

Port Fairy Coastal Group

Report to Moyne Shire Council:
Coastal Hazards
Community Exhibition & Survey

13 May 2015

Introduction

- Who are we
- Our objectives
- What did we do
- Broad results
- Drill down into dollars and importance
- What about the golfers
- Conclusions

Objectives

- To discover how residents & visitors:
 - use the coast
 - value the coast
 - which areas they think should be protected
- To use the information to help guide the local and state governments in tackling sea-level rise and erosion.

Who we are

– Port Fairy Coastal Group:

- A group of community members concerned about our coasts erosion, who aim to facilitate community participation in coastal management decisions.

– Motif Architects:

- Contemporary architects interested in and commitment to environmental design solutions
- Developed the communication program, designed the posters and survey

– Ian Tebbut:

- Microsoft developer ~30 years and Big Data/Data Analyst
- Analysed the data and developed this presentation



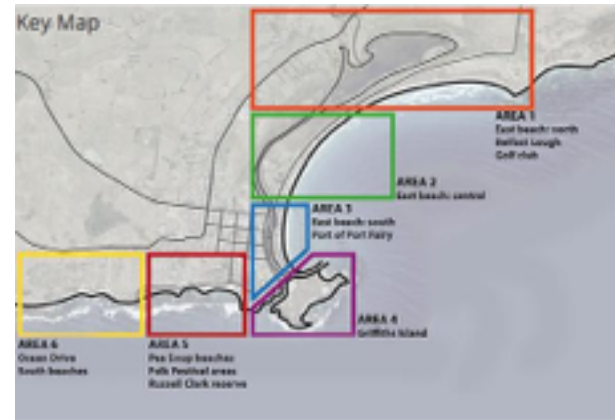
What we did

From December 2014 to March 2015 in Port Fairy we:

- Displayed posters featuring coastal hazards in shops, cafes, and organisations
- Set up information displays and distributed surveys at markets and events
- Ran an online campaign including a dedicated website & Facebook page
- Distributed and collected printed and online surveys

In all, 755 surveys were collected and analysed.

Survey Basics



- 6 Areas
 - East Beach North and Belfast Lough
 - East Beach Central
 - East Beach South and the Port of Port Fairy
 - Griffiths Island
 - Pea Soup Beaches, Russell Clark Reserve and Folk Festival Site
 - Ocean Drive and South Beaches

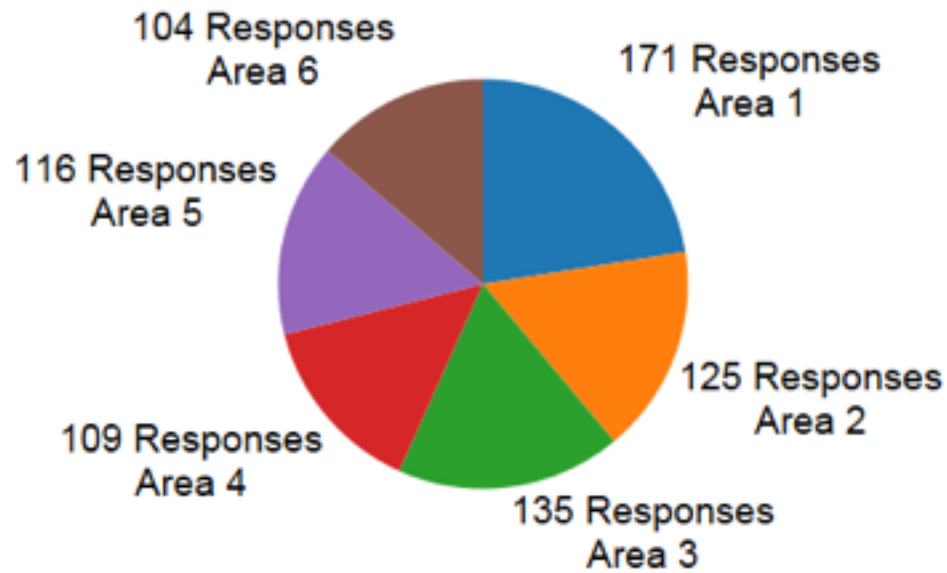
Questions Asked

- Postcode
- Moyne Shire Rate Payer (Y/N)
- Activities – Days from never to most days
- Coastal Issues – What are your priorities?
- Assets and Activities – What's important (1-5)
- Investment – How much is reasonable?
- Open ended response – have your say

