112	132	303	247	1022	260	51	423	693	1011	387	1720
Litter on shorelines or in the water	6.7	6.3	6.4	6.5	6.6	6.9▲	6.4	4.9▼	6.8	7.1 ▲	6.3▼	6.8	6.6
Base	2084	108	125	297	242	1005	256	51	421	683	980	379	1684
Illegal behaviour or activities	6.3	6.2	6.1	6.2	6.1	6.5▲	6.3	4.8▼	6.5	6.8 ▲	5.9▼	6.7 ▲	6.2▼
Base	2104	108	127	296	241	1026	258	48	423	693	988	385	1699
Overcrowding	6.3	6.1	5.6 ▼	5.9 ▼	6.0	6.8▲	6.0	3.6▼	6.9 ▲	7.0 ▲	5.6▼	6.7 ▲	6.3▼
Base	2076	109	126	295	240	1008	249	49	415	686	975	382	1675
Loss of natural habitats	5.9	5.5	5.9	5.8	5.6	6.2▲	5.6	3.9▼	6.3 ▲	6.5 ▲	5.2▼	6.3 ▲	5.8▼
Base	2098	111	127	296	246	1012	255	51	419	687	992	382	1696
Climate change, including sea level rise, storm surges, heat waves etc	5.9	5.1 ▼	5.3	5.8	5.6	6.3▲	5.5	4.5▼	6.6 ▲	6.7 ▲	5.0▼	6.4 ▲	5.8▼
Base	2043	104	129	294	231	991	245	49	415	666	962	376	1647
Decline in wildlife to appreciate	5.9	5.3	5.7	5.6	5.6	6.3▲	5.7	4.6▼	6.3 ▲	6.7 ▲	5.2▼	6.4 ▲	5.8▼
Base	2086	105	132	295	243	1013	249	49	419	683	984	386	1682
Poor water quality	5.8	5.3	5.7	5.6	5.8	6.2▲	5.3▼	3.3▼	6.1	6.6 ▲	5.1▼	6.4 ▲	5.7▼
Base	2038	108	125	287	235	985	249	49	414	665	959	376	1641
Reduced amount of seafood to catch and eat	5.2	5.3	5.2	4.6 ▼	4.8	5.6▲	4.8	4.1	5.5	5.8 ▲	4.7▼	5.8 ▲	5.1▼
Base	2033	109	124	282	236	991	240	51	414	665	954	373	1641
Conflicting activities	5.1	4.8	4.7	4.4 ▼	4.6	5.6▲	4.5▼	3.1▼	5.5 ▲	6.2 ▲	4.0▼	5.7 ▲	4.9▼
Base	2023	106	126	291	227	982	242	49	417	660	946	370	1634
Lack of access to locations due to management excluding restrictions due to COVID-19	4.8	4.5	4.5	4.4 ▼	4.3 ▼	5.3▲	4.5	3.0▼	5.3 ▲	5.7 ▲	4.0▼	5.6 ▲	4.7▼
Base	2042	105	127	292	235	986	249	48	418	668	956	375	1648
Not enough coastal infrastructure	4.7	4.3	4.9	4.1 ▼	4.4	5.0▲	4.4	3.5▼	5.2 ▲	5.5 ▲	3.8▼	5.3 ▲	4.5▼

Base: Total Coastal Residents n = 2,180
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months?

2.8.1 Key threats – regional variation and factors impacting experiences

The following section summarises regional differences in impact scores for each threat. It also provides an overview of the main aspects of experience that were mentioned by Coastal Residents collectively when asked to describe in more detail how that aspect had impacted their experience of the NSW coast.

Litter on shorelines or in the water

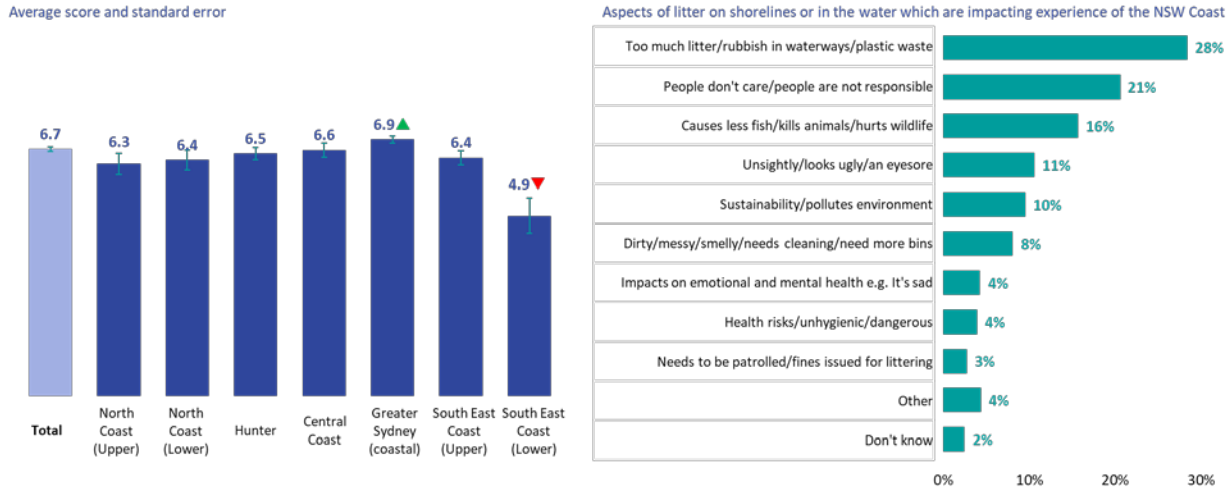
Figure 24 breaks down the ratings of the level of impact that litter on shorelines or in the water have had on Coastal Residents' experience of the NSW coast, by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by litter on shorelines or in the water with a mean score of 6.9, compared to 6.7 statewide. In comparison, Coastal Residents of the South East Coast (Lower) region reported this threat as having a substantially lower impact (4.9).

The aspect of this threat that was most commonly cited by Coastal Residents was ‘too much rubbish/ rubbish in waterways/ plastic waste’, with more than one in 4 respondents (28%) reporting this.

The following quotes describe aspects of this threat in more detail:

> *“It makes me sad – I pick the rubbish up but know there's tons of it that I can't see. Takes the joy out of the experience.”*
>
> *“It is heartbreaking to see rubbish on shorelines and in water because we know the impact it has to animals, poisoning, injuring and potentially killing them. It also doesn’t look nice and it makes people angry knowing that others do not respect the land we live in and so it’s disappointing when as a person you’re trying your hardest to provide and contribute to a nice clean environment.”*
>
> *“(It’s) absolutely disgusting (that) the litter should be anywhere near the shoreline or in the water, not only is it destroying (the)"look/cleanliness" of a place, it kills marine animals that are on/in the water!”*

Figure 24. Litter on shorelines or in the water by region and aspects affecting experience



Average score and standard error chart
Base: Total residents n = 2,098 | North Coast (Upper) n = 111; North Coast (Lower) n = 127; Hunter n = 296; Central Coast n = 246; Greater Sydney (coastal) n = 1,012; South East Coast (Upper) n = 255; South East Coast (Lower) n = 51.
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months: Litter on shorelines or in the water.

Aspects of litter on shorelines or in water which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Litter on shorelines n = 162
Q20. Please describe in more detail how the following aspects you selected have impacted your experience. Litter on shorelines or in the water.

Illegal behaviour or activities

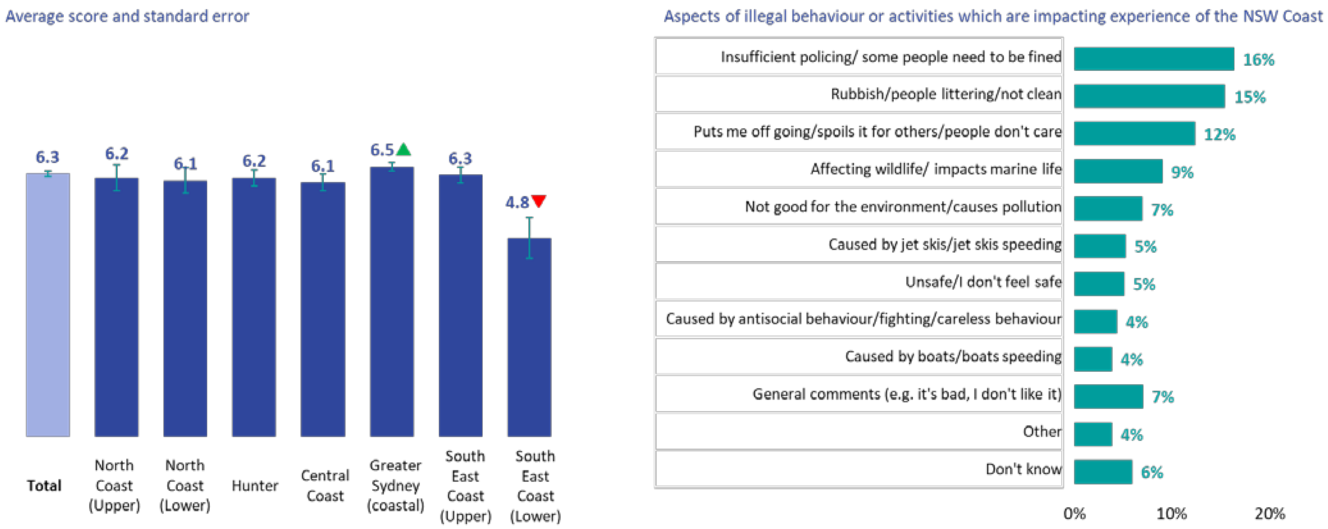
Figure 25 breaks down the ratings of the level of impact that illegal behaviour or activities have had on Coastal Residents’ experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by illegal behaviour or activities with a mean score of 6.5, compared to 6.3 statewide. In comparison, Coastal Residents of the South East Coast (Lower) region reported this threat as having a substantially lower impact (4.8).

The aspect of this threat that was most frequently cited by Coastal Residents was 'insufficient policing/some people need to be fined' with one in- 6 reporting this (16%).

The following quotes describe aspects of this threat in more detail:

> *"Illegal behaviour or activities has impacted my experience due to the fact when people don't follow rules or the law you can be putting others at risk too."*
>
> *"Anti-social and rude behaviour of others that interferes with your enjoyment of the area."*
>
> *"My experience is lessened by people polluting or taking things illegally from the coastline (such as illegal fishing or crabbing)."*

Figure 25. Illegal activities or behaviour by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,084 | North Coast (Upper) n = 108; North Coast (Lower) n = 125; Hunter n = 297; Central Coast n = 242; Greater Sydney (coastal) n = 1,005; South East Coast (Upper) n = 256; South East Coast (Lower) n = 51
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Illegal activities or behaviour.

Aspects of illegal behaviour or activities which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Illegal Behaviour n = 163
Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Illegal activities or behaviour.

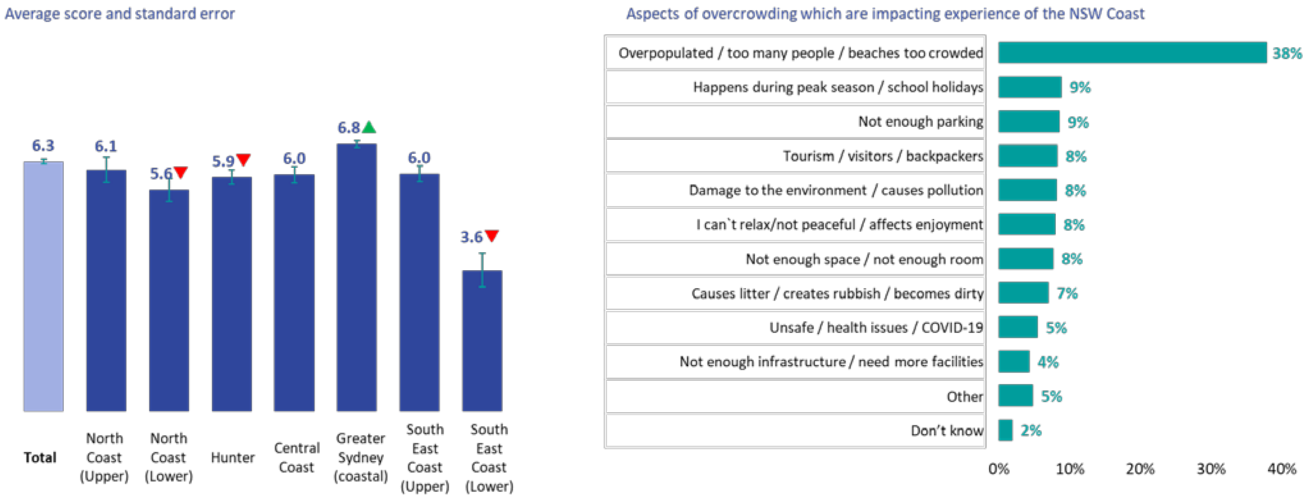
Overcrowding

Figure 26 breaks down the ratings of the level of impact that overcrowding has had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by overcrowding with a mean score of 6.8, compared to 6.3 statewide. In comparison, Coastal Residents of the Hunter, North Coast (Lower) and especially the South East Coast (Lower) regions reported this threat as having a significantly lower impact (5.9, 5.6 and 3.6 respectively). The most frequently cited impact was 'overpopulated/too many people/beaches too crowded' which was reported by more than a third of Coastal Residents (38%).

The following quotes describe aspects of this threat in more detail:

> *"Just having too many people on the foreshore creates antisocial behaviour and problems of unrest besides the issue of not having a place to go to with my family. We are seeing a huge increase in the numbers of visitors from outside the area and these people are not obeying rules or even trying to be thoughtful of others."*
>
> *"Overcrowding in turn affects the cleanliness of the natural environment and is a rising concern on the NSW coastline."*
>
> *"I just don't like crowds. Especially if I'm outdoors trying to enjoy coastal walks or picnics etc. Hard to enjoy if there's too many other people in your way."*

Figure 26. Overcrowding by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,098 | North Coast (Upper) n = 111; North Coast (Lower) n = 127; Hunter n = 296; Central Coast n = 246; Greater Sydney (coastal) n = 1,012; South East Coast (Upper) n = 255; South East Coast (Lower) n = 51
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Overcrowding.

Aspects of overcrowding which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Overcrowding n = 164
Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Overcrowding.

Loss of natural habitats

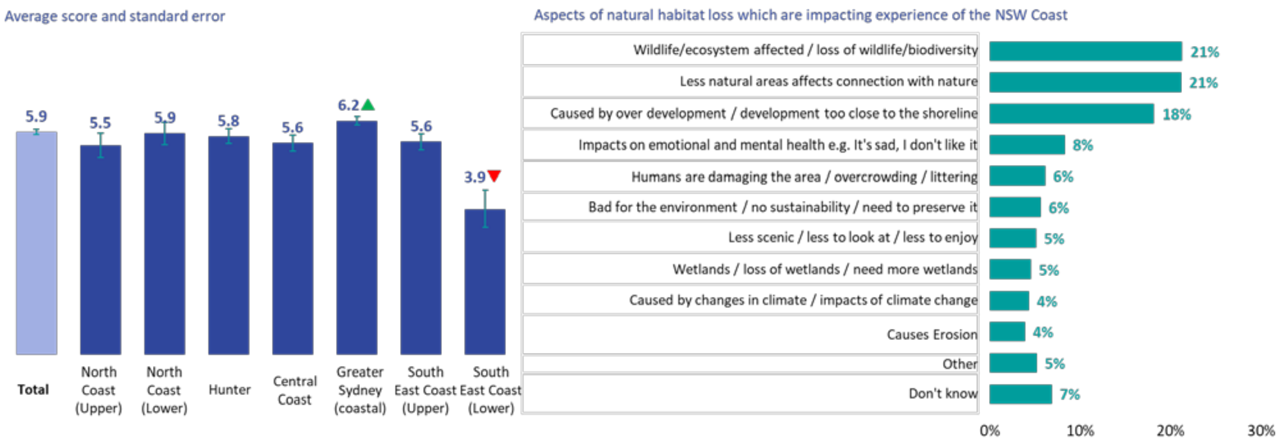
Figure 27 breaks down the ratings of the level of impact that loss of natural habitats has had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by loss of natural habitats with a mean score of 6.2, compared to 5.9 statewide. In comparison, Coastal Residents of the South East Coast (Lower) region reported this has impacted their experience of the NSW coast to a lesser degree (3.9).

The most commonly cited impacts of this threat were 'wildlife/ecosystem affected/loss of wildlife/biodiversity' (21%) and 'less natural areas affect connection with nature' (21%) with around one in 5 reporting these impacts.

The following quotes describe aspects of this threat in more detail:

> *“The loss of natural habitats upsets the natural balance of the local flora and fauna. There is less to experience as a result and it's also painful knowing how the situation has changed.”*
>
> *“Less places to go to connect to nature, and it makes me sad for the wildlife.”*
>
> *“It makes me sad that my grandchildren may not get to see the amount of beauty (bushland, wetland) that I got to grow up amongst.”*

Figure 27. Loss of natural habitat by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,076 | North Coast (Upper) n = 109; North Coast (Lower) n = 126; Hunter n = 295; Central Coast n = 240; Greater Sydney (coastal) n = 1,008; South East Coast (Upper) n = 249; South East Coast (Lower) n = 49
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Loss of natural habitat.

Aspects of loss of natural habitat that are impacting the experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Loss of natural habitats n = 170.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Loss of natural habitats

Climate change (including sea level rise, storm surges, heat waves)

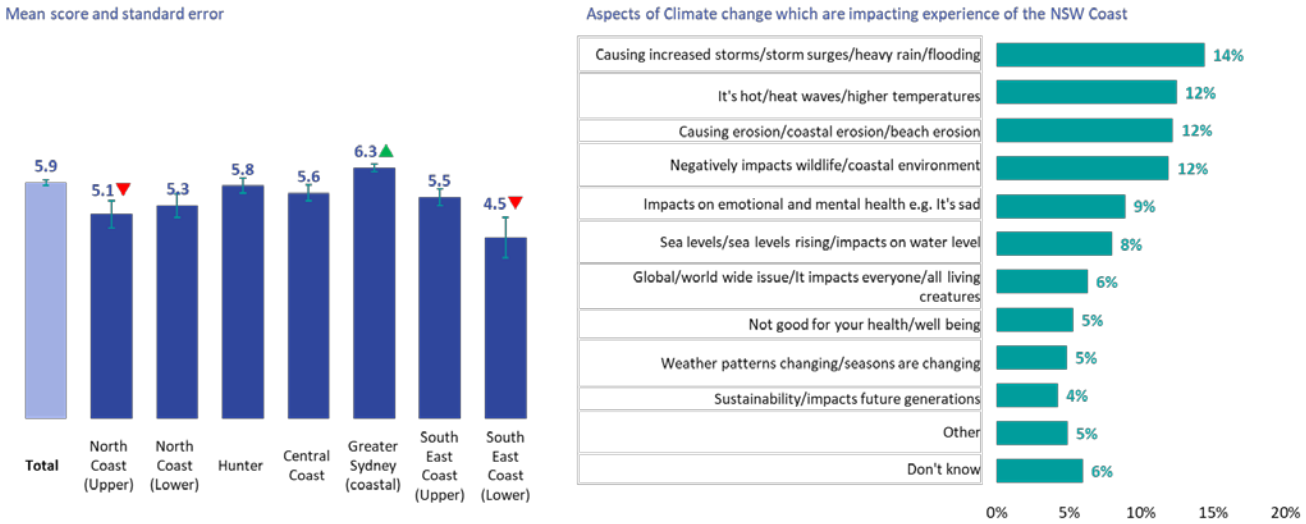
Figure 28 breaks down the ratings of the level of impact that climate change, including sea level rise, storm surges, heat waves etc. had on Coastal Residents’ experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast was impacted by climate change with a mean score of 6.3, compared to 5.9 statewide. In comparison, Coastal Residents of the North Coast (Upper) (5.1) and South East Coast (Lower) (4.5) reported this threat as having a substantially lower impact.