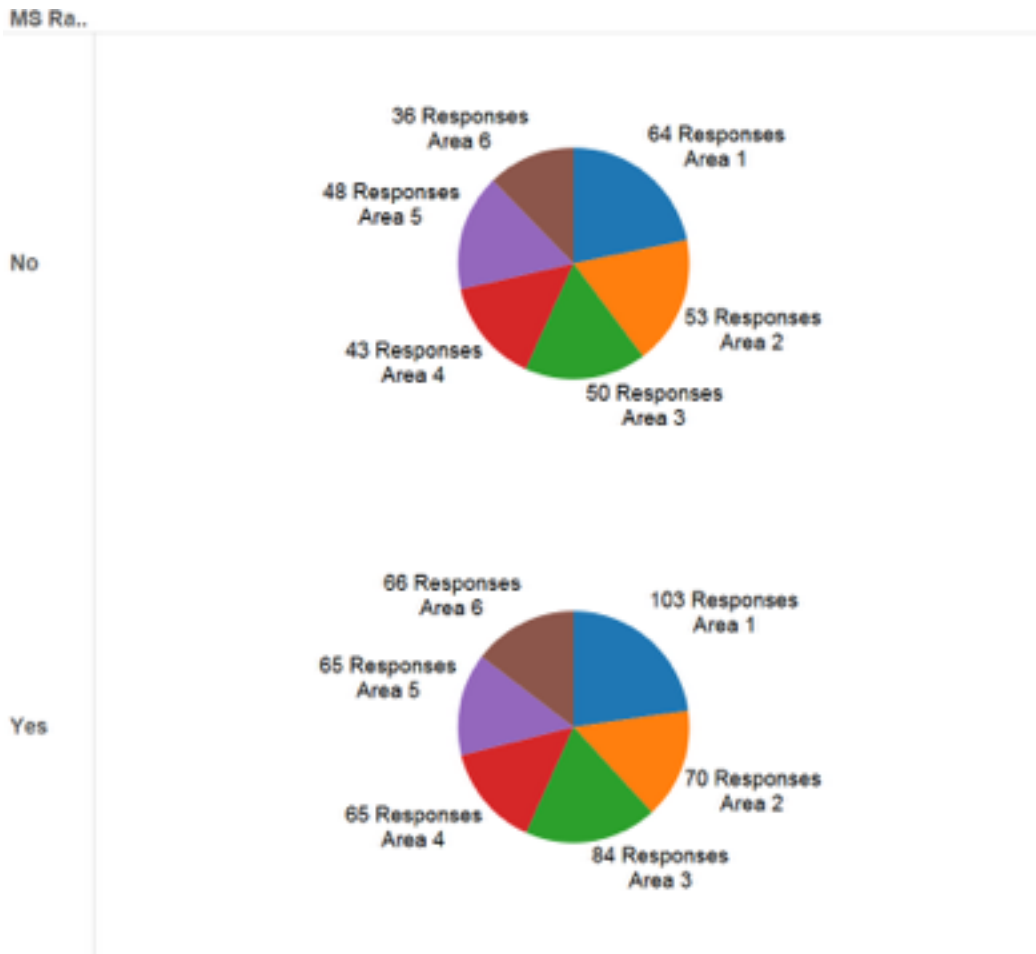
Responses

- 755 Responses to 19th March 2015
 - Online 288
 - Visitor Information Centre 142
 - Consolidated School 62
 - PO Box 177 61
 - Folkie 33
 - Market 33
 - SES Event 28
 - Golf Club 28
 - Nick 25
 - Other 50

Number of Responses



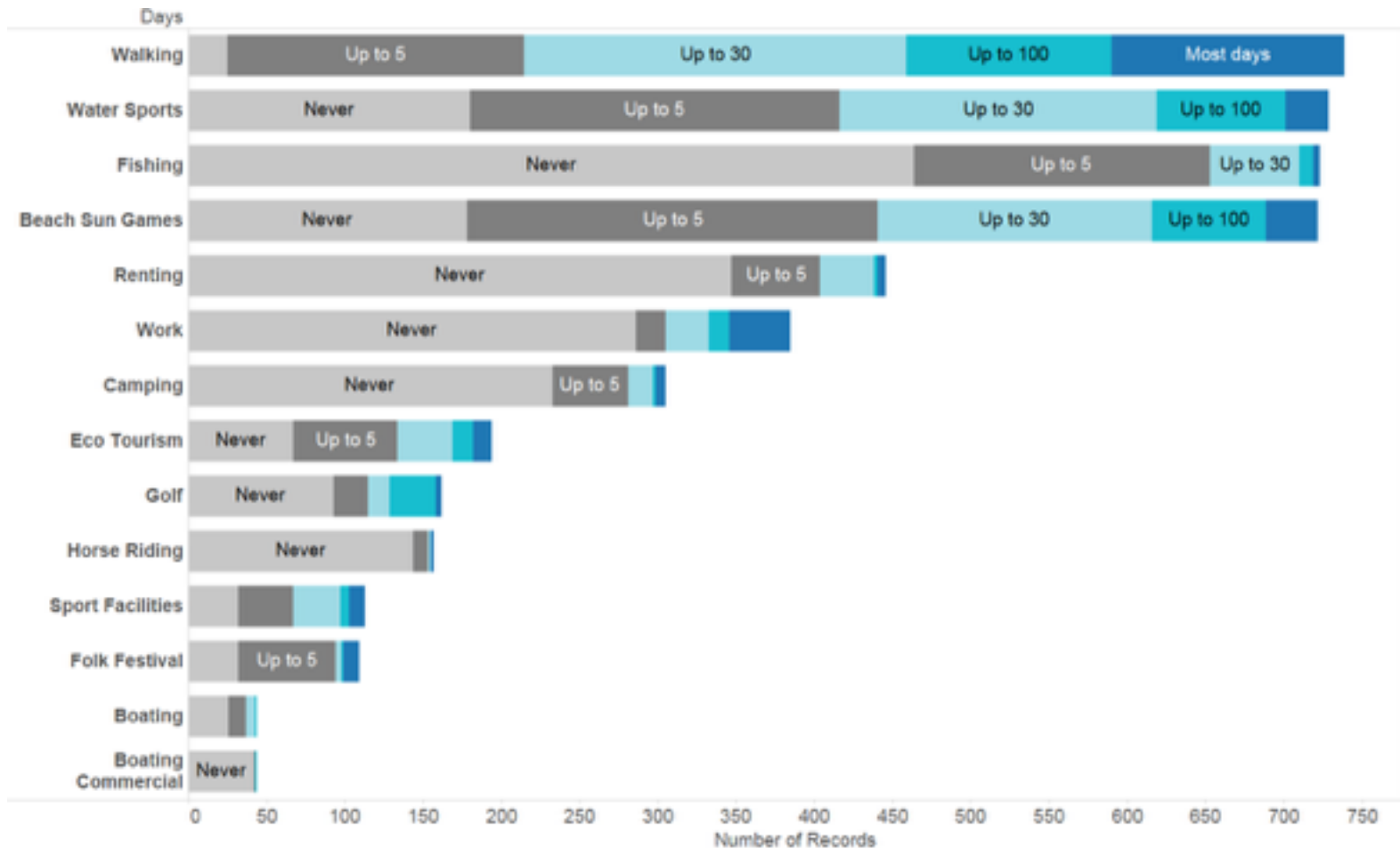
Number of Responses, Rate Payer Yes/No



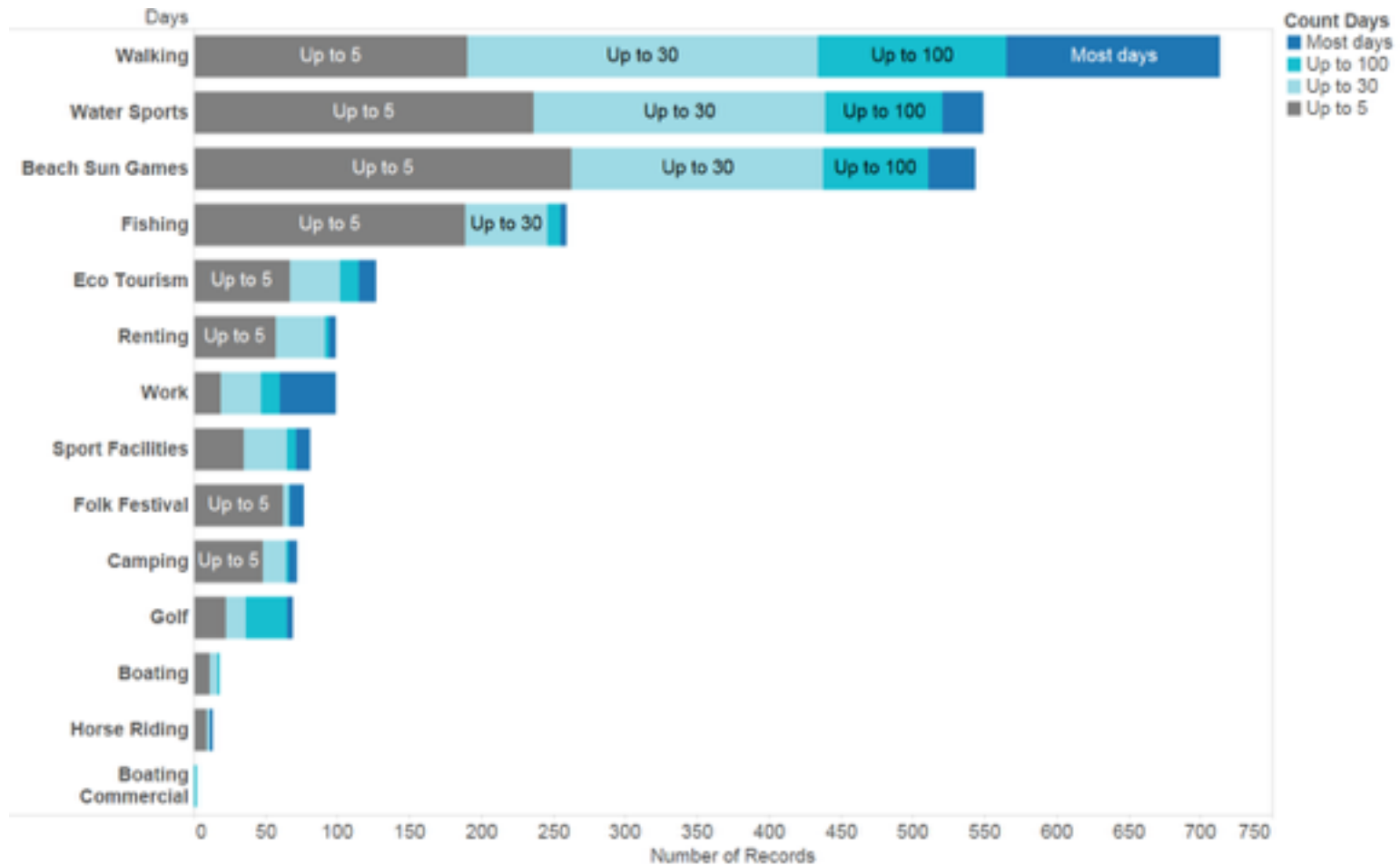
Most responses are similar

- Unusual to see such consistency
- Large sample size
- Clear message

Activities In Days



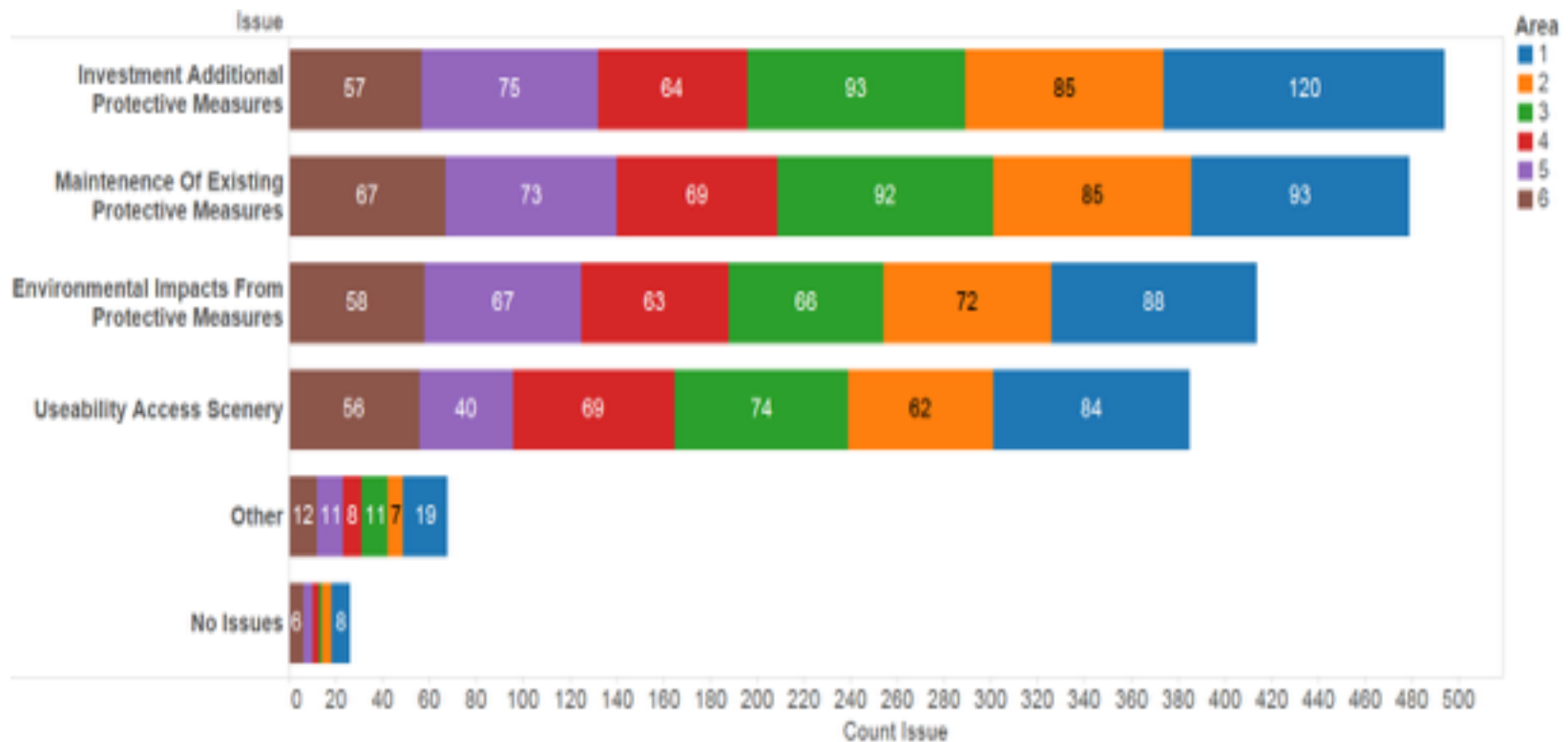
Remove the Never (although it is important)