Coastal Residents reported that climate change had impacted their experience of the NSW coast in many ways. The most commonly cited aspect of this impact was that climate change was ‘causing increased storms/storm surges/heavy rain/flooding’ (14%), which was cited by around one in 7 Coastal Residents. The following quotes describe aspects of this threat in more detail:

> *“Scared that I won’t get to experience the natural beauty for much longer and won’t be here for future generations.”*

> *“Storm surges cause a lot of damage to my local beaches. Takes away the enjoyment of going to the beach when there is little to no sand.”*
>
> *“It creates anxiety regarding the conditions of the NSW coast and the state of the natural environments surrounding the coast.”*

Figure 28. Climate change by region and aspects affecting experience



Average score and standard error chart
Base: Total NSW Coastal Residents n = 2,098 | North Coast (Upper) n = 111; North Coast (Lower) n = 127; Hunter n = 296; Central Coast n = 246; Greater Sydney (coastal) n = 1,012; South East Coast (Upper) n = 255; South East Coast (Lower) n = 51
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Climate change, including sea level rise, storm surges, heat waves etc.

Aspects of climate which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Climate Change n = 168.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Climate Change

Decline in wildlife to appreciate

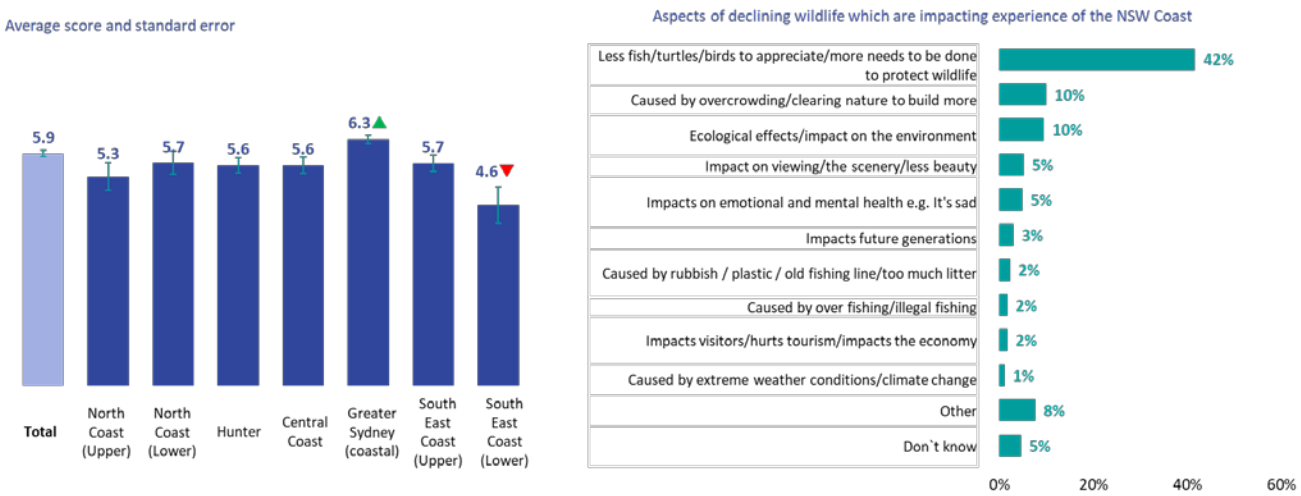
Figure 29 breaks down the ratings of the level of impact that decline in wildlife to appreciate had on Coastal Residents’ experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by the decline in wildlife to appreciate with a mean score of 6.3, compared to 5.9 statewide. In comparison, Coastal Residents of the South East Coast (Lower) region reported this threat as having a substantially lower impact (4.6).

The most commonly cited impact of this threat was ‘less fish/turtles/birds to appreciate/more needs to be done to protect wildlife’ mentioned by more than 2 in 5 Coastal Residents (42%).

The following quotes describe aspects of this threat in more detail:

> *“It is great to appreciate nature but when it is not there, or there is less of it, it makes me very sad.”*
>
> *“The decrease in wildlife populations has been visible in my lifetime. It is horrific and depressing.”*
>
> *“Very sad. We need to fully protect our endangered wildlife for future generation.”*

Figure 29. Decline in wildlife to appreciate by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,043 | North Coast (Upper) n = 104; North Coast (Lower) n = 129; Hunter n = 294; Central Coast n = 231; Greater Sydney (coastal) n = 991; South East Coast (Upper) n = 245; South East Coast (Lower) n = 49
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Decline in wildlife.

Aspects of decline in wildlife which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Decline in Wildlife n = 165.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Decline in Wildlife

Poor water quality

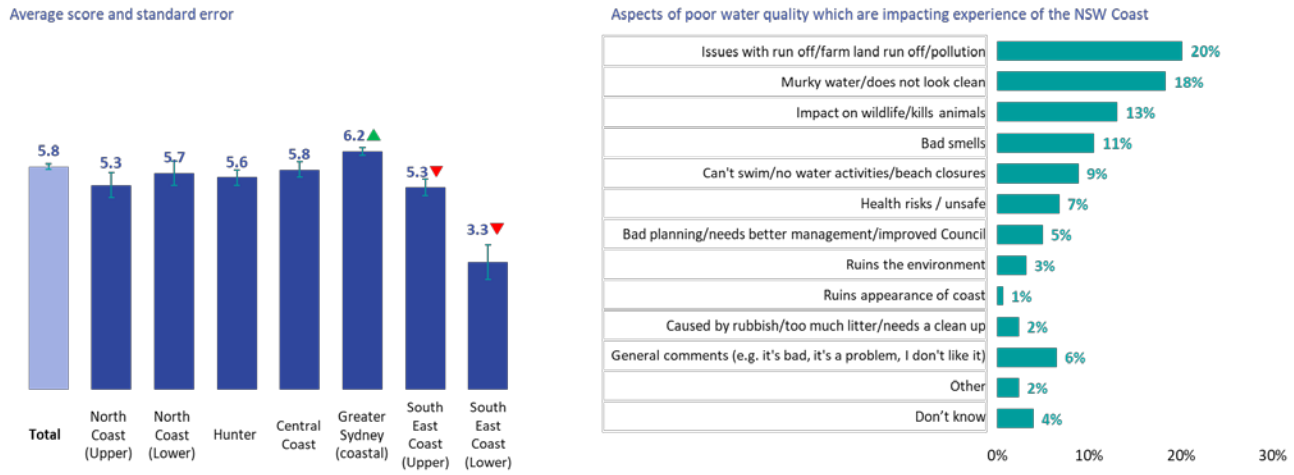
Figure 30 breaks down the ratings of the level of impact that poor water quality has had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by litter on shorelines or in the water with a mean score of 6.2, compared to 5.8 statewide. In comparison, Coastal Residents of the South East Coast (Upper) (5.3) and South East Coast (Lower) (3.3) regions reported this threat as having a substantially lower impact.

The most commonly cited impact of poor water quality was 'issues with farm runoff/farmland runoff/pollution' (20%), reported by one in 5 Coastal Residents.

The following quotes describe aspects of this threat in more detail:

> *"This can affect the suitability for water activities, can make the beach smelly and can kill species of wildlife."*
>
> *"The concern for some rivers leading to the ocean and the storm water or sewage nearby is a great concern to not only my health but the health of the natural environment."*
>
> *"The sewerage smell has impacted my ability to enjoy the beach."*

Figure 30. Poor water quality by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,086 | North Coast (Upper) n = 105; North Coast (Lower) n = 132; Hunter n = 295; Central Coast n = 243; Greater Sydney (coastal) n = 1,013; South East Coast (Upper) n = 249; South East Coast (Lower) n = 49.
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Poor water quality.

Aspects of poor water quality which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Poor water quality n = 167.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience. Poor water quality.

Reduced amount of seafood to catch and eat

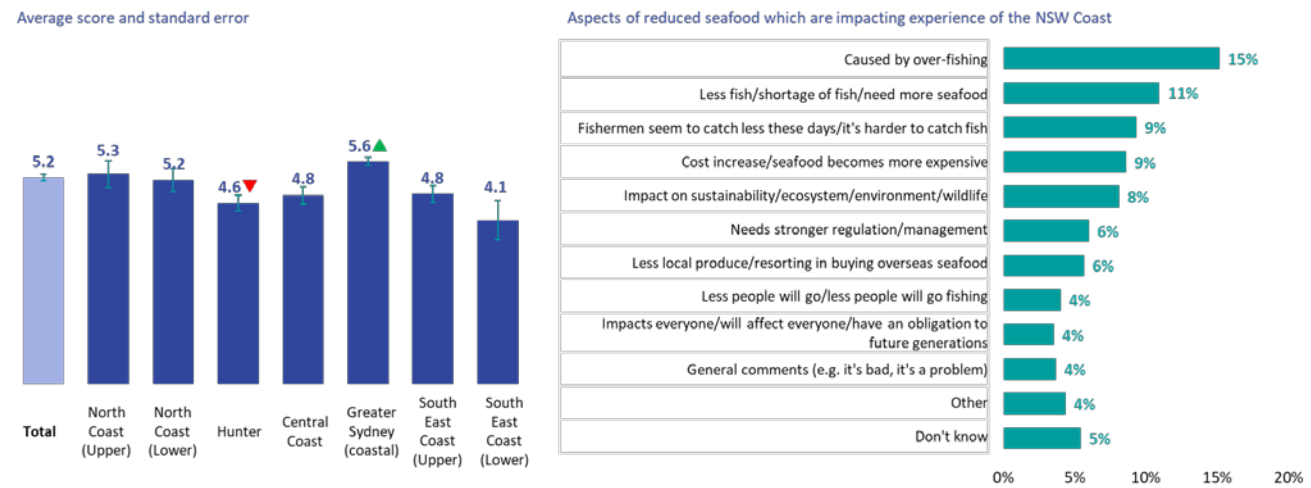
Figure 31 breaks down the ratings of the level of impact that the reduced amount of seafood to catch and eat had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by a reduced amount of seafood to catch and eat with a mean score of 5.6, compared to 5.2 statewide. In comparison, Coastal Residents of the Hunter region reported this threat as having a substantially lower impact (4.6).

The most commonly cited impact of a reduced amount of seafood to catch and eat that was perceived by around one in 7 Coastal Residents was that this was 'caused by over-fishing' (15%).

The following quotes describe aspects of this threat in more detail:

> *"Fishing is less enjoyable if fish are not there to catch."*
>
> *"We won't be able to have fresh seafood and will have to get it overseas."*
>
> *"I love seafood and would be very sad if I couldn't just go and buy it when I feel like it."*

Figure 31. Reduced amount of seafood to catch and eat by region and aspects affecting experience



Average score and standard error chart

Base: Total Coastal Residents n = 2,038 | North Coast (Upper) n = 108; North Coast (Lower) n = 125; Hunter n = 287; Central Coast n = 235; Greater Sydney (coastal) n = 985; South East Coast (Upper) n = 249; South East Coast (Lower) n = 49

Q19. **How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months?** Rating of impact for: Reduced seafood.

Aspects of loss of reduced seafood which are impacting experience of the NSW coast

Base: Total Coastal Residents coded respondents for Q20_Reduced amount of seafood to catch and eat n = 168.

Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Reduced amount of seafood to catch and eat.

Conflicting activities

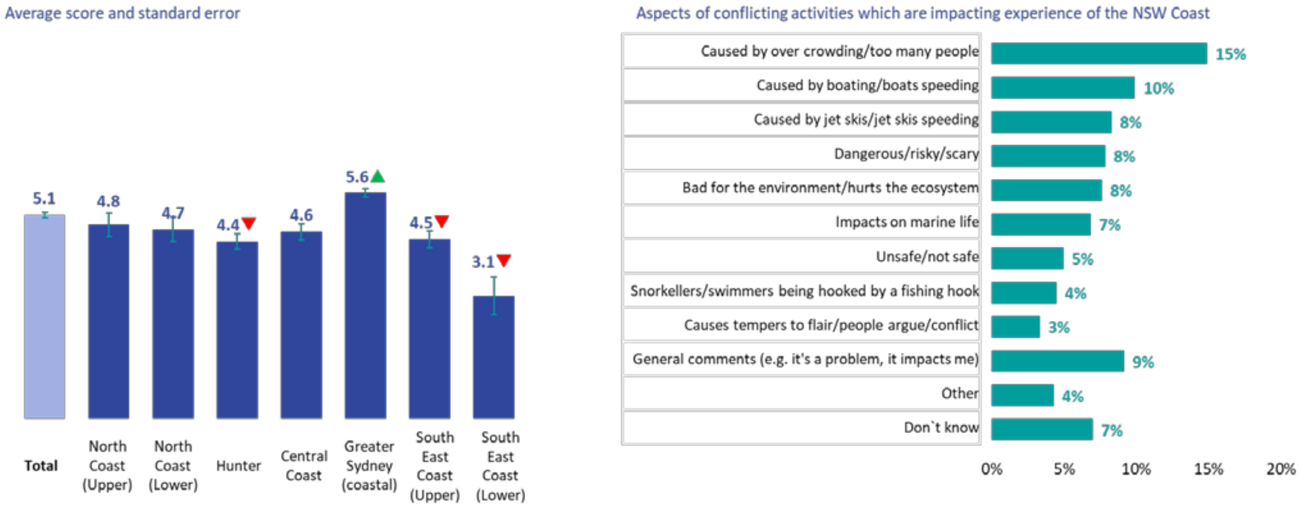
Figure 32 breaks down the ratings of the level of impact that conflicting activities had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their experience of the NSW coast is impacted by conflicting activities with a mean score of 5.6, compared to 5.1 statewide. In comparison, Coastal Residents of the Hunter (4.4) South East Coast (Upper) (4.5) and South East Coast (Lower) (3.1) reported this threat as having a substantially lower impact.

The most commonly cited impacts of conflicting activities were that this was caused by 'overcrowding/too many people' (15%), 'boats/boats speeding' (10%) and 'jet skis/jet skis speeding' (8%).

The following quotes describe aspects of this threat in more detail:

> *"Water scooters, leisure boating, fishing, surfing and other beachgoers are using same areas and causing serious and dangerous situations."*
>
> *"Makes it hard to enjoy boating and fishing when you have to watch out for snorkellers in a confined area."*
>
> *"I've seen areas where people cannot enjoy activities because of boats and jet skis being used by people who do not follow the rules."*

Figure 32. Conflicting activities by region and aspects affecting experience



Average score and standard error

Aspects of conflicting activities which are impacting experience of the NSW Coast

Average score and standard error chart

Base: Total Coastal Residents n = 2,033 | North Coast (Upper) n = 109; North Coast (Lower) n = 124; Hunter n = 282; Central Coast n = 236; Greater Sydney (coastal) n = 991; South East Coast (Upper) n = 240; South East Coast (Lower) n = 51.

Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Conflicting activities.

Aspects of Conflicting activities which are impacting experience of the NSW coast

Base: Total Coastal Residents coded respondents for Q20_Conflicting activities n = 172.

Q20. Please describe in more detail how the following aspects you selected have impacted your experience: Conflicting activities.

Lack of access to locations due to management

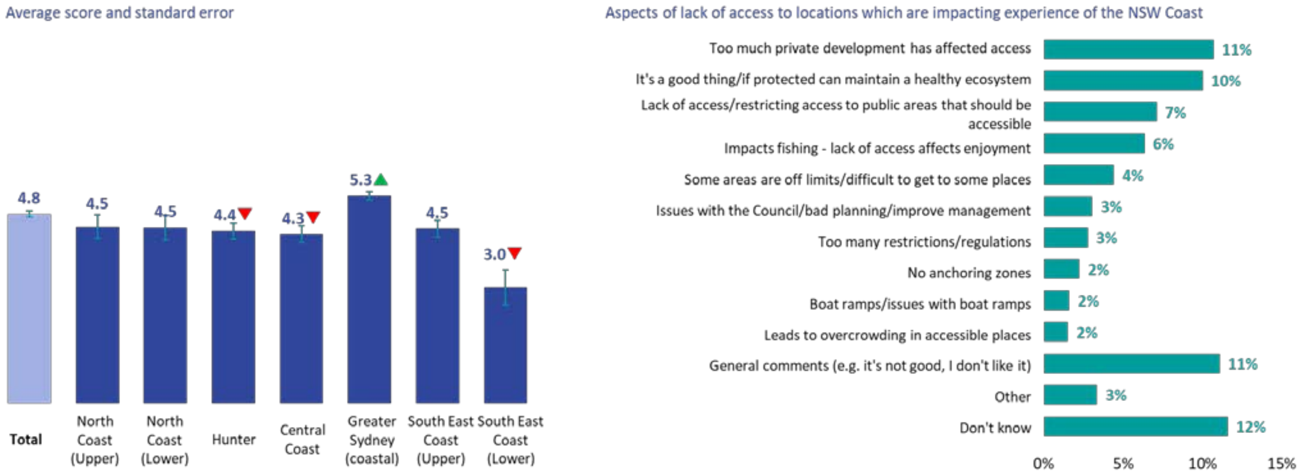
Figure 33 breaks down the ratings of the level of impact that lack of access to locations due to management had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by lack of access to locations due to management with a mean score of 5.3, compared to 4.8 statewide. In comparison, Coastal Residents of the Hunter (4.4), Central Coast (4.3) and South East Coast (Lower) regions (3.0) reported this threat as having a substantially lower impact.

The most frequently cited impacts of access to locations due to management were that 'too much private development has affected access' (11%), while a similar proportion of Coastal Residents (10%) believed this lack of access could be seen as positive as this can protect the land and help to maintain a healthy ecosystem.

The following quotes describe aspects of this threat in more detail:

> *"Private development/land ownership on the shoreline/coast should be stopped unless there is also public access!! Everyone should have the right to enjoy it, not only those that can afford it."*
>
> *"Leads to overcrowding in accessible places."*
>
> *"Private ownership shouldn't be allowed on coastal areas, everyone should have access."*

Figure 33. Lack of access to locations due to management by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,023 | North Coast (Upper) n = 106; North Coast (Lower) n = 126; Hunter n = 291; Central Coast n = 227; Greater Sydney (coastal) n = 982; South East Coast (Upper) n = 242; South East Coast (Lower) n = 49.
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Lack of access to locations.

Aspects of lack of access to locations due to management which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Lack of access n = 179.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience. Lack of access to locations due to management.

Not enough coastal infrastructure

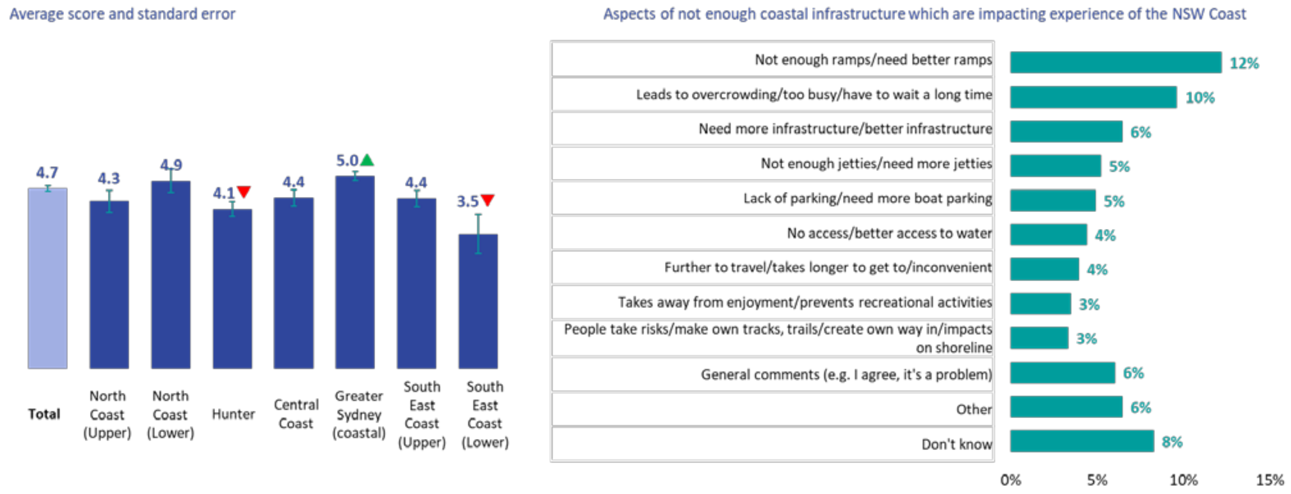
Figure 34 breaks down the ratings of the level of impact that not enough coastal infrastructure had on Coastal Residents' experience of the NSW coast by coastal region. Coastal Residents of the Greater Sydney (coastal) region were more likely to perceive that their personal experience of the NSW coast is impacted by not enough coastal infrastructure with a mean score of 5.0, compared to 4.7 at a statewide level. In comparison, Coastal Residents of the Hunter (4.1) and South East Coast (Lower) regions (3.5) reported this threat as having a substantially lower impact.