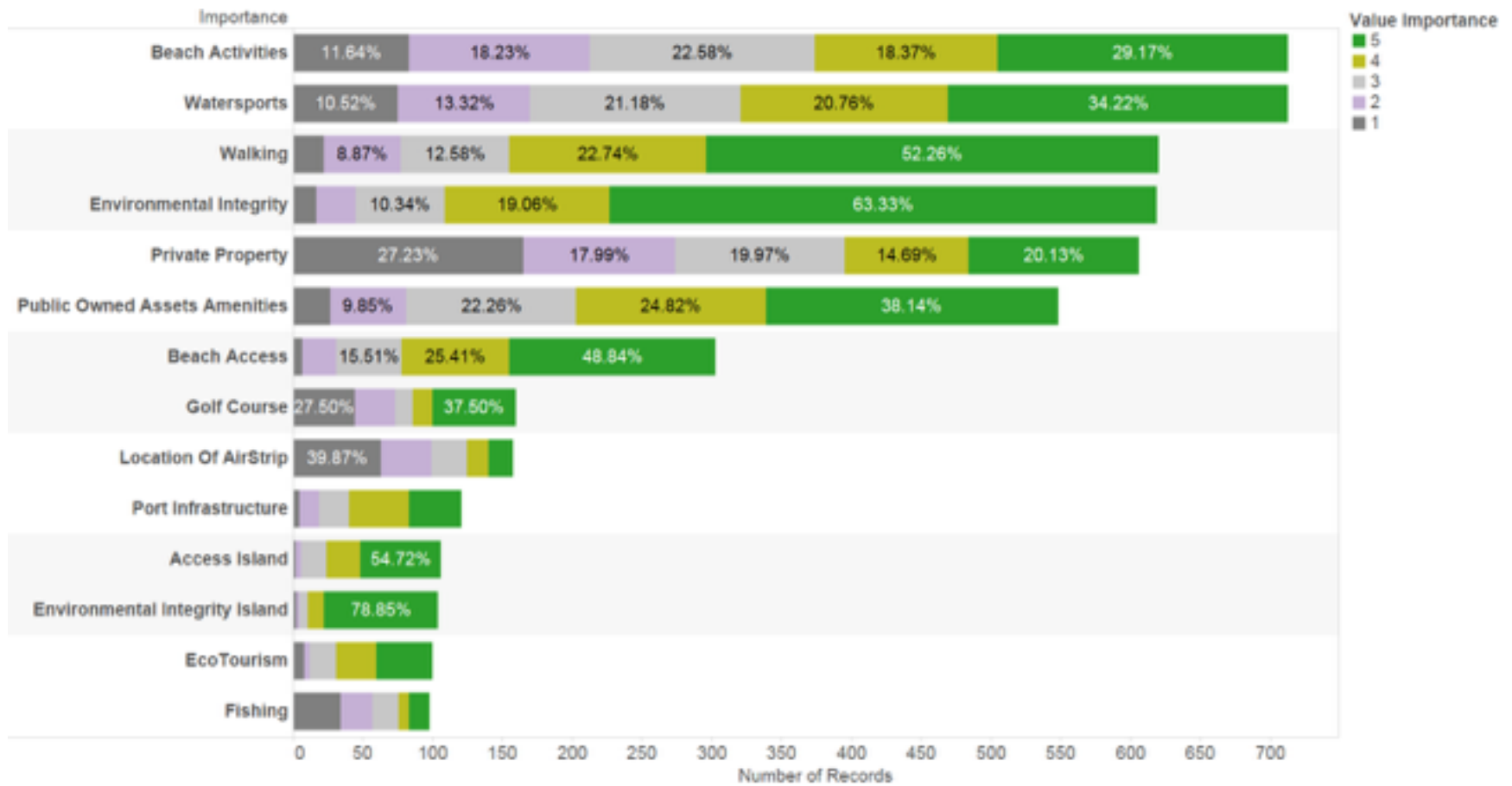
Take away 1

- Everyone thinks there are issues

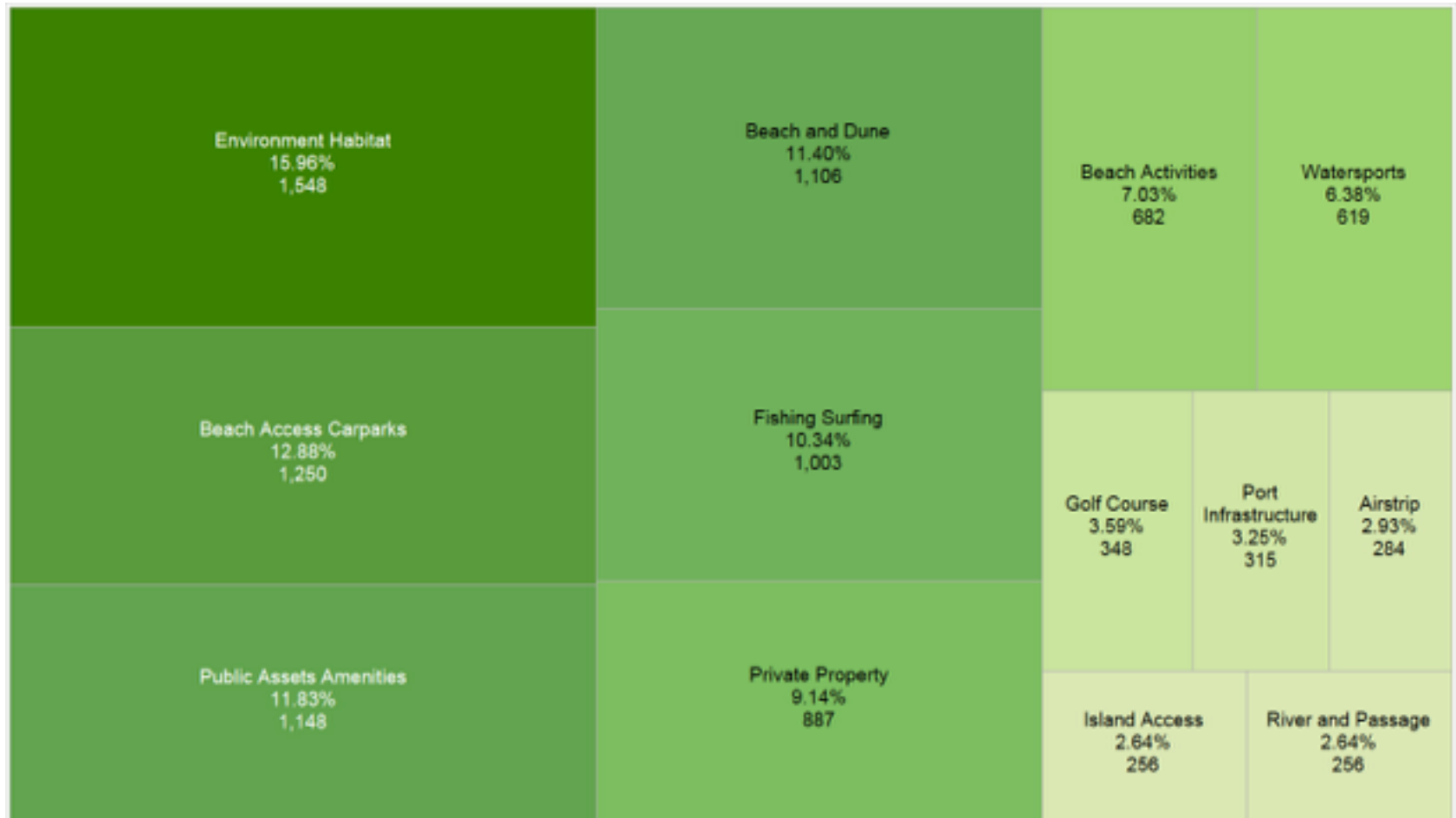
Priorities in the face of the identified coastal hazards.