Coastal Residents reported that not enough coastal infrastructure had impacted their experience of the NSW coast in various ways, the aspect most commonly cited by Coastal Residents was 'not enough ramps/need better ramps' (12%).

The following quotes describe aspects of this threat in more detail:

> *"Overcrowding at ramps as people who would normally holiday overseas have purchased boats and jet skis for recreation. Impacts me as our local beach has a boat ramp and it is attracting more than usual activity."*
>
> *"There no(t) being enough boat jetties or ramps means everyone goes to the same ramp on the weekend it becomes a nightmare as overcrowding begins to take place and disrupt the area and neighbourhoods around it."*
>
> *"An increase in boat usage activities has not seen a similar increase in the number of ramps and thus overcrowding and queueing have caused near accidents to both humans and property."*

Figure 34. Not enough coastal infrastructure by region and aspects affecting experience



Average score and standard error chart
Base: Total Coastal Residents n = 2,042 | North Coast (Upper) n = 105; North Coast (Lower) n = 127; Hunter n = 292; Central Coast n = 235; Greater Sydney (coastal) n = 986; South East Coast (Upper) n = 249; South East Coast (Lower) n = 48.
Q19. How much of an impact do you think the following aspects currently have on your experience of your local coastal areas in the past 12 months? Rating of impact for: Not enough coastal infrastructure.

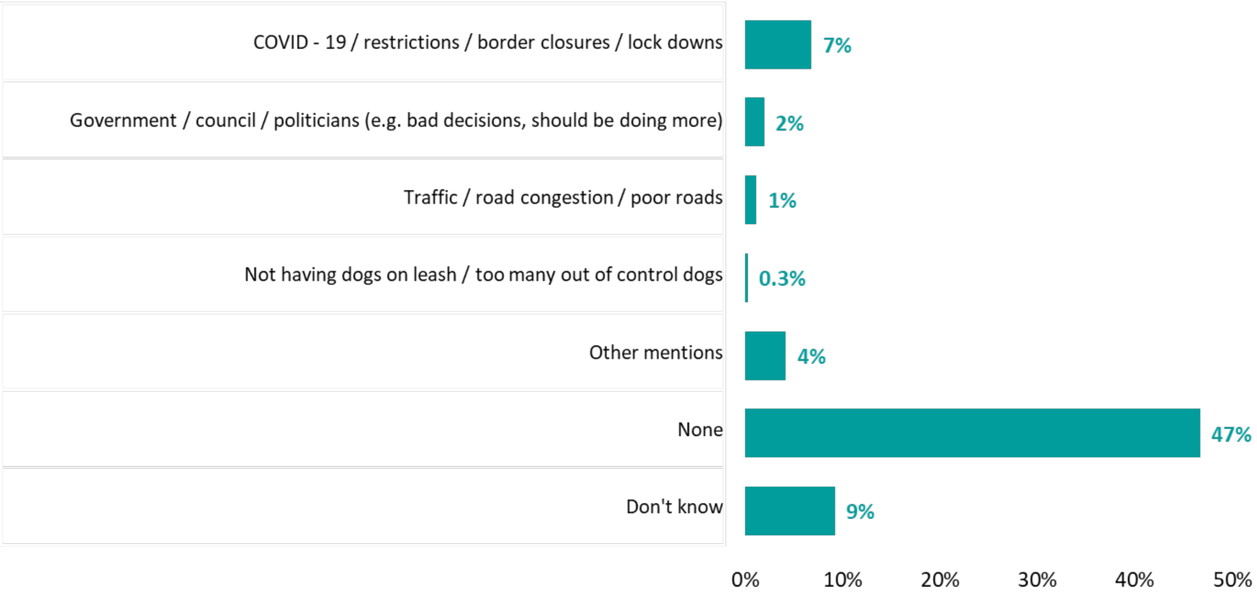
Aspects of not enough coastal infrastructure which are impacting experience of the NSW coast
Base: Total Coastal Residents coded respondents for Q20_Not enough coastal infrastructure n = 185.
Q20. Please describe in more detail how the following aspects you selected have impacted your experience. Not enough coastal infrastructure.

Other aspects impacting experience of the NSW coast

Coastal Residents were asked if there were any other aspects or functions that were having a severe impact on their experience of their local coastal areas in the past 12 months (Figure 35).

At a statewide level, nearly half (47%) said there were no other aspects or functions having a severe level of impact on their experience of their local coastal areas. The most commonly cited impact was COVID-19 related restrictions, mentioned by 7% of Coastal Residents.

Figure 35. Other aspects severely impacting experience of the NSW coast at a statewide level



Base: Total Coastal Residents coded respondents for Q20A n = 1,318
Q20A. Which other aspects or functions, if any, do you think has been having a severe impact on your experience of your local coastal areas in the past 12 months?
Note: 75% of verbatim were coded for Q20A, therefore the base size does not add up to the total number of respondents qualifying for this question. Non-relevant codes that were the same as those listed in Q20 (e.g. Climate change) have not been included.

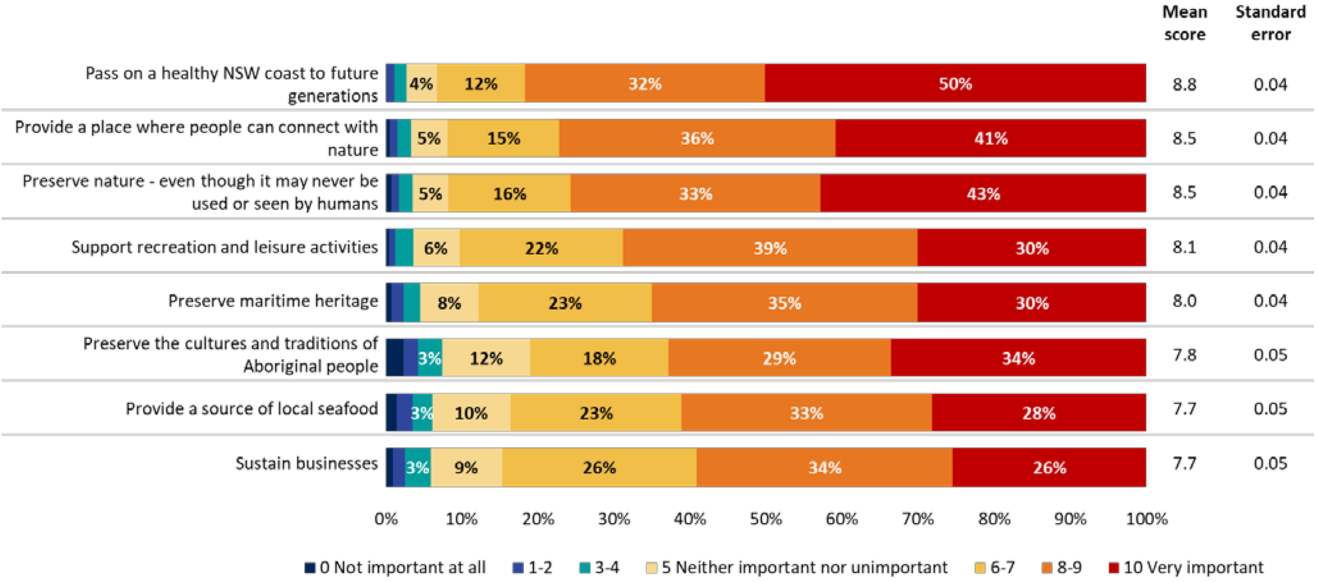
2.9 Importance of managing different aspects of the NSW marine estate

Coastal Residents were presented with a list of important reasons for managing the NSW coast and were asked to rate the importance of each aspect on a scale from 0 ‘Not important at all’ to 10 ‘Very important’ (Figure 36).

At a statewide level, most Coastal Residents thought all aspects for managing the NSW coast were relatively important with a mean score of at least 7.7 (ranging up to 8.8). The 3 aspects perceived as most important centred around ensuring the health of the natural environment was maintained to:

- Pass on a healthy NSW coast to future generations (8.8)
- Provide a place where people can connect with nature (8.5)
- Preserve nature – even though it may never be used or seen by humans (8.5).

Figure 36. Perceived importance of managing different aspects of the coast at a statewide level



Base: Total Coastal Residents n = 2,180
Q16. There are many important reasons for managing the NSW coast, some of which are listed below. Thinking about your personal preference, how would you rate the importance of each aspect?

Regional differences

Coastal Residents of the North Coast (Lower) region placed higher levels of importance compared to other regions on the following aspects (Table 15):

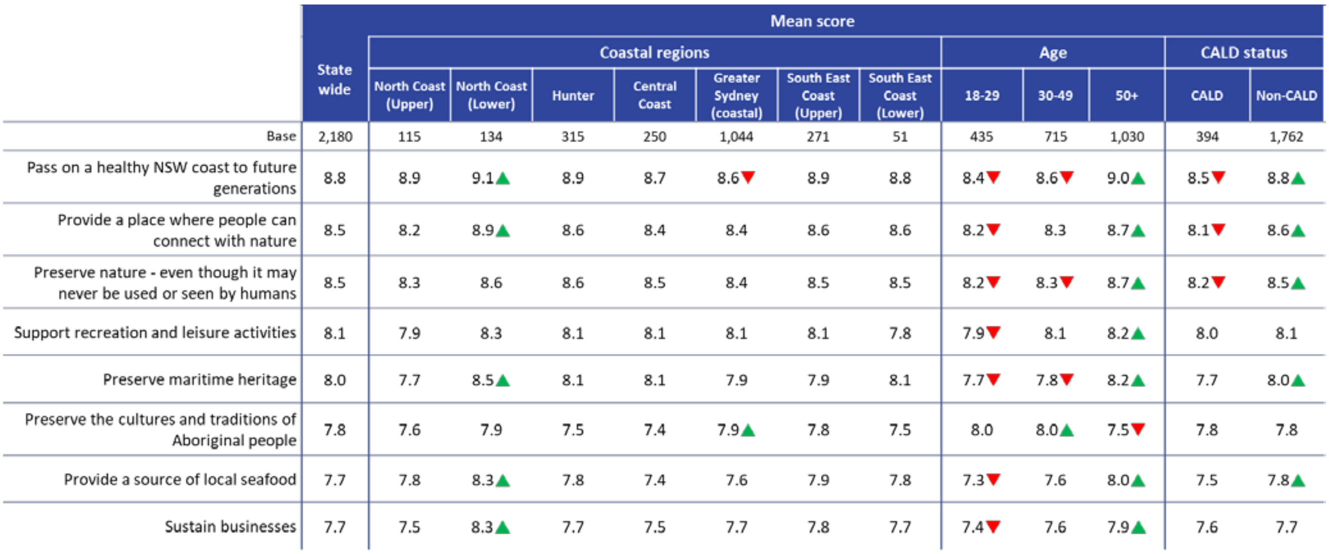
- Pass on a healthy NSW coast to future generations (9.1)
- Provide a place where people can connect with nature (8.9)
- Preserve maritime heritage (8.5)
- Provide a source of local seafood (8.3)
- Sustain businesses (8.3).

Subgroup differences

Coastal Residents aged 50 years and over, were more likely to provide a higher rating of importance across all prompted aspects compared to the other age groups, with the exception of 'preserving the cultures and traditions of Aboriginal people'. In contrast, Coastal Residents aged 18–29 showed the inverse pattern, with lower ratings of importance for the vast majority of aspects.

A similar pattern was found among CALD status; Coastal Residents from a non-CALD background placed higher importance on the majority of aspects compared to Coastal Residents from a CALD background.

Table 15. Perceived importance of managing different aspects of the coast at a statewide, regional and subgroup level



	Mean score												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
Pass on a healthy NSW coast to future generations	8.8	8.9	9.1▲	8.9	8.7	8.6▼	8.9	8.8	8.4▼	8.6▼	9.0▲	8.5▼	8.8▲
Provide a place where people can connect with nature	8.5	8.2	8.9▲	8.6	8.4	8.4	8.6	8.6	8.2▼	8.3	8.7▲	8.1▼	8.6▲
Preserve nature - even though it may never be used or seen by humans	8.5	8.3	8.6	8.6	8.5	8.4	8.5	8.5	8.2▼	8.3▼	8.7▲	8.2▼	8.5▲
Support recreation and leisure activities	8.1	7.9	8.3	8.1	8.1	8.1	8.1	7.8	7.9▼	8.1	8.2▲	8.0	8.1
Preserve maritime heritage	8.0	7.7	8.5▲	8.1	8.1	7.9	7.9	8.1	7.7▼	7.8▼	8.2▲	7.7	8.0▲
Preserve the cultures and traditions of Aboriginal people	7.8	7.6	7.9	7.5	7.4	7.9▲	7.8	7.5	8.0	8.0▲	7.5▼	7.8	7.8
Provide a source of local seafood	7.7	7.8	8.3▲	7.8	7.4	7.6	7.9	7.8	7.3▼	7.6	8.0▲	7.5	7.8▲
Sustain businesses	7.7	7.5	8.3▲	7.7	7.5	7.7	7.8	7.7	7.4▼	7.6	7.9▲	7.6	7.7

Base: Total Coastal Residents n = 2,180
Q16. How would you rate the importance of each aspect?

2.10 Awareness and perception of marine estate management

2.10.1 Awareness of key terminology

Marine estate

Coastal Residents were asked about their awareness of the term 'marine estate' (Figure 37). At a statewide level, almost as many Coastal Residents were unaware of the term 'marine estate' (40%) as were aware (46%).

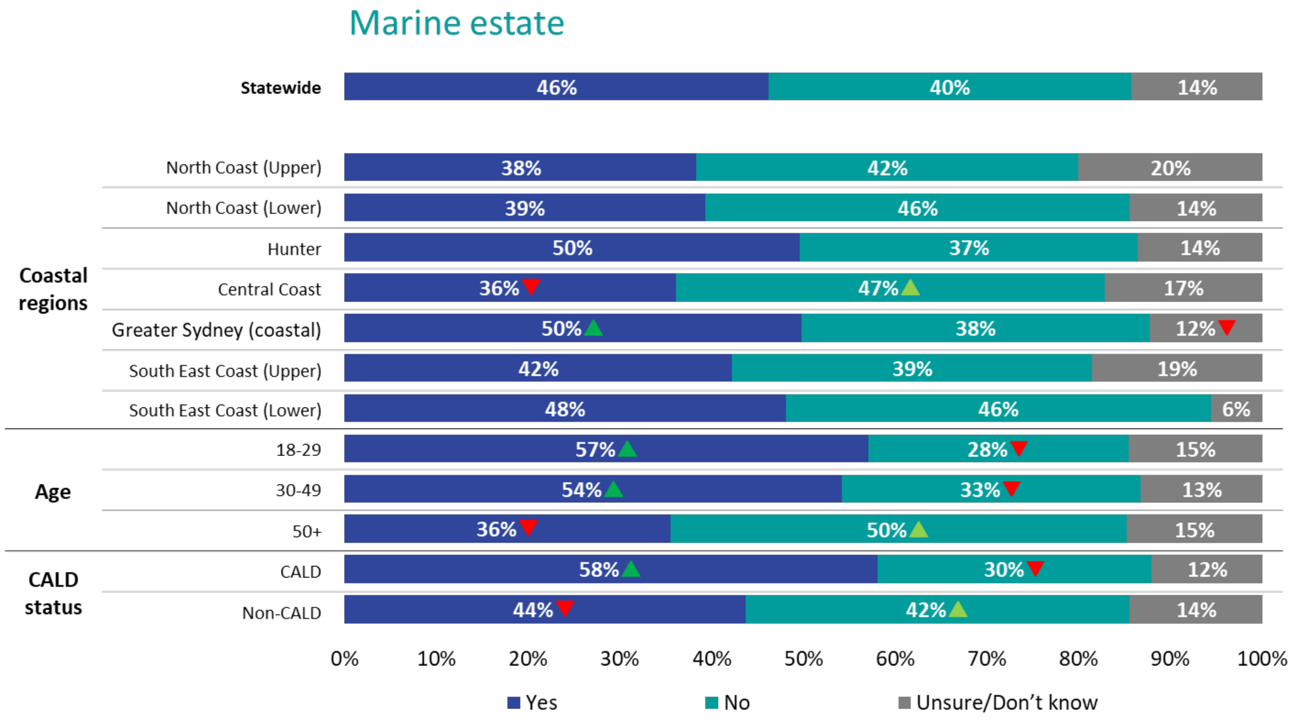
Regional differences

Coastal Residents from the Greater Sydney (coastal) region were more likely to be aware of the term (50%) than other regions. In contrast, Coastal Residents of the Central Coast region were less likely to be aware of the term 'marine estate' (36%).

Subgroup differences

Coastal Residents 50 years+ (36%), were significantly less likely to be aware of the term compared to the other age groups (57% for 18–29-year olds and 54% for 30–49-year olds). Coastal Residents from a CALD background had a higher awareness of the term (58%) compared to those from a non-CALD background (44%).

Figure 37. Awareness of the term marine estate at a statewide, regional and subgroup level



Base: Total Coastal Residents n = 2,180; North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q2. Before today, had you heard of the following terms? ‘marine estate’?

Sea Country

Coastal Residents surveyed were also asked about their awareness of the term ‘Sea Country’ (Figure 38). At a statewide level, awareness of the term ‘Sea Country’ was lower than the awareness for the previously mentioned term ‘marine estate’ (46% aware of marine estate, 33% aware of Sea Country).