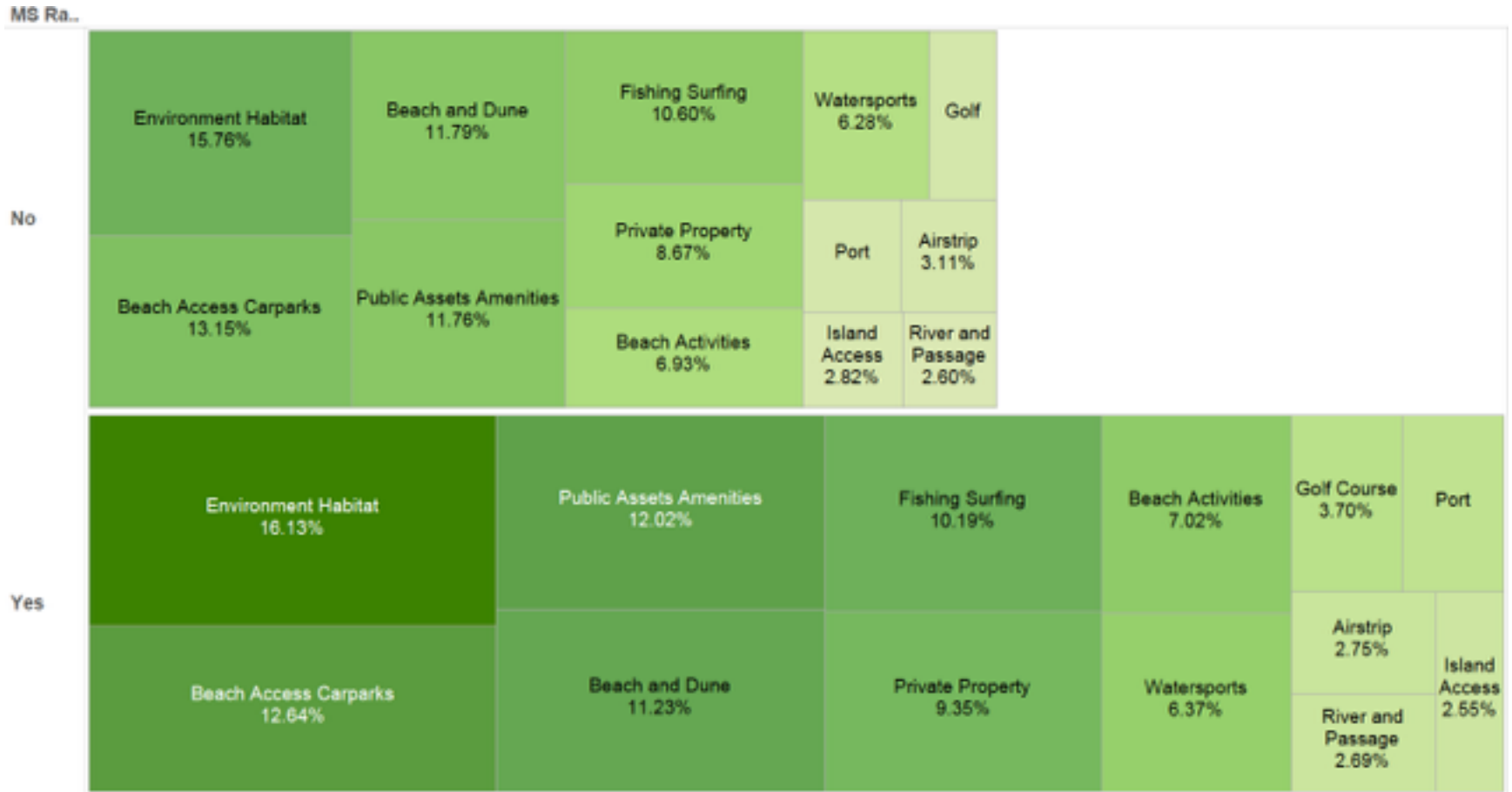
Importance Of Different Amenities (Positive and Negative)



How much Investment Is Reasonable? (all areas)



What about Rate Payers? (Same distribution)

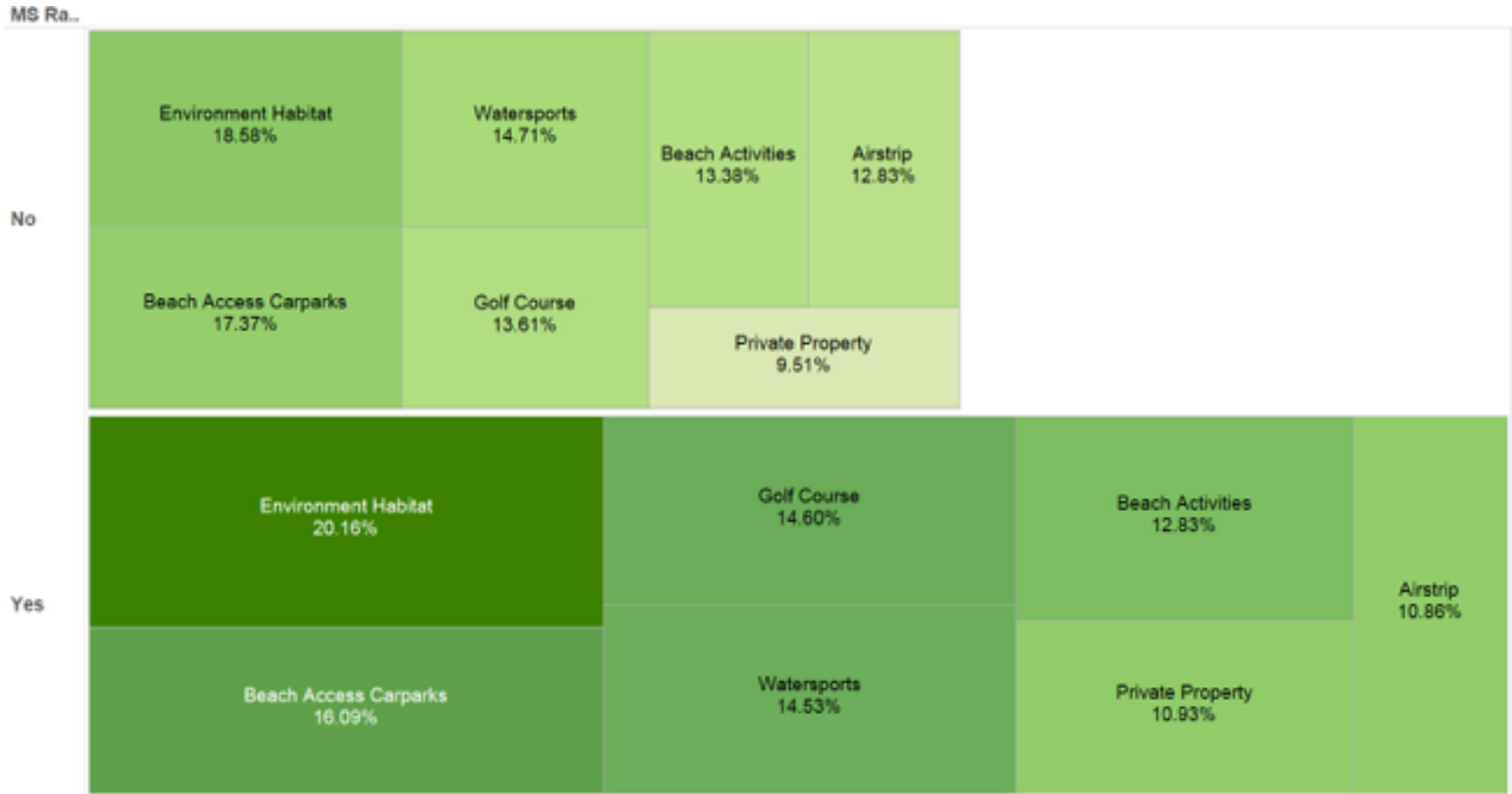


But some areas had specific questions

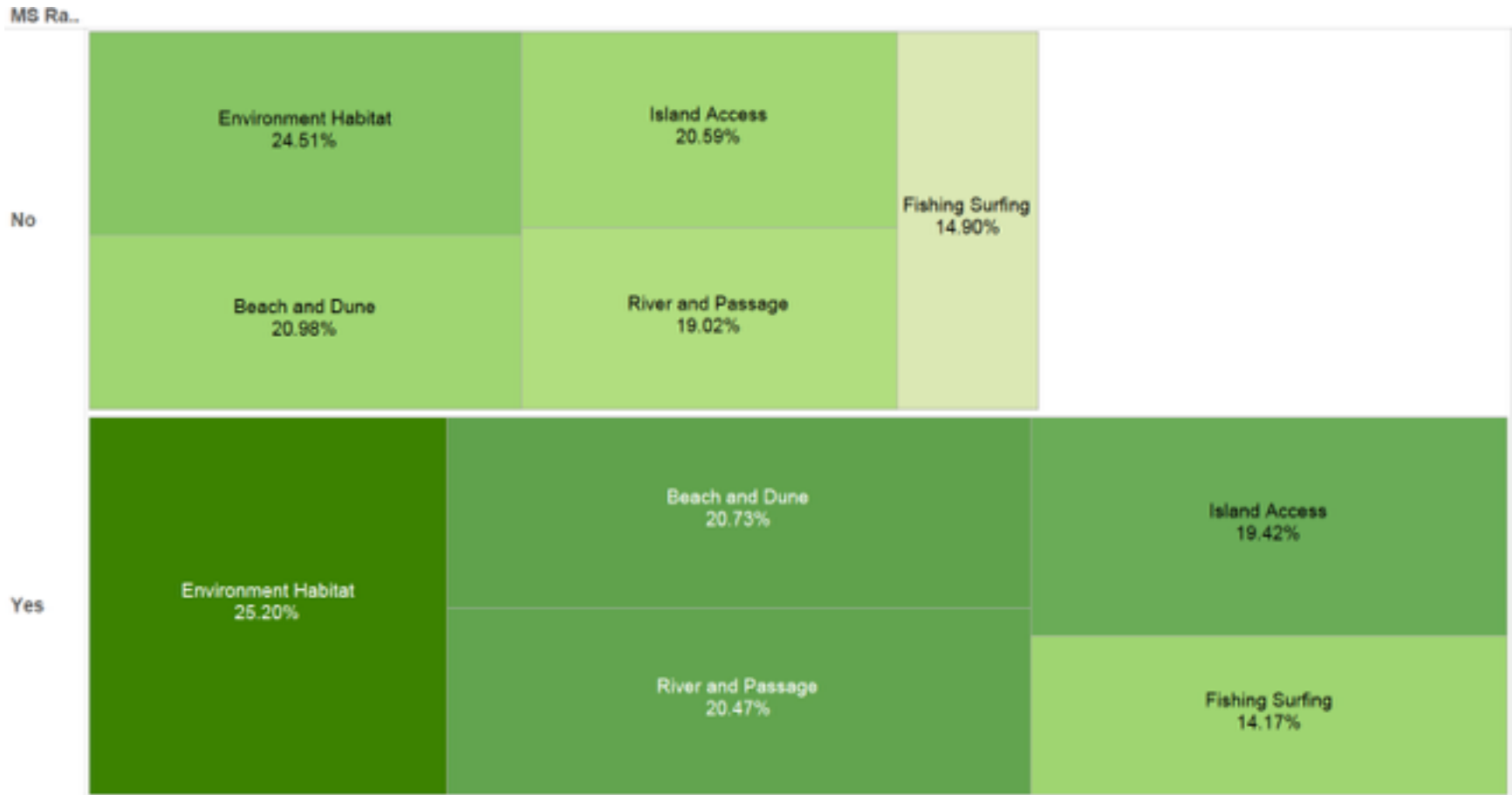
- Area 1
 - Golf Course
 - Air strip
- Area 3
 - Port Infrastructure
- Area 4
 - Island
 - River Passage