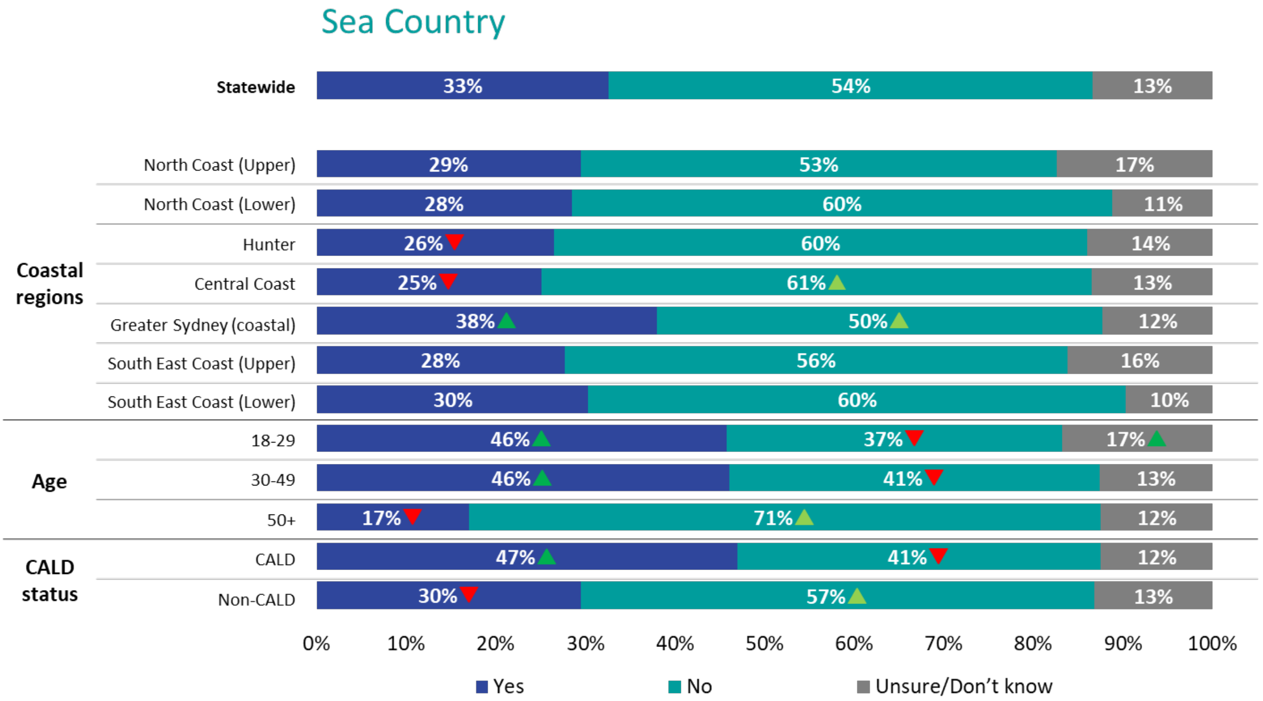
Regional differences

Residents from the Greater Sydney (coastal) region were more likely to be aware of the term ‘Sea Country’ (38%) than other regions. Coastal Residents of the Hunter (26%) and Central Coast (25%) regions were less likely to be familiar with the term ‘Sea Country’ (25%).

Subgroup differences

Similar to the findings on ‘marine estate’, Coastal Residents older than 50 years, were less likely to be aware (17%) of the term compared to the other age groups (46% for 18–29- and 30–39-year-olds), as were Coastal Residents from a non-CALD background (30% compared to 47% from CALD backgrounds).

Figure 38. Awareness of the term Sea Country at a statewide, regional and subgroup level



Base: Total Coastal Residents n = 2,180; North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q2. Before today, had you heard of the following terms? 'Sea Country'

2.10.2 Awareness of the Marine Estate Management Authority

Coastal Residents surveyed were also asked about their awareness of the Marine Estate Management Authority (MEMA), an authority that advises the NSW Government on the management of the NSW coast (Figure 39).

At a statewide level, awareness of MEMA was low, with one in 5 Coastal Residents (20%) reporting they were aware of the Marine Estate Management Authority (MEMA).

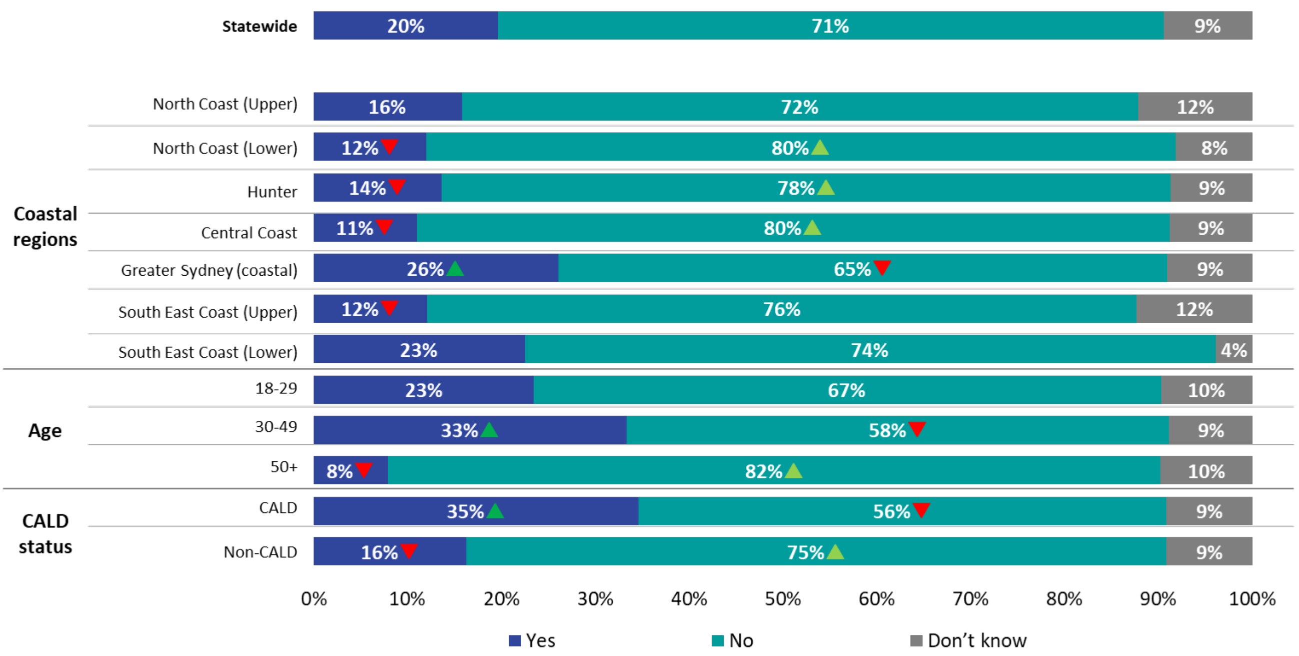
Regional differences

Coastal Residents of the Greater Sydney (coastal) region were more likely to be aware of MEMA than other regions (26%), with awareness significantly lower in Coastal Residents of the North Coast (Lower) (12%), Hunter (14%), Central Coast (11%), and South East Coast (Upper) (12%) regions.

Subgroup differences

Consistent with awareness of 'marine estate' and 'Sea Country', Coastal Residents aged 50 years+ were least likely to be aware of MEMA (8%), and those aged between 30–49 years were most likely (33%). Coastal Residents from a CALD background (35%) were more likely to be aware than those from a non-CALD background (16%).

Figure 39 Awareness of the Marine Estate Management Authority (MEMA) at a statewide, regional and subgroup level

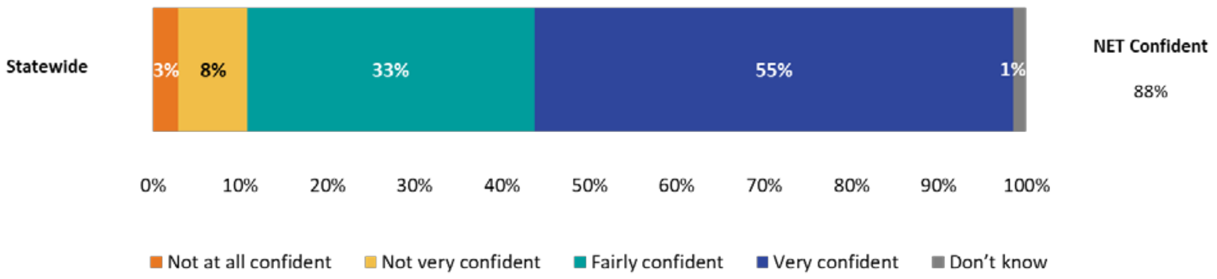


Base: Total Coastal Residents n = 2,180; North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q23. Before today, had you heard of the Marine Estate Management Authority (MEMA)?

2.10.3 Trust in the NSW Government

Coastal Residents who were aware of MEMA were then asked how confident they were that the NSW government was on track to achieve the vision of *"A healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future"* (Figure 40). At a statewide level, most Coastal Residents were confident that the NSW Government would be able to achieve this vision (88%).

Figure 40. Trust in the NSW Government to achieving vision at a statewide level



Base: Those aware of MEMA n = 410
Q24. How confident are you that the NSW Government is on track to ensure this vision is achieved?
Note: Low base sizes for regions and subgroups, therefore proportions are not shown.

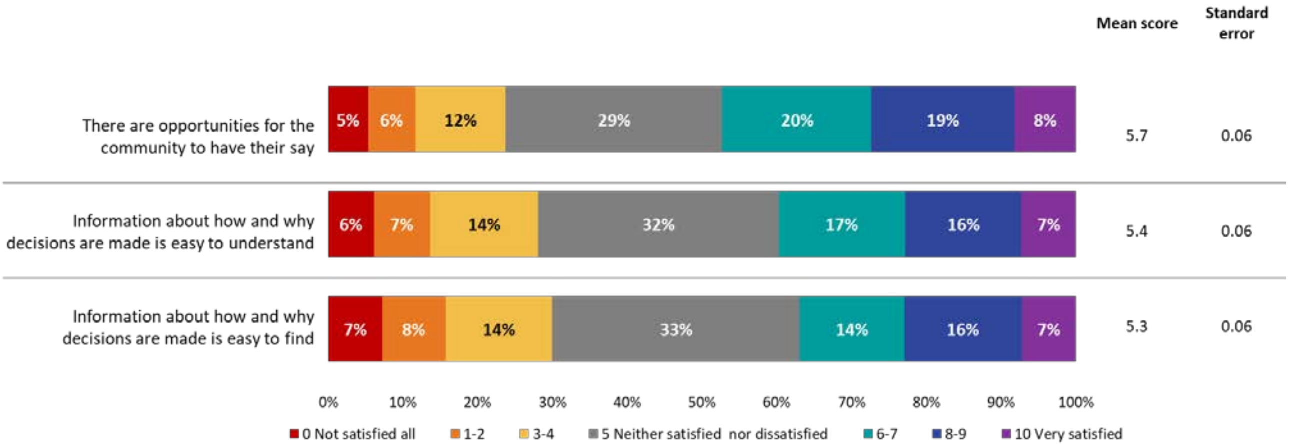
2.10.4 Satisfaction with governance

To understand Coastal Residents' satisfaction with the way NSW coast is managed, Coastal Residents were asked to rate their satisfaction with a set of statements on a scale from 0 'Not satisfied at all' to 10 'Very satisfied' (Figure 41).

At a statewide level, NSW Coastal Residents appeared to be neither satisfied nor dissatisfied with components of governance, with around one-third giving a neutral response (neither satisfied nor dissatisfied).

Coastal Residents were the most satisfied with the opportunities for their community to have a say (5.7). Coastal Residents feel a similar level of satisfaction about it being easy to understand information about how and why decisions are made (5.4), and it being easy to find information about how and why decisions are made (5.3).

Figure 41. Satisfaction with governance at a statewide level



Base: Total Coastal Residents n = 2,180
Q25. Thinking about the way the NSW coast is managed, how satisfied are you with each of the following aspects?

Regional differences

Coastal Residents of the Greater Sydney (coastal) region were more likely to be satisfied than other regions with all components of governance (Table 16). Coastal Residents of the North Coast (Upper), Hunter and Central Coast regions reported lower levels of satisfaction with governance across most statements.

Subgroup differences

Coastal Residents aged 50 years+ were more likely to report lower satisfaction with governance across all 3 statements compared to younger Coastal Residents. Coastal Residents from a CALD background were more likely to be satisfied across all statements, compared to Coastal Residents from a non CALD background.

Table 16. Satisfaction with governance at a statewide, regional and subgroup level

	Mean score												
	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
There are opportunities for the community to have their say	5.7	5.1▼	5.5	5.3▼	4.9▼	6.1▲	5.6	5.1	6.2▲	6.4▲	5.0▼	6.1▲	5.6▼
Information about how and why decisions are made is easy to understand	5.4	4.9▼	4.9▼	4.9▼	4.7▼	5.9▲	5.1	4.7	5.9▲	6.2▲	4.6▼	5.7▲	5.3▼
Information about how and why decisions are made is easy to find	5.3	4.6▼	4.6▼	4.9▼	4.6▼	5.7▲	5.0	4.7	5.8▲	6.1▲	4.3▼	5.7▲	5.2▼

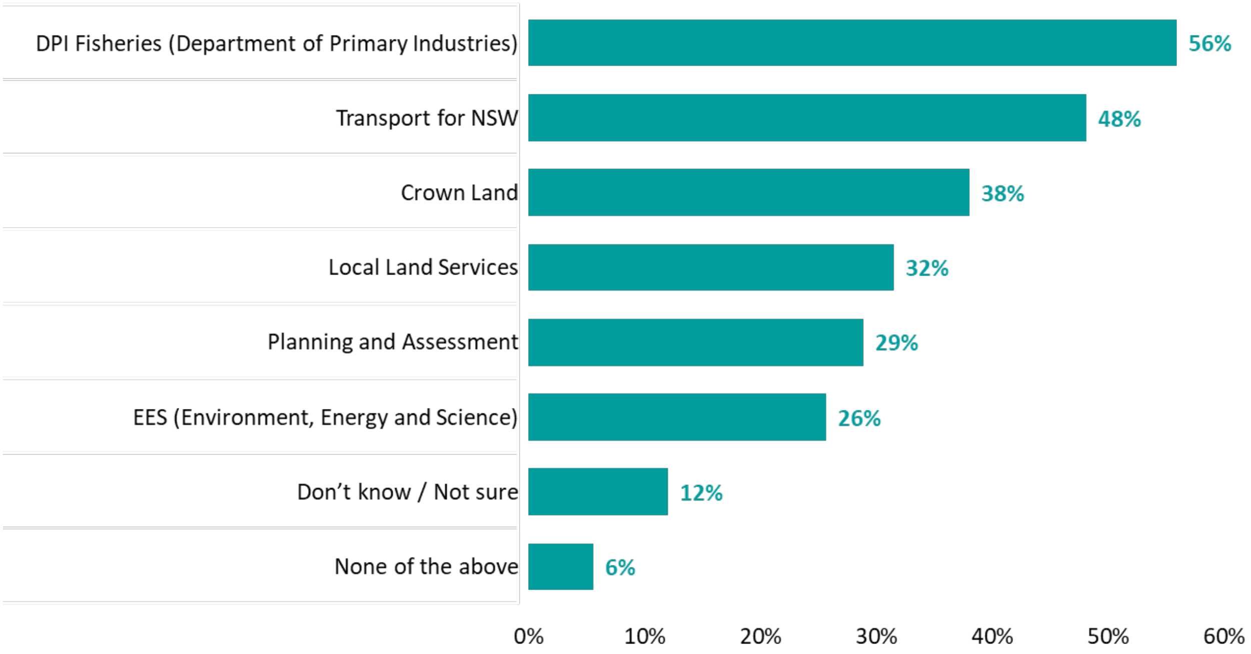
Base: Total Coastal Residents n = 2,180
Q25. How satisfied are you with each of the following aspects?

2.10.5 Awareness of NSW Government agencies and authorities managing the NSW marine estate

Coastal Residents were presented with a range of agencies and authorities that manage the NSW coast and were asked which of the prompted agencies or authorities they were aware of (Figure 42).

At a statewide level, more than half (56%) of Coastal Residents were aware of Department of Primary Industries (DPI Fisheries), this was followed by Transport for NSW (48%) and Crown Land (38%).

Figure 42. Awareness of NSW government agencies and authorities managing the NSW coast at a statewide level



Base: Total Coastal Residents n = 2,180
Q21. Which, if any, of the following NSW government agencies or authorities that manage the NSW coast are you aware of?

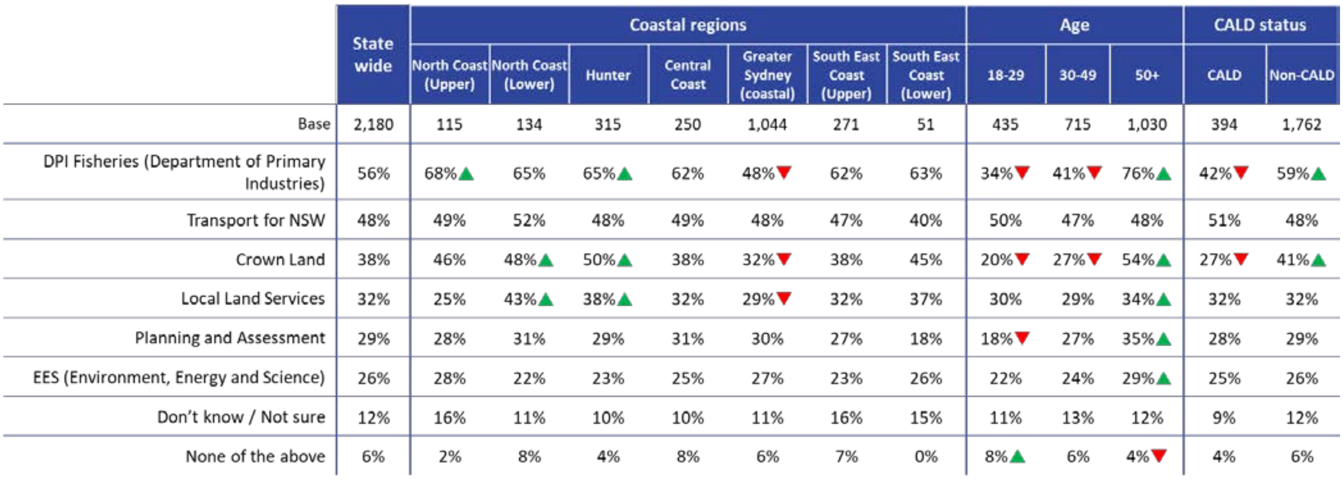
Regional differences

Awareness of DPI Fisheries (Table 17) was higher for Coastal Residents of the North Coast (Upper) (68%) and Hunter regions (65%), with lower awareness reported by Coastal Residents of the Greater Sydney (coastal) region (48%). Awareness of Crown Land and Local Land Services was greater in North Coast (Lower) and the Hunter, with lower awareness reported in Greater Sydney (coastal).

Subgroup differences

Coastal Residents aged 50 years +, were more likely to be aware of the prompted government agencies and authorities except for Transport for NSW (48%) when compared to younger age groups. Coastal Residents from a non-CALD background were more likely to be aware of DPI Fisheries (59%) and Crown Land (41%) compared to those from a CALD background (42% and 27%).

Table 17. Awareness of NSW government agencies managing the NSW coast at a statewide, regional and subgroup level



	State wide	Coastal regions							Age			CALD status	
		North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)	18-29	30-49	50+	CALD	Non-CALD
Base	2,180	115	134	315	250	1,044	271	51	435	715	1,030	394	1,762
DPI Fisheries (Department of Primary Industries)	56%	68%▲	65%	65%▲	62%	48%▼	62%	63%	34%▼	41%▼	76%▲	42%▼	59%▲
Transport for NSW	48%	49%	52%	48%	49%	48%	47%	40%	50%	47%	48%	51%	48%
Crown Land	38%	46%	48%▲	50%▲	38%	32%▼	38%	45%	20%▼	27%▼	54%▲	27%▼	41%▲
Local Land Services	32%	25%	43%▲	38%▲	32%	29%▼	32%	37%	30%	29%	34%▲	32%	32%
Planning and Assessment	29%	28%	31%	29%	31%	30%	27%	18%	18%▼	27%	35%▲	28%	29%
EES (Environment, Energy and Science)	26%	28%	22%	23%	25%	27%	23%	26%	22%	24%	29%▲	25%	26%
Don't know / Not sure	12%	16%	11%	10%	10%	11%	16%	15%	11%	13%	12%	9%	12%
None of the above	6%	2%	8%	4%	8%	6%	7%	0%	8%▲	6%	4%▼	4%	6%

Base: Total Coastal Residents n = 2,180
Q21. Which, if any, of the following NSW government agencies or authorities that manage the NSW coast are you aware of?

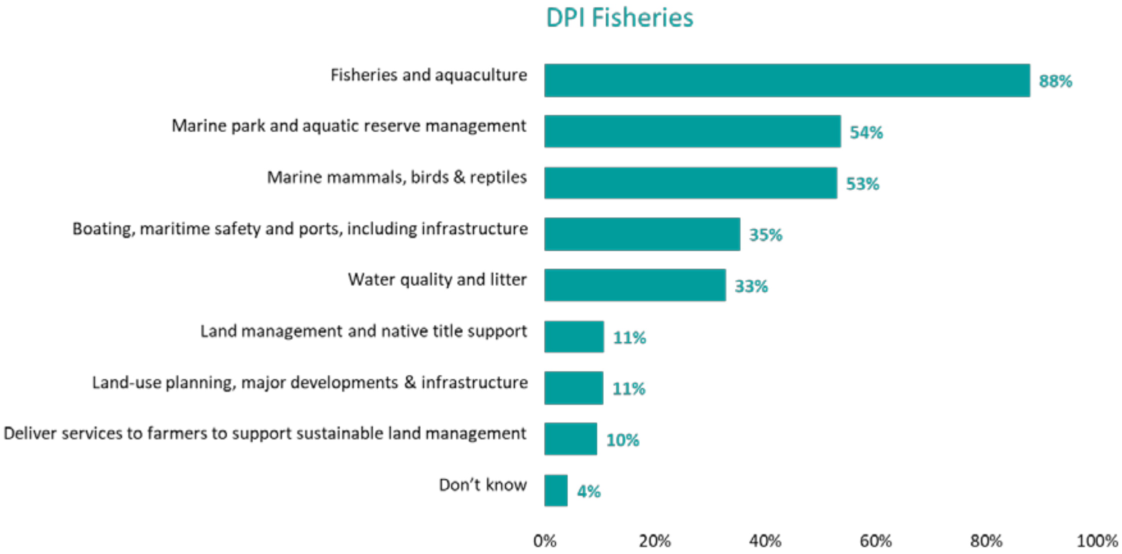
2.10.6 Knowledge of government agency responsibilities

Those Coastal Residents who were aware that a particular agency was involved in the management of the NSW coast were then asked about their knowledge of the responsibilities of that agency.

Department of Primary Industries - Fisheries

Department of Primary Industries - Fisheries (DPI Fisheries) is primarily responsible for managing fisheries and aquaculture and marine park and aquatic reserve management (Figure 43). A large proportion of Coastal Residents correctly thought DPI Fisheries were responsible for managing fisheries and aquaculture (88%), followed by marine park and aquatic reserve management (54%).

Figure 43. Knowledge of DPI Fisheries responsibilities at a statewide level

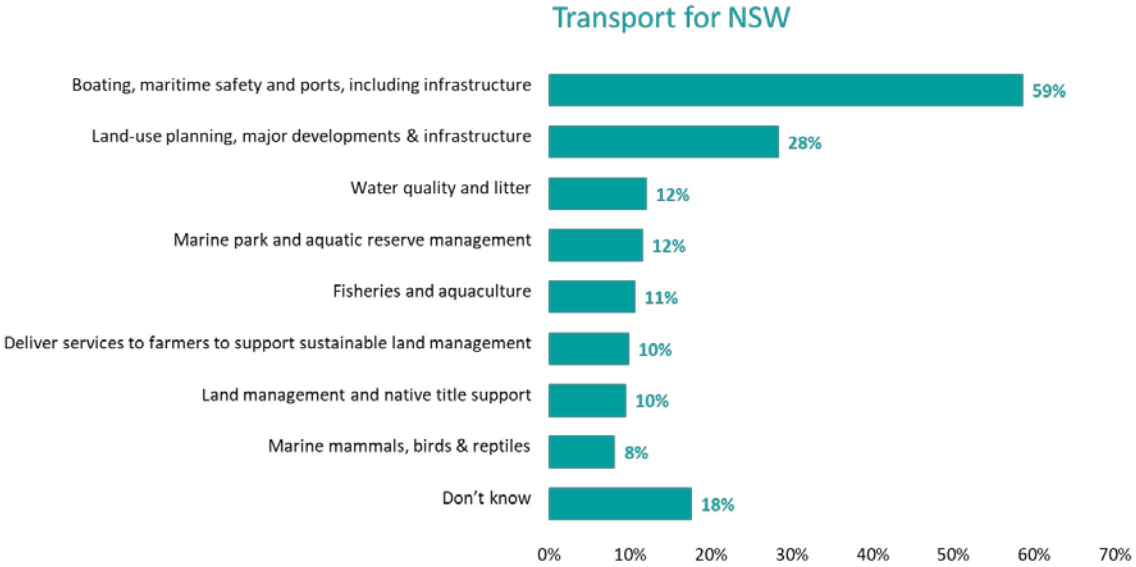


Base: Coastal Residents aware of DPI Fisheries n = 1,228
Q22. To the best of your knowledge, what do you think DPI Fisheries is responsible for managing?

Transport for NSW

Transport for NSW is primarily responsible for managing boating, maritime safety and ports, including infrastructure (Figure 44). More than half of Coastal Residents (59%) correctly identified this.

Figure 44. Knowledge of Transport for NSW responsibilities at a statewide level

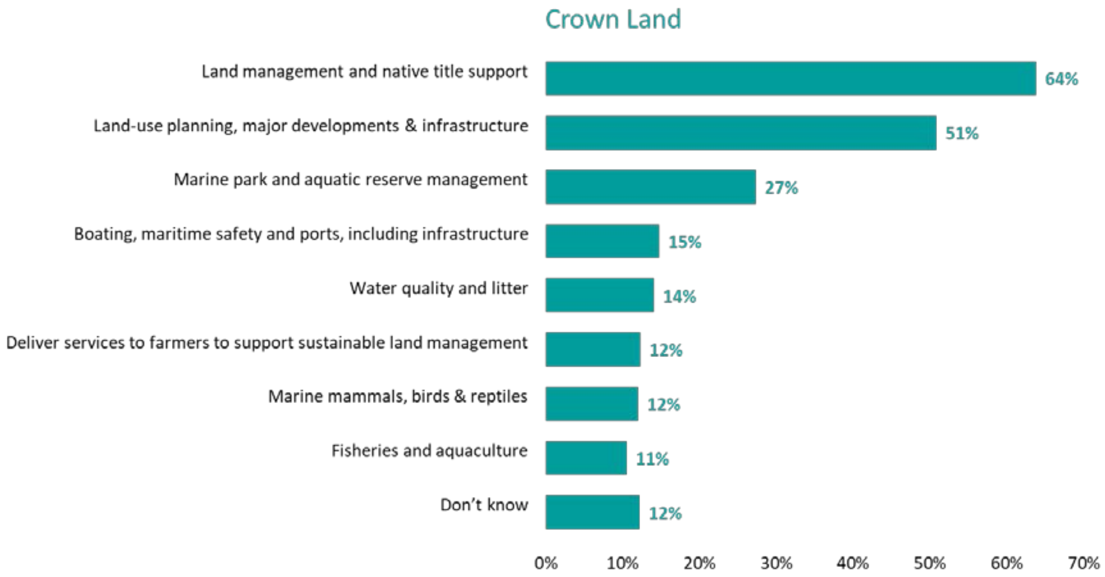


Base: Coastal Residents aware of Transport NSW n = 1,048
Q22. To the best of your knowledge, what do you think Transport NSW is responsible for?

Crown Land

Crown Land is primarily responsible for land management and native title support (Figure 45). Almost two-thirds of Coastal Residents (64%) correctly identified this.

Figure 45. Knowledge of Crown Land responsibilities at a statewide level

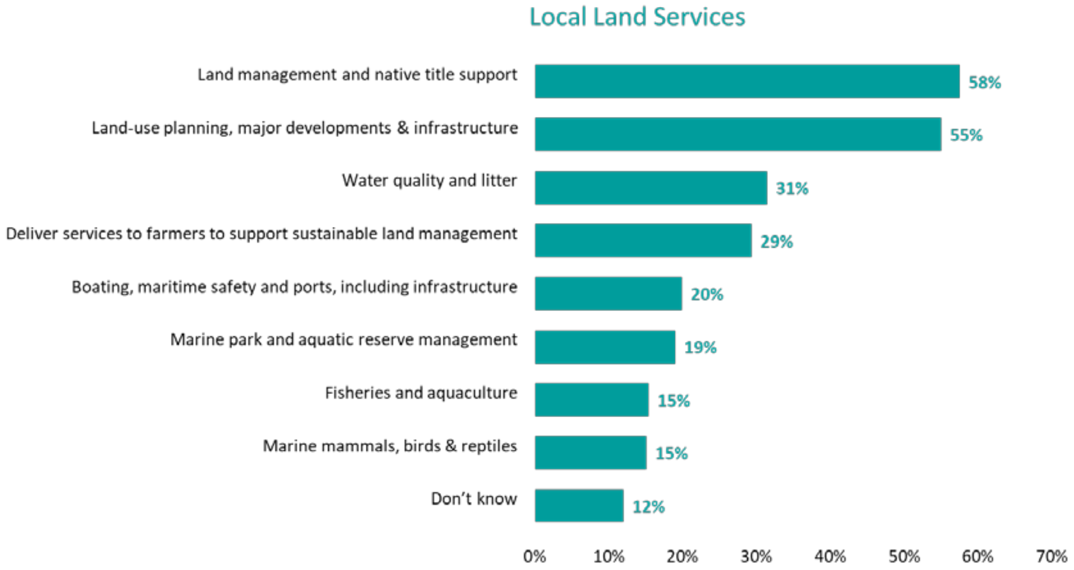


Base: Coastal Residents aware of Crown Land n = 834
Q22. To the best of your knowledge, what do you think Crown Land is responsible for managing?

Local Land Services

Local Land Services is primarily responsible for delivering services to farmers to support sustainable land management (Figure 46). Only 29% of Coastal Residents correctly identified this.

Figure 46. Knowledge of Local Land Services responsibilities at a statewide level

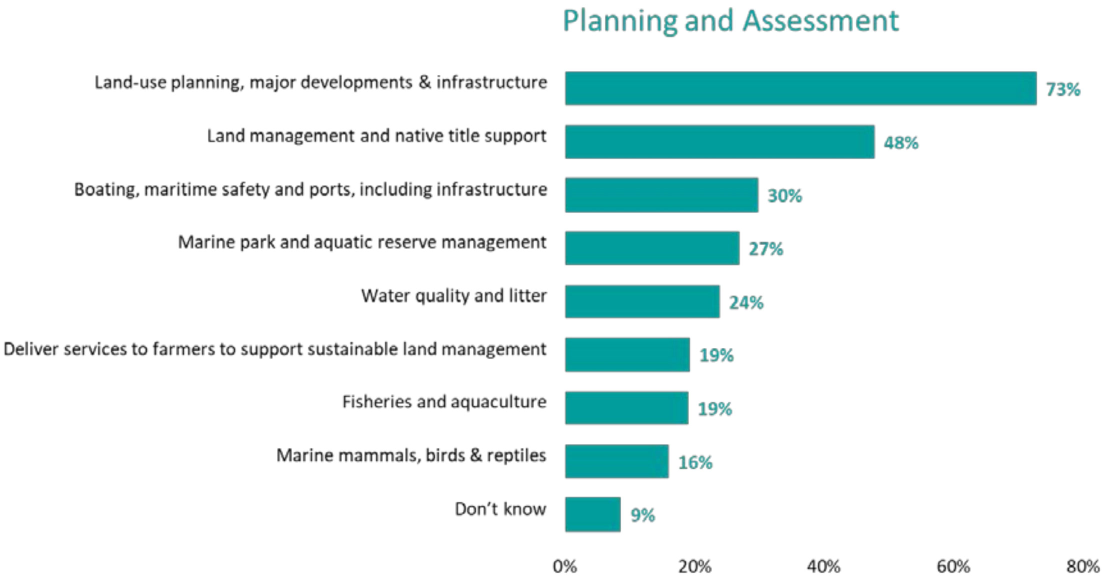


Base: Coastal Residents aware of Local Land Services n = 693
Q22. To the best of your knowledge, what do you think Local Land Services is responsible for?

Department of Planning and Assessment

The Department of Planning and Assessment is primarily responsible for land-use planning, major developments and infrastructure (Figure 47). The majority of Coastal Residents correctly identified this (73%).

Figure 47. Knowledge of Planning and Assessment responsibilities at a statewide level

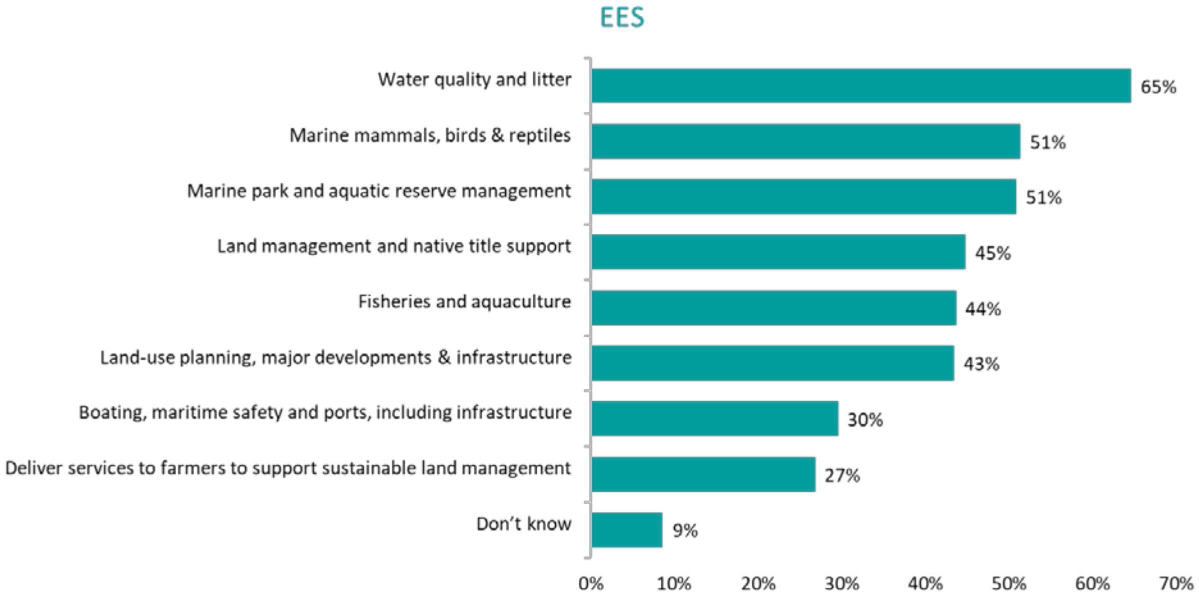


Base: Coastal Residents aware of Planning and Assessment n = 628
Q22. To the best of your knowledge, what do you think Planning and Assessment is responsible for?

Environment, Energy and Science Group (EES)

The EES Group is part of the Department of Planning and Environment and is primarily responsible in the NSW marine estate for water quality and litter, marine mammals, birds and reptiles (Figure 48). Almost two-thirds (65%) of Coastal Residents also thought that EES were responsible for water quality and litter, with just over half (51%) reporting they were responsible for marine mammals, birds and reptiles. The same amount (51%) of Coastal Residents also though that EES were responsible for marine park and aquatic reserve management.

Figure 48. Knowledge of EES responsibilities at a statewide level



Base: Coastal Residents aware of EES n = 554.
Q22. To the best of your knowledge, what do you think EES is responsible for?

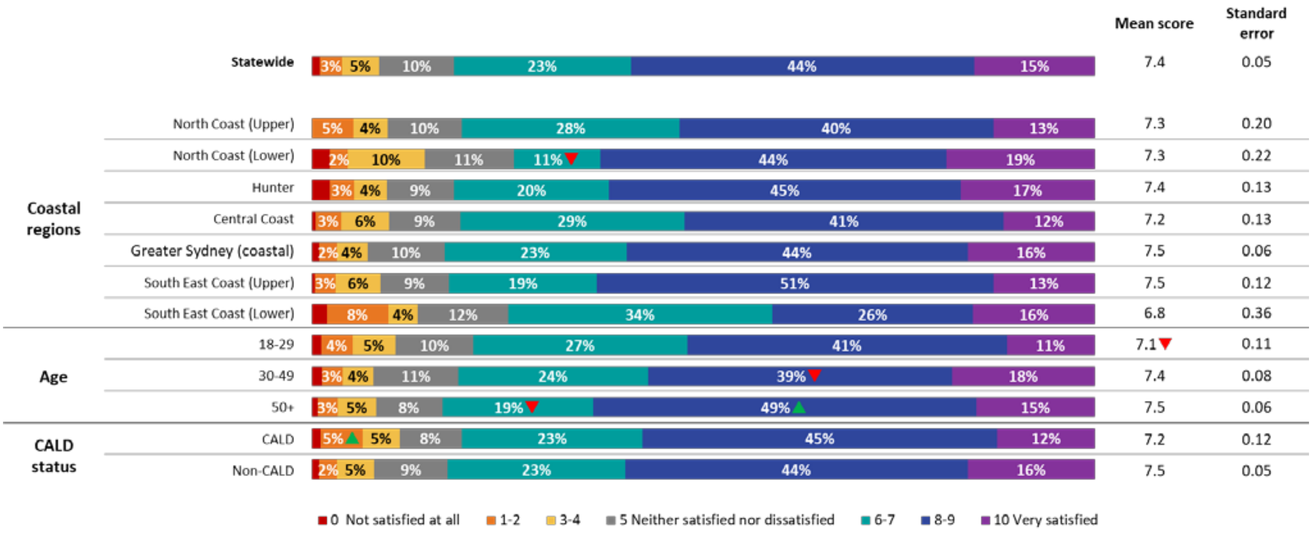
2.11 Life satisfaction

Coastal Residents were asked to rate their general satisfaction with life on a scale from 0 (no at all satisfied) to 10 (very satisfied). This question measures a person's overall wellbeing using the Global Life Satisfaction measure, widely used in Australian and international wellbeing surveys (Figure 49).

At a statewide level, Coastal Residents were satisfied with their life as a whole, with an average rating of 7.4.

Life satisfaction was broadly consistent across coastal regions and CALD status. However, younger Coastal Residents aged 18–29 years old had a lower life satisfaction, with an average score of 7.1.

Figure 49. Satisfaction with life as a whole at a statewide, regional and subgroup level



Base: Total Coastal Residents n = 2,180 | North Coast (Upper) n = 115; North Coast (Lower) n = 134; Hunter n = 315; Central Coast n = 250; Greater Sydney (coastal) n = 1,044; South East Coast (Upper) n = 271; South East Coast (Lower) n = 51; 18–29 years n = 435; 30–49 years n = 715; 50+ years n = 1,030; CALD n = 394; Non-CALD n = 1,762
Q27. How satisfied are you with your life as a whole?