Area 1 – Environment + Beach Access

Still main \$\$\$\$



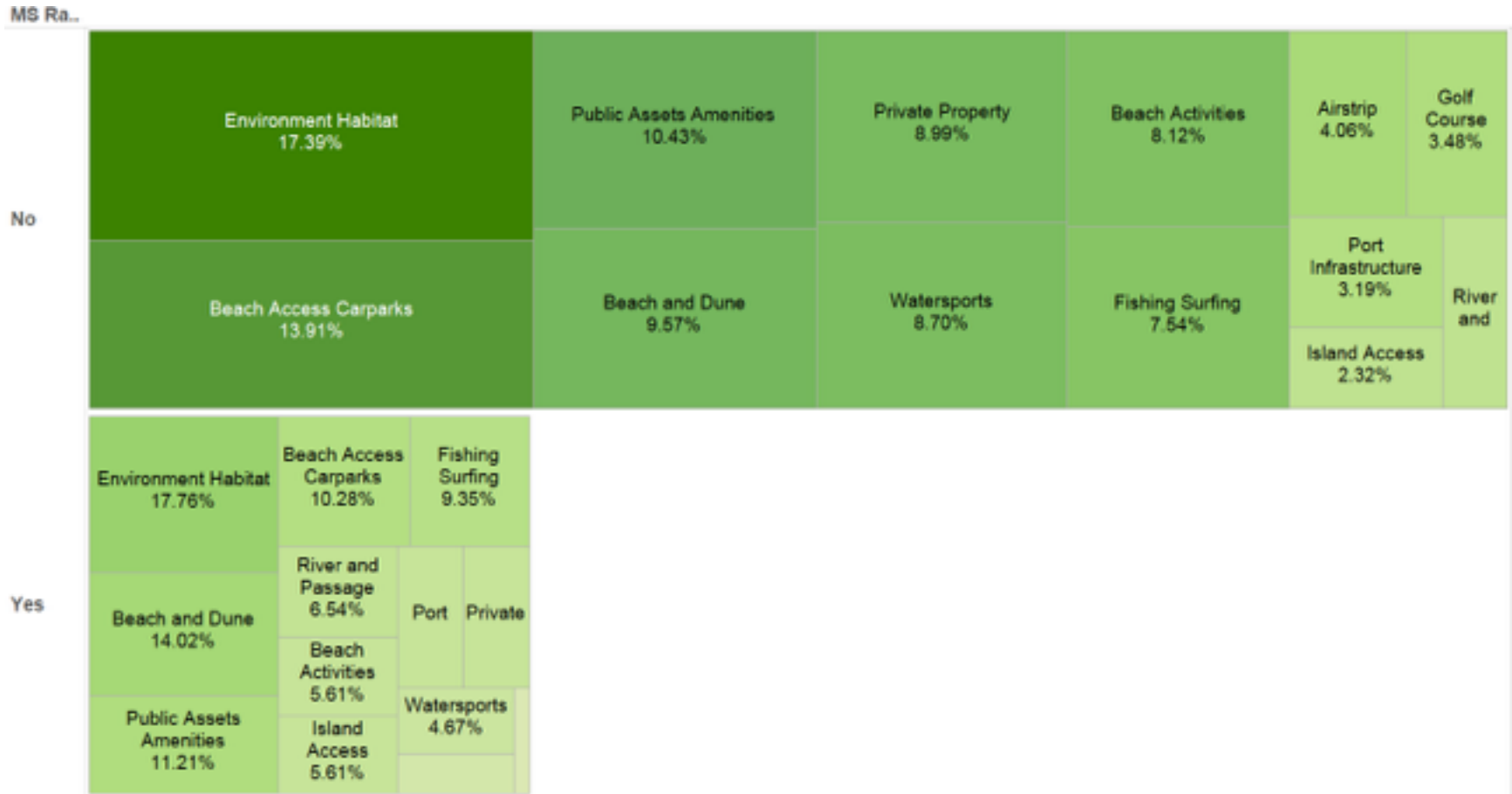
Area 3 – \$\$ for the Island?