3 Appendices

3.1 Appendix A: Demographics

3.1.1 Age

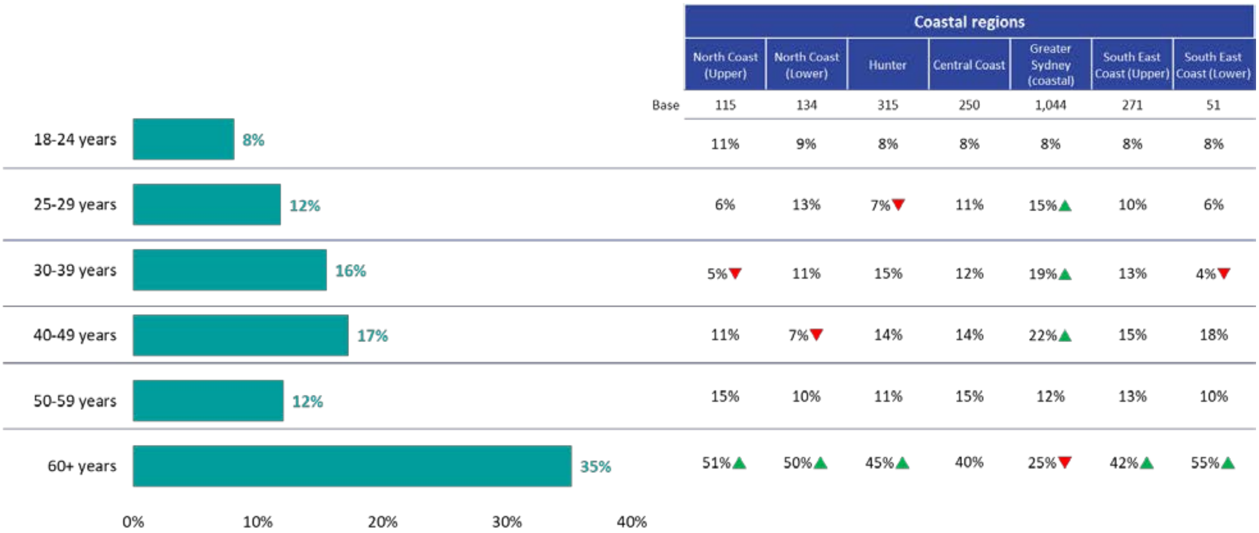
Figure 50 shows the age distribution of the sample at statewide and broken down by coastal region.

Around one-third (35%) of the total sample is aged 60+, and another 12% are aged 50–59 years old. One in 5 respondents (20%) is aged between 18 and 29 years old.

Residents of the Greater Sydney (coastal) region tend to be younger with a higher proportion of 25–29 years old (15%), 30–39 years old (19%) and 40–59 years old (22%). Conversely, respondents from regions located further away from the Greater Sydney (costal) region are more likely to be aged 60 years and over:

- South East Coast (Lower) (55%)
- North Coast (Upper) (51%)
- North Coast (Lower) (50%)
- Hunter (45%)
- South East Coast (Upper) (42%).

Figure 50. Age at a statewide and regional level



	Coastal regions						
	North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	115	134	315	250	1,044	271	51
18-24 years	11%	9%	8%	8%	8%	8%	8%
25-29 years	6%	13%	7%▼	11%	15%▲	10%	6%
30-39 years	5%▼	11%	15%	12%	19%▲	13%	4%▼
40-49 years	11%	7%▼	14%	14%	22%▲	15%	18%
50-59 years	15%	10%	11%	15%	12%	13%	10%
60+ years	51%▲	50%▲	45%▲	40%	25%▼	42%▲	55%▲

Base: Total Residents n = 2,180
SQ1. In which of the following age groups do you fall under?

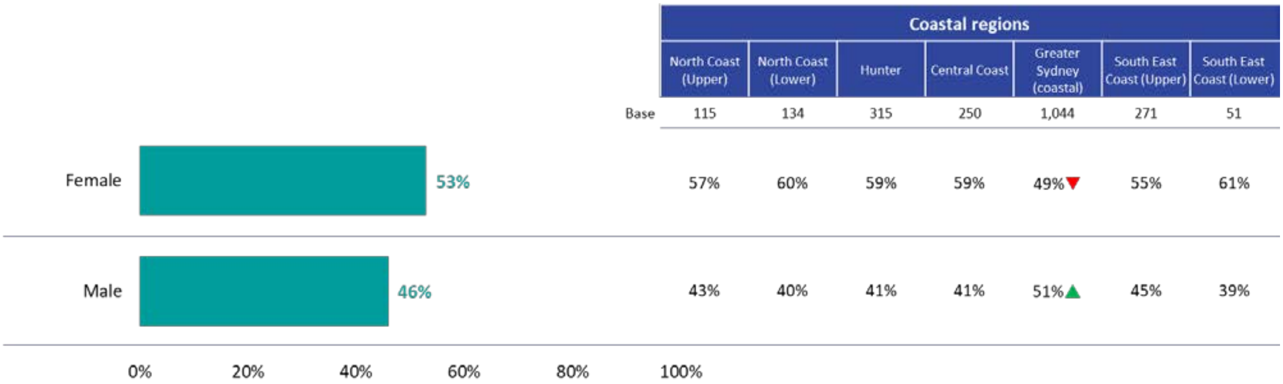
3.1.2 Gender

Figure 51 shows the gender distribution of the sample at a statewide level and broken down by coastal region.

At a statewide level, the sample is equally split between male (46%) and female (53%).

This distribution is consistent across all regions except for the Greater Sydney (coastal) region where there is a lower proportion of females (49%).

Figure 51. Gender at a statewide and regional level



	Coastal regions						
	North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	115	134	315	250	1,044	271	51
Female	57%	60%	59%	59%	49%▼	55%	61%
Male	43%	40%	41%	41%	51%▲	45%	39%

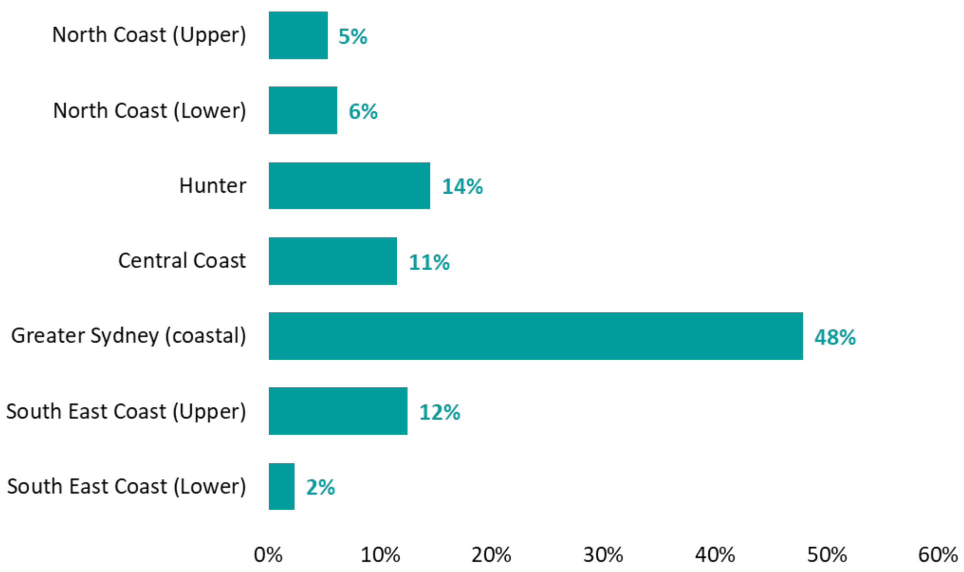
Base: Total Residents n = 2,180
SQ2. What best describes your gender?

3.1.3 Location

Figure 52 shows the area of residency of the sample at a total level.

Around half (48%) of the Coastal Residents' sample came from the Greater Sydney coastal area (i.e., within 5 kilometres of the coast). Around one in 10 respondents reside in the Hunter (14%), South East Coast (Upper) (12%), and Central Coast (11%). Then fewer respondents live in North Coast (Upper) (5%), North Coast (Lower) (6%) and South East Coast (Lower) (2%).

Figure 52. Location at a statewide level



Base: Total Coastal Residents n = 2,180
SQ3. And what is the postcode where you live?

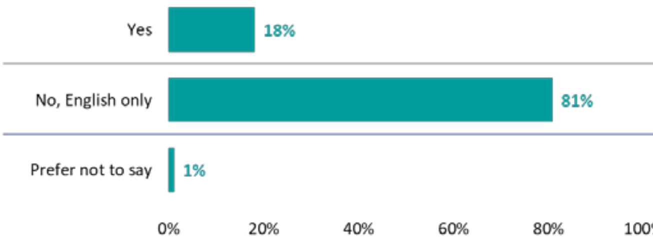
3.1.4 CALD background

Figure 53 shows the proportion of the sample who speak a language other than English at home, at total and regional levels.

Overall, around one in 5 respondents (18%) spoke another language than English at home and were therefore considered culturally and linguistically diverse (CALD) for reporting purposes.

There were some differences at a regional level, with a higher representation of CALD respondents in Greater Sydney (coastal) (25%). On the other hand, those who resided in the Hunter (87%) and South East Coast (Upper) (87%) were more likely to only speak English at home.

Figure 53. CALD background at a statewide and regional level



	Coastal regions						
	North Coast (Upper)	North Coast (Lower)	Hunter	Central Coast	Greater Sydney (coastal)	South East Coast (Upper)	South East Coast (Lower)
Base	115	134	315	250	1,044	271	51
Yes	11%	11%	12%▼	13%▼	25%▲	11%▼	14%
No, English only	87%	88%	87%▲	85%	75%▼	87%▲	86%
Prefer not to say	2%	1%	1%	2%	1%	2%	0%

Base: Coastal Residents who speak another language than English at home n = 316.
Q28. Do you or your parents mainly speak a language other than English?

3.2 Appendix B: Questionnaire

SECTION A: SCREENER AND PROFILING QUESTIONS

ASK RESIDENTS, VISITORS

SQ1. In which of the following age groups do you fall under?
{SINGLE}
[RECRUIT TO QUOTA]
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

17 years or under [DISCONTINUE]	01
18–24 years	02
25–29 years	03
30–39 years	04
40–49 years	05
50–59 years	06
60+ years	07

[RECRUIT TO QUOTA IF FAIL: GO TO TERMINATION SCRIPT]

---[NEW SCREEN] --

ASK RESIDENTS, VISITORS

SQ2. What best describes your gender?
{SINGLE}
[RECRUIT TO QUOTA]
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

Male	01
Female	02
Other [ASSIGN TO GENDER QUOTA AT RANDOM]	97
Prefer not to say [ASSIGN TO GENDER QUOTA AT RANDOM]	98

[RECRUIT TO QUOTA IF FAIL: GO TO TERMINATION SCRIPT]

---[NEW SCREEN] --

ASK RESIDENTS AND VISITORS

SQ3. And what is the postcode where you live?
HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

HQ1. RES [Hidden recode] RES from location RECODE FROM SQ3

Resident [AUTOCODE IF SQ3= QUALIFYING POSTCODE FOR RESIDENT]	01
Non-resident [AUTOCODE IF SQ3≠ QUALIFYING POSTCODE FOR RESIDENT]	02

[RECRUIT TO QUOTA **FOR RESIDENTS** IF FAIL: GO TO TERMINATION SCRIPT]

HQ2. OVLAPPOST OVERLAPPING POSTCODE [Hidden recode] from postcode RECODE FROM SQ1

Non-overlapping [AUTOCODE IF SQ3= NON-OVERLAPPING POSTCODE]	01
Overlapping [AUTOCODE IF SQ3= OVERLAPPING POSTCODE]	02

---[NEW SCREEN] ---

ASK OVERLAPPING POSTCODES (HQ2=02)

SQ4. In which of the following suburbs do you live?
{SINGLE}
[PROMPT RELEVANT LIST OF SUBURBS BASED ON POSTCODE ENTERED AT SQ3]

[DROPDOWN LIST OF RELEVANT SUBURBS]

---[NEW SCREEN] ---

HQ3. AUSLGAS [Hidden recode] AUSLGAS from postcode RECODE FROM SQ1 IF HQ2=01 AND SQ4 IF HQ2=02

Greater Sydney (coastal)	01
Greater Sydney (inland)	02
North Coast (Upper)	03
North Coast (Lower)	04
Hunter	05
Central Coast	06
South East Coast (Upper)	07
South East Coast (Lower)	08

[RECRUIT TO QUOTA **FOR RESIDENTS** IF FAIL: GO TO TERMINATION SCRIPT]

---[NEW SCREEN] ---

ASK RESIDENTS
SQ5. Do you live within 5km's of the NSW coast (beach, bay or ocean)?

{SINGLE}

Yes, I live within 5km's of the coast	01
No, I live further than 5km's from the coast	02
Don't know [TERMINATE]	99

HQ4. RESB [Hidden recode] RESB from distance to the coast RECODE FROM SQ3 AND SQ5

Resident [AUTOCODE IF SQ3= QUALIFYING POSTCODE FOR RESIDENT AND SQ5=01]	01
Non-resident [AUTOCODE IF SQ3≠ QUALIFYING POSTCODE FOR RESIDENT OR (SQ3= QUALIFYING POSTCODE FOR RESIDENT AND SQ5=02]	02

[RECRUIT TO QUOTA **FOR RESIDENTS** IF FAIL: GO TO TERMINATION SCRIPT]

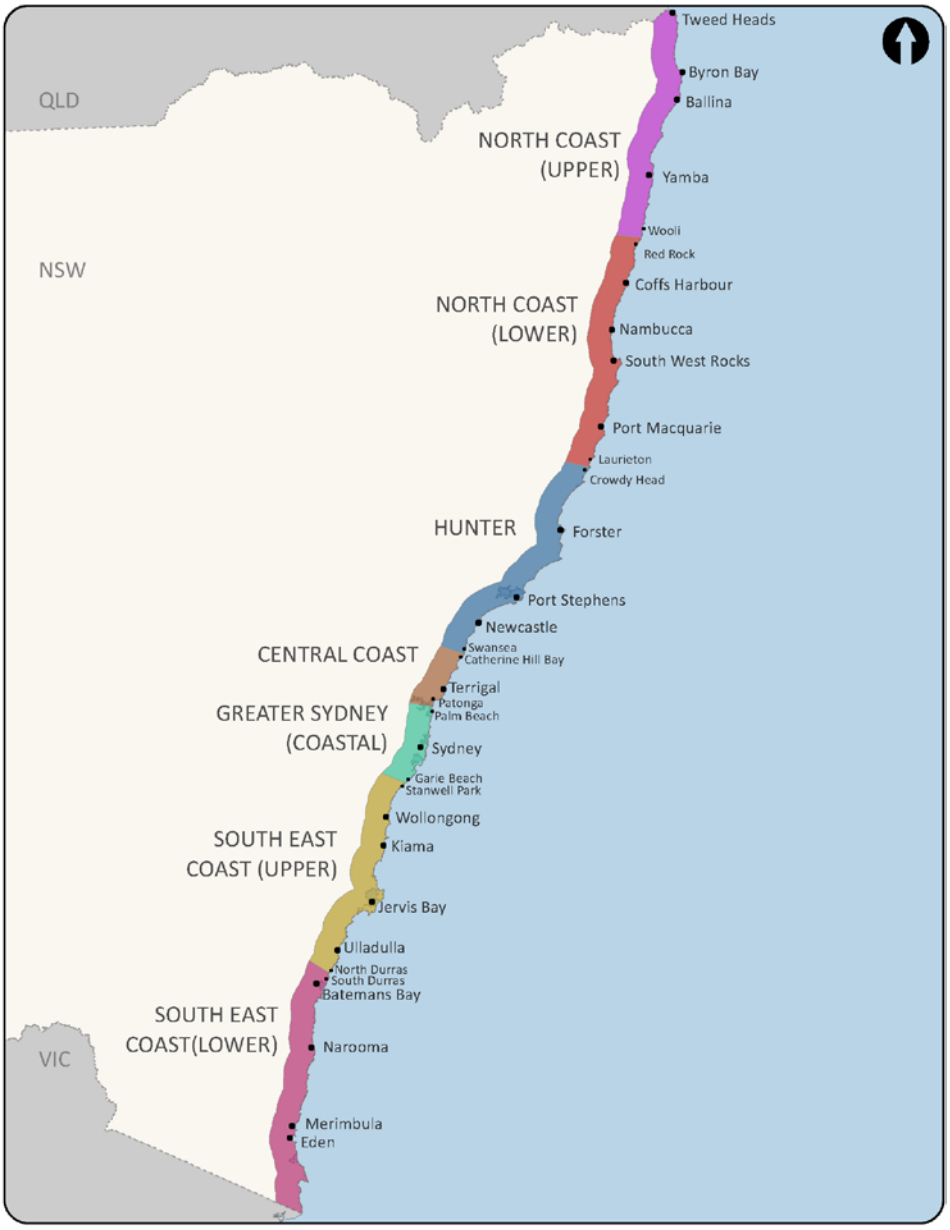
---[NEW SCREEN] --

ASK NON-RESIDENTS (HQ4=02)

SQ6. In which of the following regions, if any, have you visited coastal locations in the past 12 months?

Please select all that apply, thinking about any **overnight** and **daytrip visits** you might have taken in the past 12 months prior to the recent travel restrictions imposed as a result of COVID-19 or Bushfires.

Please refer to the NSW map below if needed.


QLD
NSW
VIC
Tweed Heads
Byron Bay
Ballina
NORTH COAST (UPPER)
Yamba
Wooli
Red Rock
Coffs Harbour
NORTH COAST (LOWER)
Nambucca
South West Rocks
Port Macquarie
Laurieton
Crowdy Head
HUNTER
Forster
Port Stephens
Newcastle
Swansea
Catherine Hill Bay
CENTRAL COAST
Terrigal
Patonga
Palm Beach
GREATER SYDNEY (COASTAL)
Sydney
Garie Beach
Stanwell Park
Wollongong
Kiama
SOUTH EAST COAST (UPPER)
Jervis Bay
Ulladulla
North Durras
South Durras
Batemans Bay
SOUTH EAST COAST(LOWER)
Narooma
Merimbula
Eden

{MULTIPLE RESPONSE}
[RECRUIT TO QUOTA]

HIGH (CONTEXTUAL). INDICATOR 24

North Coast (Upper) (Tweed, Byron, Ballina, Richmond Valley, Clarence Valley Local Government Areas or LGAs)	01
North Coast (Lower) (Coffs Harbour, Bellingen, Nambucca Valley, Kempsey, Port Macquarie-Hastings LGAs)	02
Hunter (Mid-Coast, Port Stephens, Newcastle, and Lake Macquarie LGAs)	03
Central Coast (previously Gosford and Wyong LGAs)	04
Greater Sydney (coastal) (Northern Beaches, Willoughby, North Sydney, Woollahra, Inner West, Bayside, Waverly, Randwick, and Sutherland Shire LGAs)	05
South East Coast (Upper) (Wollongong, Shellharbour, Kiama and Shoalhaven LGAs)	06
South East Coast (Lower) (Eurobodalla and Bega Valley LGAs)	07
None of the above [TERMINATE]	97
Can’t remember / not sure [TERMINATE]	98

HQ5. RESVIS [Hidden recode] RESVIS from location RECODE FROM SQ6

Resident [AUTOCODE IF HQ4=01]	01
Visitor [AUTOCODE IF SQ6=01–07]	02

HQ6. AUSSTATE [Hidden recode] AUSSTATE from postcode RECODE FROM SQ1

New South Wales	01
Victoria	02
Queensland	03
South Australia	04
Western Australia	05
Tasmania	06
Northern Territory	07
Australian Capital Territory	08

[RECRUIT TO QUOTA **FOR VISITORS** IF FAIL: GO TO TERMINATION SCRIPT]

SECTION B: AWARENESS AND BEHAVIOURS

ASK RESIDENTS, VISITORS

Q1. How often do you visit the following local coastal area(s)?

{SINGLE RESPONSE PER ROW}
FOR VISITORS PROMPT RESPONSES SELECTED AT SQ6
HIGH (CONTEXTUAL). INDICATOR 25

		Daily	Weekly	Fortnightly	Monthly	3–6 times a year	1–2 times a year	Less often	Never
01	**North Coast (Upper)** (Tweed, Byron, Ballina, Richmond Valley, Clarence Valley Local Government Areas or LGAs)	01	02	03	04	05	06	07	08
02	**North Coast (Lower)** (Coffs Harbour, Bellingen, Nambucca Valley, Kempsey, Port Macquarie-Hastings LGAs)	01	02	03	04	05	06	07	08
03	**Hunter** (Mid-Coast, Port Stephens, Newcastle, and Lake Macquarie LGAs)	01	02	03	04	05	06	07	08
04	**Central Coast (previously Gosford and Wyong LGAs)**	01	02	03	04	05	06	07	08
05	**Greater Sydney (coastal)** (Northern Beaches, Willoughby, North Sydney, Woollahra, Inner West, Bayside, Waverly, Randwick, and Sutherland Shire LGAs)	01	02	03	04	05	06	07	08
06	**South East Coast (Upper)** (Wollongong, Shellharbour, Kiama and Shoalhaven LGAs)	01	02	03	04	05	06	07	08
07	**South East Coast (Lower)** (Eurobodalla and Bega Valley LGAs)	01	02	03	04	05	06	07	08

--[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q2. Before today, had you heard of the following terms?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS
MEMS. KPI 13 AND LI 24. INDICATOR 31 AND 32. DIMENSION 2

		Yes	No	Unsure/Don't know
01	**Sea country** 'Sea country' is a term used by Aboriginal people to describe areas associated with the sea or saltwater and includes islands, beaches, headlands, rocky shores, the ocean and estuaries.	01	02	99
02	**Marine estate** 'Marine estate' is a term used by government to describe the coastal waters, estuaries and coastal land of NSW.	01	02	99

--[NEW SCREEN] ---

INTRO TEXT

In the following questions, you will be asked about different aspects of the **NSW coast** and its impacts on your experience and personal wellbeing.

For the purpose of this survey, please consider the **NSW coast** to include the:
- ocean
- estuaries
- coastline (i.e. beaches, dunes and headlands)
- coastal wetlands (i.e. saltmarsh, mangroves and seagrass)
- coastal lakes and lagoons connected to the ocean
- islands, such as Lord Howe Island.

ASK RESIDENTS, VISITORS

Q3. Which, if any, of the following activities have you done in the past 12 months [SHOW IF RESIDENTS: in your local coastal area] [SHOW IF VISITORS: when you visited the NSW coast]?

{MULTIPLE RESPONSE}

RANDOMISE

HIGH (CONTEXTUAL). INDICATOR 27

Land-based exercise (e.g. walking, jogging, yoga, bike riding)	01
Paddle craft sports (e.g. canoeing, kayaking, SUPing)	02
Water sports (e.g. swimming, surfing, body boarding)	03
Beach going (e.g. going in the water, sun-bathing)	04
Recreational fishing (e.g. line, spear, hand collecting)	06
Snorkelling or SCUBA diving	07
Aboriginal cultural activities (e.g. taking care of country, cultural fishing)	08
Recreational boating (e.g. motorcruising, sailing, waterskiing, PWC)	09
Wildlife or nature watching	10
Environmental work (e.g. conservation purposes, education, research)	11
Employment (e.g. commercial fishing and boating, tourism industry)	12
Picnicking, sightseeing, visiting coastal cafes	13
Other, please specify	96
None of these [EXCLUSIVE]	99

--[NEW SCREEN] --

ASK THOSE WHO HAVE DONE RECREATIONAL BOATING, Q3=09

Q4. What is the main vessel you use?

RANDOMISE

HIGH (CONTEXTUAL). INDICATOR 27

Personal Watercraft (e.g. jet ski)	01
Unpowered dinghy or row boat	02
Smaller powerboat (<4.8m long) [ANCHOR CODES 03 AND 04]	03
Larger powerboat (≥4.8m long) [ANCHOR CODES 03 AND 04]	04
Smaller sail boat (<4.8m long) [ANCHOR CODES 06 AND 07]	06
Larger sail boat (≥4.8m long) [ANCHOR CODES 06 AND 07]	07
Other, please specify	96
Don’t know	99

---[NEW SCREEN] --

ASK THOSE WHO HAVE DONE RECREATIONAL BOATING, Q3=09

Q5. Which one of the following activities best describes the main reason why you use this vessel?

RANDOMISE

Recreational fishing (e.g. line, spear)	01
Snorkelling or SCUBA diving	02
Towing activities (e.g. waterskiing, wakeboarding)	03
Wildlife or nature watching	04
Cruising, sightseeing	06
Other, please specify	96
Don't know	99

---[NEW SCREEN] --

ASK RESIDENTS, VISITORS WHO DO AT LEAST ONE OF THE PROMPTED ACTIVITIES (Q3≠99) OR WHO SELECTED MORE THAN ONE RESPONSE AT Q3
IF SELECTED ONLY ONE RESPONSE, AUTO-CODE Q6 WITH Q3 RESPONSE

Q6. What is your main activity?

{SINGLE}
ONLY PROMPT CODE(S) SELECTED AT Q3
HIGH (CONTEXTUAL). INDICATOR 2

Land-based exercise (e.g. walking, jogging, yoga, bike riding)	01
Paddle craft sports (e.g. canoeing, kayaking, SUPing)	02
Water sports (e.g. swimming, surfing, body boarding)	03
Beach going (e.g. going in the water, sun-bathing)	04
Recreational fishing (e.g. line, spear, hand collecting)	06
Snorkelling or SCUBA diving	07
Aboriginal cultural activities (e.g. taking care of country, cultural fishing)	08
Recreational boating (e.g. motorcruising, sailing, waterskiing, PWC)	09
Wildlife or nature watching	10
Environmental work (e.g. conservation purposes, education, research)	11
Employment (e.g. commercial fishing and boating, tourism industry)	12
Picnicking, sightseeing, visiting coastal cafes	13
Other, please specify	96

---[NEW SCREEN] ---

ASK RESIDENTS

Q7. Which, if any, of the following have you done in the past 12 months?

{MULTIPLE RESPONSE}

RANDOMISE. ANCHOR 'UNDERTAKEN ANY OTHER VOLUNTARY ACTIVITY' TO THE BOTTOM.

HIGH. INDICATOR 42. DIMENSION 2

Cleaned up litter in a public space	01
Tried to limit your energy use for environmental reasons (e.g. turned off lights, taken public transport or rode a bike instead of driving a car)	02
Been a member of a group or organisation that takes action to improve the health of the NSW coast	03
Encouraged others to change something you thought was harmful to the NSW coastal environment (e.g. emailed a local member, signed a petition, attended a meeting)	04
Tried to get information on an environmental topic relevant to the NSW coast	05
Reported illegal behaviour (i.e. something that breaks the rules for using the NSW coast)	06
Participated in any other voluntary activity that benefits the NSW coastal environment, please specify:	07
None of these [EXCLUSIVE]	99

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q8. And how often, if at all, have you done the following in the past 12 months?

{SINGLE RESPONSE PER ROW}

RANDOMISE

KPI15. INDICATOR 40. DIMENSION 2

		Always	Often	Sometimes	Rarely	Never	Don't know	Not applicable
01	Disposed of rubbish appropriately	01	02	03	04	05	98	99
02	Taken care to reduce erosion and minimise use of fertiliser and garden chemicals	01	02	03	04	05	98	99
03	Followed rules and guidelines to minimise disturbance to coastal and marine wildlife (e.g. walking dogs on designated dog beaches, following approach distances for whales).	01	02	03	04	05	98	99
04	Followed rules for recreational fishing (e.g. bag and size limits, safety guidelines)	01	02	03	04	05	98	99
05	Followed rules for recreational boating (e.g. anchoring restrictions, safety guidelines)	01	02	03	04	05	98	99
06	Been mindful not to impact the enjoyment of others when using the NSW coast	01	02	03	04	05	98	99

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q9. How concerned are you about the following?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS
HIGH. INDICATOR 36 AND 37. DIMENSION 2

		Extremely concerned	Moderately concerned	Somewhat concerned	Slightly concerned	Not at all concerned
01	Global environmental problems (e.g. climate change, deforestation, loss of biodiversity, pollution)	05	04	03	02	01
02	Environmental problems that impact the way you value and use the NSW coast (e.g. climate change, pollution, habitat loss)	05	04	03	02	01

--[NEW SCREEN] ---

SECTION C: ATTITUDES TOWARDS MARINE ESTATE

ASK RESIDENTS, VISITORS

Q10. How important is the NSW coast in contributing to your quality of life?

Please give your answer on a scale from '0' to '10' where '0' means 'not important at all' and '10' means 'very important'.
[SHOW VISITORS ONLY]

Please consider the role visiting the NSW coast plays in contributing to your overall quality of life.

{SINGLE}
MEMS KPI3. INDICATOR 1. DIMENSION 1

0 – Not important at all	00
1	01
2	02
3	03
4	04
5 – Neither important nor important	05
6	06
7	07
8	08
9	09
10 – Very important	10

--[NEW SCREEN] ---

ASK IF Q10=01-10 (EXCLUDE THOSE WHO ANSWERED ‘NOT IMPORTANT AT ALL’)

Q11. Please explain how the NSW coast contributes to your quality of life.

{OPEN RESPONSE}
NON-MANDATORY

--[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q12. How important is the **NSW coast** in contributing to the **following aspects of your life**?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS
HIGH. INDICATOR 5 AND 6, 7 & 11. DIMENSION 1

		0 Not important at all	1	2	3	4	5 Neither important nor unimportant	6	7	8	9	10 Very important
01	Physical health	00	01	02	03	04	05	06	07	08	09	10
02	Emotional and mental health	00	01	02	03	04	05	06	07	08	09	10
03	Spending time/socialising with family and friends	00	01	02	03	04	05	06	07	08	09	10
04	Nutritional needs (i.e. eating seafood from NSW waters)	00	01	02	03	04	05	06	07	08	09	10

--[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q13. How much do you agree with the following statements?

{SINGLE RESPONSE PER ROW}
RANDOMISE ROWS
HIGH. INDICATOR 18. DIMENSION 1
HIGH. INDICATOR 38. DIMENSION 2
HIGH. INDICATOR 55, 56, 57, 58. DIMENSION 3

		0 Strongly disagree	1	2	3	4	5 Neither agree nor disagree	6	7	8	9	10 Strongly agree
01	I feel a personal connection to the NSW coast	00	01	02	03	04	05	06	07	08	09	10
02	The NSW coast is part of my identity	00	01	02	03	04	05	06	07	08	09	10
03	[SHOW IF RESIDENTS] I take pride in living on the NSW coast	00	01	02	03	04	05	06	07	08	09	10
04	I feel responsible for helping to maintain a healthy NSW coast	00	01	02	03	04	05	06	07	08	09	10
05	I feel safe when using the NSW coast	00	01	02	03	04	05	06	07	08	09	10

---[NEW SCREEN] --

ASK RESIDENTS, VISITORS

Q14. How would you rate the current health of the [SHOW IF VISITORS: natural environment on the NSW coast] [SHOW IF RESIDENTS: natural coastal environment in **your local area**]?

Please think about aspects such as the cleanliness of beaches, water quality and coastal habitats and wildlife.

{SINGLE}
HIGH. INDICATOR 46. DIMENSION 2

Very good	01
Good	02
Neither good nor poor	03
Poor	04
Very poor	05
Don’t know / Not sure	99

---[NEW SCREEN] --

ASK IF Q14=01-05 (EXCLUDE THOSE WHO ANSWERED ‘DON’T KNOW’)
Q15. Please explain why you think the health of the natural coastal environment in **your local area** is <INSERT RESPONSE TEXT SELECTED AT Q14>.

{OPEN RESPONSE}

--[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q16. There are many important reasons for managing the NSW coast, some of which are listed below.

Thinking about your personal preference, how would you rate the importance of each aspect?

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS

HIGH. INDICATOR 8. DIMENSION 1

HIGH. INDICATOR 31 (KPI 13). DIMENSION 2

HIGH. INDICATOR 59. DIMENSION 3

HIGH. INDICATOR 62 AND 63. DIMENSION 4

		0 Not important at all	1	2	3	4	5 Neither important nor unimportant	6	7	8	9	10 Very important
01	To provide a place where people can connect with nature	00	01	02	03	04	05	06	07	08	09	10
02	To support recreation and leisure activities	00	01	02	03	04	05	06	07	08	09	10
03	To sustain businesses (e.g. commercial fisheries, eco-tourism)	00	01	02	03	04	05	06	07	08	09	10
04	To pass on a healthy NSW coast to future generations	00	01	02	03	04	05	06	07	08	09	10
05	To preserve nature – even though it may never be used or seen by humans	00	01	02	03	04	05	06	07	08	09	10
06	To provide a source of local seafood	00	01	02	03	04	05	06	07	08	09	10
07	To preserve maritime heritage (e.g. lighthouses, shipwrecks)	00	01	02	03	04	05	06	07	08	09	10
08	To preserve the cultures and traditions of Aboriginal people	00	01	02	03	04	05	06	07	08	09	10

--[NEW SCREEN] ---

SECTION D: BENEFITS AND THREATS

ASK RESIDENTS, VISITORS

Q17. How much, if anything, would you say you know about each of the following **benefits** associated with the NSW coast?

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS

MEMS LI10, LI27, KPI13. INDICATOR 29, 30 AND 31. DIMENSION 2

		Yes, fully aware of it	Yes, aware of it but not in detail	No, not aware of it	Don't know
01	Many types of marine animals and plants in NSW are unique to the southern half of Australia (i.e. aren't found elsewhere in the world)	03	02	01	98
02	Spending time in natural environments has been linked to better health and overall wellbeing in humans	03	02	01	98
03	Nature-based tourism is important for the economy of regional areas of NSW	03	02	01	98
04	Estuaries in NSW (e.g. coastal lakes, harbours) are important nursery areas for many species	03	02	01	98
05	Recreational fishing provides wellbeing benefits (e.g. relaxation, social connection and exercise)	03	02	01	98
06	Commercial fishing and aquaculture in NSW provide the community with a source of seafood that is sustainably managed	03	02	01	98
07	For Aboriginal people, culture, nature, land and water are connected to each other	03	02	01	98
08	Aboriginal cultural fishing is important for passing on cultural knowledge to younger generations	03	02	01	98

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q18. And how much, if anything, would you say you know about each of the following **threats** associated with the NSW coast?

{SINGLE RESPONSE PER ROW}

RANDOMISE

MEMS LI10. INDICATOR 29. DIMENSION 2

		Yes, fully aware of it	Yes, aware of it but not in detail	Not, not aware of it	Don't know
01	Most marine litter comes from land sources (i.e. is washed or blown into waterways)	03	02	01	98
02	Marine litter can injure and kill wildlife through ingestion or entanglement (e.g. eating plastics, tangled in fishing line)	03	02	01	98
03	Nutrients and sediments that are washed into drains and creeks can end up in waterways	03	02	01	98
04	Stormwater and farmland runoff can affect the health and habitats of marine wildlife (e.g. seagrass)	03	02	01	98
05	Human activities cause estuaries (e.g. coastal lakes, harbours) to be the most impacted environments on the NSW coast	03	02	01	98
06	Climate change is rated as a major threat to the benefits we receive from the NSW coast	03	02	01	98
07	Human presence can impact wildlife (e.g. shore birds, whales) by causing them to move away from feeding, resting and breeding areas	03	02	01	98
08	Harvesting or removing wildlife (e.g. fish, sea snails) can impact the way other people use and value the coast	03	02	01	98

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q19. How much of an impact do you think the following aspects **currently** have on **your experience** of [SHOW IF VISITORS: the NSW coast] [SHOW IF RESIDENTS]: your **local coastal areas**] in the past 12 months?

When answering, please think about whether you have **personally** been impacted.

Please give your answer on a scale from '0 No impact' to '10 Severe impact' where:

- '0 No impact' means 'You never noticed it'
- '10 Severe impact' means 'It always affects your experience to the point that you had to stop doing the activity'.

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS. ANCHOR 'OTHER' AT THE BOTTOM

HIGH. IMPACT INDICATOR

		0 No impact	1	2	3	4	5	6	7	8	9	10 Severe impact	Don't know
01	Climate change, including sea level rise, storm surges, heat waves etc	00	01	02	03	04	05	06	07	08	09	10	99
02	Loss of natural habitats (e.g. coastal bushland, wetlands)	00	01	02	03	04	05	06	07	08	09	10	99
03	Reduced amount of seafood to catch and eat	00	01	02	03	04	05	06	07	08	09	10	99
04	Decline in wildlife (e.g. fish, shorebirds, turtles) to appreciate	00	01	02	03	04	05	06	07	08	09	10	99
05	Poor water quality (e.g. sewage, stormwater and farmland runoff)	00	01	02	03	04	05	06	07	08	09	10	99
06	Litter on shorelines or in the water	00	01	02	03	04	05	06	07	08	09	10	99
07	Illegal behaviour or activities (i.e. other people not following rules)	00	01	02	03	04	05	06	07	08	09	10	99
08	Conflicting activities (e.g. snorkelling, boating, fishing in one area)	00	01	02	03	04	05	06	07	08	09	10	99
09	Lack of access to locations due to management (e.g. no-fishing zones, no-anchoring zones, private development or land ownership) excluding restrictions due to COVID-19	00	01	02	03	04	05	06	07	08	09	10	99
10	Not enough coastal infrastructure (e.g. boat ramps, jetties)	00	01	02	03	04	05	06	07	08	09	10	99
11	Overcrowding	00	01	02	03	04	05	06	07	08	09	10	99

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q20. Please describe in more detail how the following aspects you selected have impacted your experience.

[SHOW STATEMENTS WHERE RESPONDENT INDICATED SOME LEVEL OF IMPACT, Q19=01-11]

{OPEN RESPONSE}

NON-MANDATORY

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q20A. Which other aspects or functions, if any, do you think has been having a severe impact on your experience of [SHOW IF VISITORS: the NSW coast] [SHOW IF RESIDENTS]: your **local coastal areas**] in the past 12 months?

{OPEN RESPONSE}

NON-MANDATORY

---**[NEW SCREEN]** ---

SECTION E: ATTITUDES AND EXPERIENCE WITH GOVERNMENT AGENCIES

ASK RESIDENTS, VISITORS

Q21. Which, if any, of the following NSW government agencies or authorities that manage the NSW coast are you aware of?
Please select all that apply.

{MULTIPLE RESPONSE}
RANDOMISE
MEMS LI24. INDICATOR 32. DIMENSION 2

DPI Fisheries (Department of Primary Industries)	01
Crown Land	02
Local Land Services	03
EES (Environment, Energy and Science)	04
Planning and Assessment	05
Transport for NSW	06
None of the above [EXCLUSIVE]	98
Don’t know / Not sure [EXCLUSIVE]	99

---[NEW SCREEN] --

ASK RESIDENTS, VISITORS

Q22. To the best of your knowledge, what do you think [SHOW IF SELECTED MORE THAN ONE AGENCY: these agencies are] [SHOW IF SELECTED ONE AGENCY: this agency is] responsible for managing?

{MULTIPLE RESPONSE PER ROW}

RANDOMISE ROWS. ONLY PROMPT COLUMN(S) SELECTED AT Q21.

DO NOT ASK IF CODES 98 OR 99 SELECTED AT Q21.

MEMS LI24. INDICATOR 32. DIMENSION 2

Code	Agency	Fisheries and aquacultur	Water quality and litter	Marine mammals, birds &	Land-use planning, major	Boating, maritime safety and	Marine park and aquatic	Land management and	Deliver services to farmers to	Don't know
01	DPI Fisheries (Department of Primary Industries)	01	02	03	04	05	06	07	08	99
02	Crown Land	01	02	03	04	05	06	07	08	99
03	Local Land Services	01	02	03	04	05	06	07	08	99
04	EES (Environment, Energy and Science). This includes the EPA (Environmental Protection Authority) and NPWS (National Parks and Wildlife Service)	01	02	03	04	05	06	07	08	99
05	Planning and Assessment	01	02	03	04	05	06	07	08	99
06	Transport for NSW	01	02	03	04	05	06	07	08	99

---[NEW SCREEN] --

ASK RESIDENTS, VISITORS

Q23. The Marine Estate Management Authority (MEMA) advises the NSW Government on the management of the NSW coast.

Before today, had you heard of the Marine Estate Management Authority (MEMA)?

{SINGLE RESPONSE}

Yes	01
No	02
Don’t know	99

---**[NEW SCREEN]** ---

ASK IF AWARE OF MEMA, Q23=01

Q24. The NSW Government’s broad vision for the NSW coast is:

‘A healthy coast and sea, managed for the greatest wellbeing of the community, now and into the future’

How confident are you that the NSW Government is on track to ensure this vision is achieved?

{SINGLE}

HIGH. DIMEN9. DIMENSION 5

Very confident	04
Fairly confident	03
Not very confident	02
Not at all confident	01
Don’t know	99

---**[NEW SCREEN]** ---

ASK RESIDENTS

Q25. Thinking about the way the NSW coast is managed, how satisfied are you with each of the following aspects? Please think about the state agencies including their interactions with the public and the way decisions are made and communicated.
Please give your answer on a scale from ‘0’ to ‘10’ when ‘0’ means you are ‘not satisfied at all’ and ‘10’ means you are ‘very satisfied’.

{SINGLE RESPONSE PER ROW}

RANDOMISE ROWS

MEMS KPI12. INDICATOR 71

		0 Not satisfied at all	1	2	3	4	5 Neither satisfied nor dissatisfied	6	7	8	9	10 Very satisfied	Don't know
01	There are opportunities for the community to have their say	00	01	02	03	04	05	06	07	08	09	10	99
02	Information about how and why decisions are made is easy to find	00	01	02	03	04	05	06	07	08	09	10	99
03	Information about how and why decisions are made is easy to understand	00	01	02	03	04	05	06	07	08	09	10	99

---[NEW SCREEN] ---

ASK RESIDENTS, VISITORS

Q26. How well do you feel you understand the following rules and regulations related to the NSW coast?

{SINGLE RESPONSE PER ROW}
ASK ALL ROWS 01-03
ONLY ASK ROW 04 IF SELECTED CODE 06 AT Q3
ONLY ask row 05 if selected code 09 at q3.
MATCH THE ORDER PROMPTED AT Q3
MEMS LI21. INDICATOR 33. DIMENSION 2

		Very well	Fairly well	Not very well	Have heard of, but know nothing about them	Never heard about them	Not applicable
01	Disposal of different types of rubbish	05	04	03	02	01	99
02	Stormwater best management (e.g. raingardens, stormwater treatment, erosion control)	05	04	03	02	01	99
03	Approaching marine wildlife (e.g. seals, dolphins, whales) on foot, boat or in the water	05	04	03	02	01	99
04	Recreational fishing	05	04	03	02	01	99
05	Recreational boating, including use of paddle crafts (e.g. motorcruising, sailing, PWC, kayaking)	05	04	03	02	01	99

--[NEW SCREEN] --

SECTION F: PROFILING ATTITUDINAL AND CALD

Now we have a couple of questions to help us analyse the results.

ASK RESIDENTS, VISITORS

Q27. Thinking more broadly about your life in general, how satisfied are you with **your life as a whole**?

{SINGLE}

MEDIUM. INDICATOR 3. DIMENSION 1

0 – Not satisfied at all	00
1	01
2	02
3	03
4	04
5 – Neither satisfied nor dissatisfied	05
6	06
7	07
8	08
9	09
10 – Very satisfied	10

--[NEW SCREEN] --

ASK RESIDENTS, VISITORS

Q28. Do you or your parents mainly speak a language other than English?

{SINGLE}

HIGH (CONTEXTUAL). INDICATOR 23. DIMENSION 1

No (only speak English)	01
Yes	02
I’d prefer not to say	99

--[NEW SCREEN] ---

ASK IF SPEAK OTHER LANGUAGE, Q28=02

Q29. What is the main language spoken at home?

{SINGLE}

Arabic	01
Assyrian	02
Chinese	03
Croatian	04
French	05
German	06
Greek	07
Hindi	08
Indonesian	09
Italian	10
Korean	11
Macedonian	12
Persian	13
Polish	14
Serbian	15
Spanish	16
Tagalog	17
Tamil	18
Turkish	19
Vietnamese	20
Other (please specify)	96

--[NEW SCREEN] ---

Termination script:

Thank you for agreeing to take part in the survey. Unfortunately, you are not one of the people we are looking for in this survey.

[REDIRECT TO www.Ipsos.com.au]

3.3 Appendix C: Cognitive interviewing recruitment Screener

RECRUITMENT SPECS:

General notes

This screener is designed to recruit for telephone cognitive interviews.

Please recruit n = 6 participants for the interviews.

Cognitive Interviews will run for approximately 45 mins.

The cognitive interviews will be split into 2 phases – phase one will inform any questionnaire changes, and phase 2 will test this refined version of the questionnaire.

Phase one of cognitive testing will involve n = 3 participants and phase 2 will involve the other n = 3.

Incentives will be $80 per person. Ipsos will post these to the participant within 24 hours of their interview.

With participants' permission, the groups will be audio and/or video recorded.

The questionnaire will be sent to a designated email address at the time of the interview.

The interview will be about community wellbeing and the environment.

Quotas

We have gender, age and Coastal Resident/Visitor specifications:

- An even mix of gender (n = 3 females, n = 3 males)
- An even mix of age (e.g. n = 2 aged 18–25, n = 2 aged 26–39, n = 2 40 and over)
- An even mix of NSW Coastal Residents (living in NSW) and NSW Coastal Visitors (living in Australia) (n = 3 residents, n = 3 visitors)
- Note: Coastal Residents are determined by postal code (list provided) and Coastal visitors can be anyone living in any Australian postal code that has visited the NSW Coast in the last 12 months, prior to the COVID-19 travel restrictions.

Exclusions:

- Participants must not work in market research or for local, state and Australian Government (nor members of their immediate family), and
- not have completed market research in the last 6 months, and
- must have a device (PC/laptop/tablet/iPad) they can use to read the questionnaire, with internet connection.

Specification:

Cognitive Interviews (n = 6)

INTERVIEWS	DATE/TIME	SPECIFICATION
Phase 1: n = 3 Cognitive Interviews (Phone)	Monday 13/07- Wednesday 15/07	Mix of ages (18–25, 26–39, 40 and over) Mix of gender (2 x male, 1 x female / 1 x male, 2 x female) Mix of Visitors/Residents (2 x Visitors & 1 x Residents / 1 x Visitors & 2 x Residents) $80 incentive p.p.
Phase 2: n = 3 Cognitive Interviews (Phone)	Tuesday 21/07- Thursday 23/07	Note: Below quotas need to balance out part one recruits Mix of ages (18–25, 26–39, 40 and over) Mix of gender (2 x male, 1 x female / 1 x male, 2 x female) Mix of Visitors/Residents (2 x Visitors & 1 x Residents / 1 x Visitors & 2 x Residents) $80 incentive p.p.

[IF QUERIED ABOUT BONA FIDES OF RESEARCH] I can provide the names of people who will verify the legitimate nature of this research project.

The first is the Australian Market and Social Research Society enquiry line on 1300 364 830, who can verify that we are a legitimate market and social research company.

The second is the research project manager, Florence Le Guyader at Ipsos, the organisation managing this research project, who can discuss the specifics of this research. Her phone number is (02) 9900 5193.

1. [TERMINATION SCRIPT] **Thank you for your interest in participating in this research, unfortunately you are not eligible for this particular study.**
2.

[ONLY IF NECESSARY]: This is strictly SOCIAL research for a NSW government agency. Your responses will remain completely confidential. We are not promoting or selling anything. If you would like to verify the validity of this research you can call the Australian Market and Social Research Society's survey line on 1300 364 830).
[If not available, arrange time to call back to speak with them, or TERMINATE]

RECRUITER NOTE: PLEASE REMIND INDIVIDUALS THAT THE INFORMATION THEY PROVIDE IS TOTALLY CONFIDENTIAL AND WILL ONLY BE USED TO DETERMINE THEIR SUITABILITY TO PARTICIPATE.

RECRUITMENT SCRIPT:
We are currently recruiting participants for a series of interviews in relation to community wellbeing and the environment. This research is being conducted on behalf of The NSW Department of Primary Industries and Fisheries. This will involve someone like yourself reading through a questionnaire with a researcher and participating in an informal discussion about the questionnaire. The interview will last for up to 45 minutes.

Interviews will take place over the phone at a time of your convenience over the next 2 weeks. The discussion is confidential, and your responses will remain anonymous. You will receive an Eftpos card for $80 to cover any expenses associated with taking part.

1. Would you be interested in participating?

Yes	1	CONTINUE
No	2	THANK AND TERMINATE

[IF YES, CONTINUE]: I just have some questions for you, to make sure that you qualify, as we need to speak to a good cross-section of people as part of the research.

Thank you very much for agreeing to participate. I need to ask a few questions to ensure that this research would be relevant to you.

2. Have you & when did you last attend a focus group discussion or in-depth interview?

Yes, in the last 3 months	1	THANK & TERMINATE
Yes, in the last 6 months	2	THANK & TERMINATE
Yes, more than 6 months ago but less than 12 months ago	3	CONTINUE
Yes, 12 or more months ago	4	CONTINUE
Currently booked to attend a focus group or in-depth interview	5	THANK & TERMINATE
Never attended a focus group or in-depth interview	6	CONTINUE

3. Do you currently work in any of the following fields?

Market or social research	1	THANK & TERMINATE
For a local, state or federal government	2	THANK & TERMINATE
None of the above	3	CONTINUE

4. Which of the following describes how you think of yourself?

Male	1	CONTINUE
Female	2	CONTINUE
In another way [ASSIGN TO GENDER QUOTA AT RANDOM]	3	CONTINUE
Prefer not to say [ASSIGN TO GENDER QUOTA AT RANDOM]	4	CONTINUE

5. Do you have a device like a PC/laptop/tablet/iPad you can use during the interview with an internet connection?

Yes, I have a device and internet connection	1	CONTINUE
No, I do not have a device/internet	2	THANK & TERMINATE

6. What is your age? [DON'T NEED TO READ OUT AGE RANGES]

17 years old or under	1	THANK & TERMINATE
18 – 24 years old	2	CONTINUE
26 – 39 years old	3	CONTINUE
40 years old or over	4	CONTINUE

7. And what is the postcode and suburb where you live? [POSTCODE LIST TO BE REFERRED TO HERE] [SUBURB NEEDED AS SOME POSTCODES OVERLAP]

Postcode: ___ ___ ___ ___

Suburb: _______________________

ASK Q7 IF QUALIFYING POSTCODE FOR POSSIBLE RESIDENT

8. Do you live within 5km of the NSW coast (beach, bay or ocean)?

Yes, I live within 5km's of the coast	1	RECRUIT TO RESIDENT
No, I live further than 5km's from the coast	2	CONTINUE
Don't know	3	THANK & TERMINATE

ASK Q8 IF Q7=2

9. In which of the following regions, if any, have you visited coastal locations in the past 12 months? These could be any overnight and daytrip you might have taken in the past 12 months prior to the recent travel restrictions imposed as a result of the COVID-19 health crisis.

North Coast (Upper) (Tweed, Byron, Ballina, Richmond Valley, Clarence Valley LGAs)	1	RECRUIT TO VISITOR
North Coast (Lower) (Coffs Harbour, Bellingen, Nambucca Valley, Kempsey, Port Macquarie-Hastings LGAs)	2	RECRUIT TO VISITOR
Hunter (Mid-Coast, Port Stephens, Newcastle, and Lake Macquarie LGAs)	3	RECRUIT TO VISITOR
Central Coast	4	RECRUIT TO VISITOR
Greater Sydney (coastal) (Northern Beaches, Willoughby, North Sydney, Woollahra, Inner West, Bayside, Waverly, Randwick, and Sutherland Shire LGAs)	5	RECRUIT TO VISITOR
South East Coast (Upper) (Wollongong, Shellharbour, Kiama and Shoalhaven LGAs)	6	RECRUIT TO VISITOR
South East Coast (Lower) (Eurobodalla and Bega Valley LGAs)	7	RECRUIT TO VISITOR
None [TERMINATE]	8	THANK & TERMINATE
Can't remember / not sure [TERMINATE]	9	THANK & TERMINATE

[IF QUALIFIES, CONTINUE]

To recap:

- This research involves participating in a 45-minute telephone interview with an Ipsos researcher to discuss a questionnaire. The questionnaire will be sent to a designated email address at the time of the interview.
- An incentive of an $80 EFTPOS card will be provided.
- Are you still happy to participate in this research?
    - Confirm acceptance of this: Yes / No

Final confirmation

To assist our researchers in their analysis and report the telephone discussion will be audio recorded. All information gathered during the discussion is used for research and training purposes only, unless stated otherwise. Are you still happy to participate in this research?

Confirm agreement: Yes / No

[IF YES, CONTINUE AND ARRANGE DATE/TIME/LOCATION SUITABLE FOR PARTICIPANT AND INTERVIEWER. EXPLAIN IT IS VERY IMPORTANT TO CALL IF ANY ISSUES, NEED TO RESCHEDULE OR UNABLE TO PARTICIPATE.]

[IF NO, DISCONTINUE WITH THANKS.]

We would like to send you a confirmation of this appointment to your email. Do you have an email address where we can send it? [IF YES, WRITE IN EMAIL]

THANK YOU VERY MUCH FOR YOUR ASSISTANCE WITH THIS PROJECT

Just to remind you, I'm [INSERT NAME], on behalf of Ipsos. In accordance with Privacy Principles, your responses to the questions will remain anonymous. In case I need to check something with you, can I just confirm your name, telephone number, etc.?

Respondent name: ____

Telephone no.: ____

Email: ____

Postal address: ____

Postcode: ____

Date & time of interview: ____

I certify that this is a true, accurate and complete interview, conducted in accordance with IQCA standards and the ICC/ESOMAR International Code of conduct. I will not disclose to any other person the content of this questionnaire or any other information relating to this project. Signed as a true and accurate interview in accordance with all briefing instructions:

Interviewer number:____

Name: ____

Signed: ____

Date: ____

Confirmation email SCRIPT

Dear XXXXXX,

Thank you for agreeing to take part in the interview to test a questionnaire about community wellbeing and the environment.

The discussion will take 45 minutes and will be conducted over the phone on the [DATE] at [TIME].

The research is part of a study being conducted by the Ipsos Social Research Institute, an independent market and social research company that operates under the market and social research code of professional conduct and the Privacy Act. This research has been commissioned by The NSW Department of Industry (Fisheries).

If, for whatever reason, you can no longer take part or wish to reschedule, please call xxx on xx straight away on so that we can find someone else to fill your spot or find a better time for the interview.

You will be given a $80 Eftpos card to cover any out-of-pocket expenses you may incur for attending the interview.

If you require reading glasses, please have them on hand.

Thanks again! And please do not hesitate to call if you have any questions or concerns.

Kind Regards,

Xxx

3.4 Appendix D: LGA Quota table

Table 18. LGA Quota table

LGAs within each NSW Coastal region		Count		Proportion	
		Unweighted	Effective sample size	Unweighted	Weighted
Total		**2,180**	**2,142**	**100%**	**100%**
North Coast (Upper)	Ballina	23	23	1.1%	1.4%
	Byron	8	8	0.4%	0.5%
	Clarence Valley	12	12	0.6%	0.8%
	Richmond Valley	3	3	0.1%	0.2%
	Tweed	69	69	3.2%	4.2%
North Coast (Lower)	Bellingen	4	4	0.2%	0.1%
	Coffs Harbour	53	53	2.4%	2.0%
	Kempsey	13	13	0.6%	0.5%
	Nambucca Valley	12	12	0.6%	0.4%
	Port Macquarie-Hastings	52	52	2.4%	1.9%
Hunter	Lake Macquarie	102	102	4.7%	4.5%
	Mid-Coast	63	63	2.9%	2.8%
	Newcastle	95	95	4.4%	4.3%
	Port Stephens	55	55	2.5%	2.5%
Central Coast	Central Coast	250	249	11.5%	9.0%
South East Coast (Upper)	Kiama	15	15	0.7%	0.7%
	Shellharbour	60	60	2.8%	2.9%
	Shoalhaven	53	53	2.4%	2.5%
	Wollongong	143	143	6.6%	6.9%
South East Coast (Lower)	Bega Valley	19	19	0.9%	0.7%

LGAs within each NSW Coastal region		Count		Proportion	
		Unweighted	Effective sample size	Unweighted	Weighted
Greater Sydney (coastal)	Bayside	96	96	4.4%	4.6%
	Canada Bay	30	30	1.4%	1.5%
	Georges River	49	49	2.2%	2.3%
	Hunters Hill	4	4	0.2%	0.2%
	Inner West	61	61	2.8%	2.9%
	Lane Cove	8	8	0.4%	0.4%
	Mosman	13	13	0.6%	0.6%
	North Sydney	46	46	2.1%	2.1%
	Northern Beaches	133	133	6.1%	6.3%
	Randwick	76	76	3.5%	3.6%
	Ryde	24	24	1.1%	1.2%
	Sutherland Shire	114	114	5.2%	5.4%
	Sydney	303	302	13.9%	14.9%
	Waverley	33	33	1.5%	1.5%
	Willoughby	22	22	1.0%	1.0%
	Woollahra	32	32	1.5%	1.5%
	Eurobodalla	32	32	1.5%	1.2%

3.5 Appendix E: NSW Coastal Resident postcodes

Table 19. NSW Coastal Resident postcodes

2000	2036	2086	2139	2257	2305	2441	2472	2528
2006	2037	2087	2140	2258	2305	2441	2473	2528
2007	2038	2088	2172	2259	2306	2443	2477	2529
2008	2038	2089	2173	2259	2307	2443	2477	2530
2009	2039	2090	2193	2260	2308	2444	2478	2533
2010	2040	2092	2203	2261	2312	2445	2479	2534
2011	2041	2093	2204	2262	2314	2446	2479	2535
2015	2041	2094	2205	2263	2315	2447	2480	2535
2016	2042	2095	2207	2264	2316	2448	2480	2536
2017	2042	2096	2208	2265	2317	2448	2480	2536
2018	2043	2097	2208	2267	2318	2449	2480	2537
2018	2044	2099	2209	2278	2319	2449	2481	2538
2019	2044	2100	2210	2280	2320	2450	2481	2539
2020	2045	2101	2216	2281	2321	2450	2482	2540
2020	2046	2102	2217	2282	2322	2452	2483	2541
2020	2047	2103	2217	2283	2322	2453	2483	2545
2021	2048	2104	2218	2284	2323	2453	2484	2546
2021	2049	2105	2218	2285	2324	2454	2485	2546
2021	2050	2106	2219	2286	2324	2454	2486	2548
2022	2050	2107	2219	2287	2337	2454	2487	2549
2023	2052	2108	2220	2287	2365	2455	2488	2550
2024	2060	2109	2221	2289	2370	2456	2489	2550
2025	2061	2110	2222	2289	2415	2460	2490	2551
2026	2062	2110	2223	2290	2422	2460	2500	2560
2027	2063	2111	2224	2291	2423	2460	2502	2574
2028	2064	2111	2225	2292	2424	2462	2505	2577
2029	2065	2112	2226	2293	2425	2463	2506	2577
2029	2065	2113	2227	2294	2426	2464	2508	2577
2030	2065	2114	2228	2295	2427	2465	2508	2622
2030	2066	2122	2229	2295	2428	2466	2515	2622
2031	2066	2127	2230	2296	2429	2469	2516	2631
2032	2067	2130	2231	2297	2429	2469	2517	2632
2032	2067	2131	2232	2298	2430	2470	2518	2775
2033	2068	2132	2233	2299	2431	2470	2519	-
2034	2069	2133	2234	2300	2439	2471	2522	-
2035	2083	2135	2250	2302	2440	2471	2525	-
2035	2084	2137	2251	2303	2440	2472	2526	-
2036	2085	2138	2256	2304	2441	2472	2527	-