Take away 2

- Environment and Habitat and Beach Access/
Car parks are the most important for \$\$

What about surveys from the Folk Festival? similar

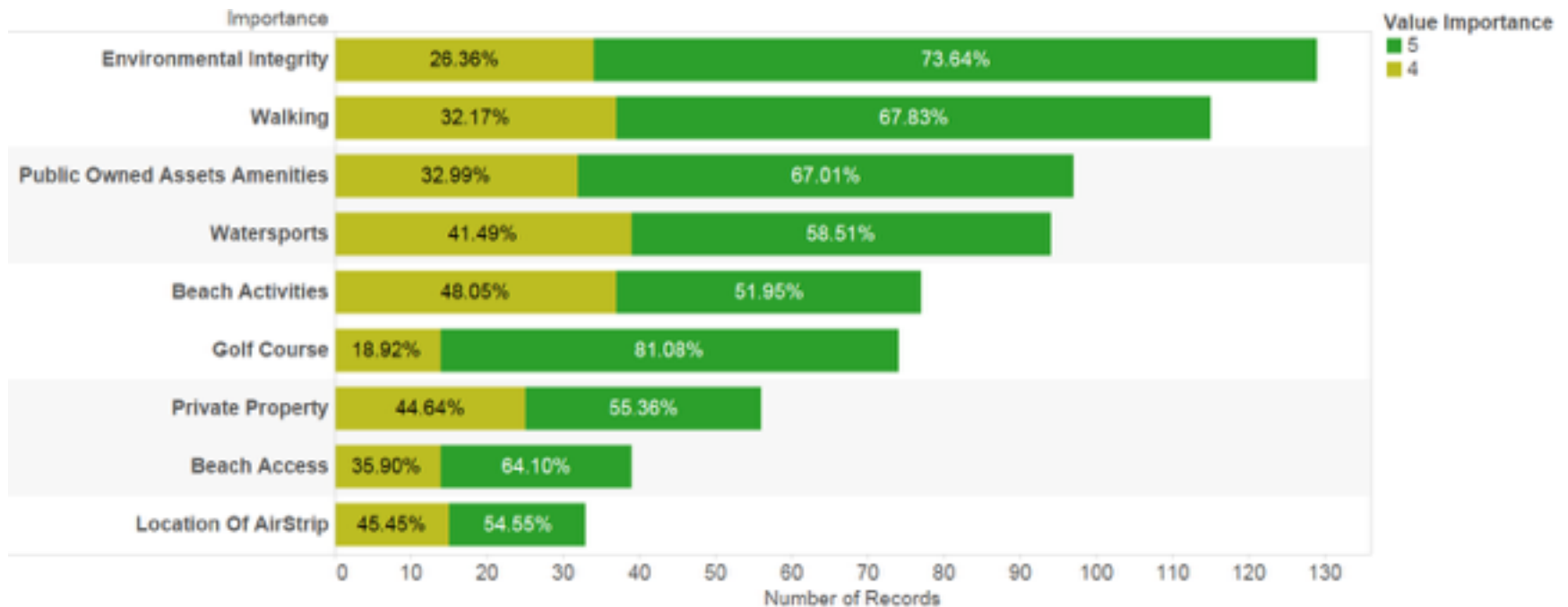


Comparing Importance

- Likert Scale 1 – 5
 - 1 No Importance
 - 5 Great Importance
- Look at the count of responses
- The positives – 4 and 5
- The negatives – 1 and 2

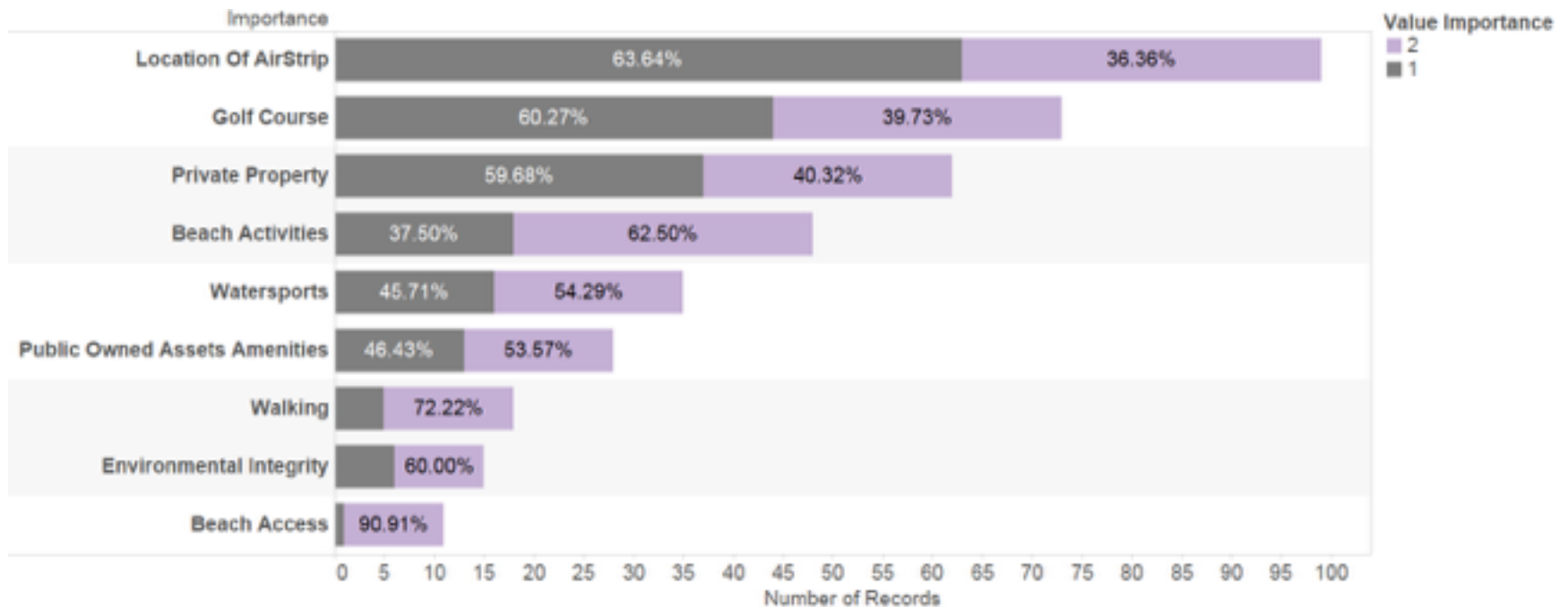
Area 1 (Golf + Airstrip) Positives

Environment = 125, Golf = 72



What about the negatives?

Environment = 15, Golf = 73



Area 1 – Net Importance

- Environment Net $(125 - 15) = 110$
- Golf Net $(72 - 73) = -1$
- What does that mean?
 - Some people care about the golf course, but just as many don't
 - More people care about the environment and very few don't

Air Strip

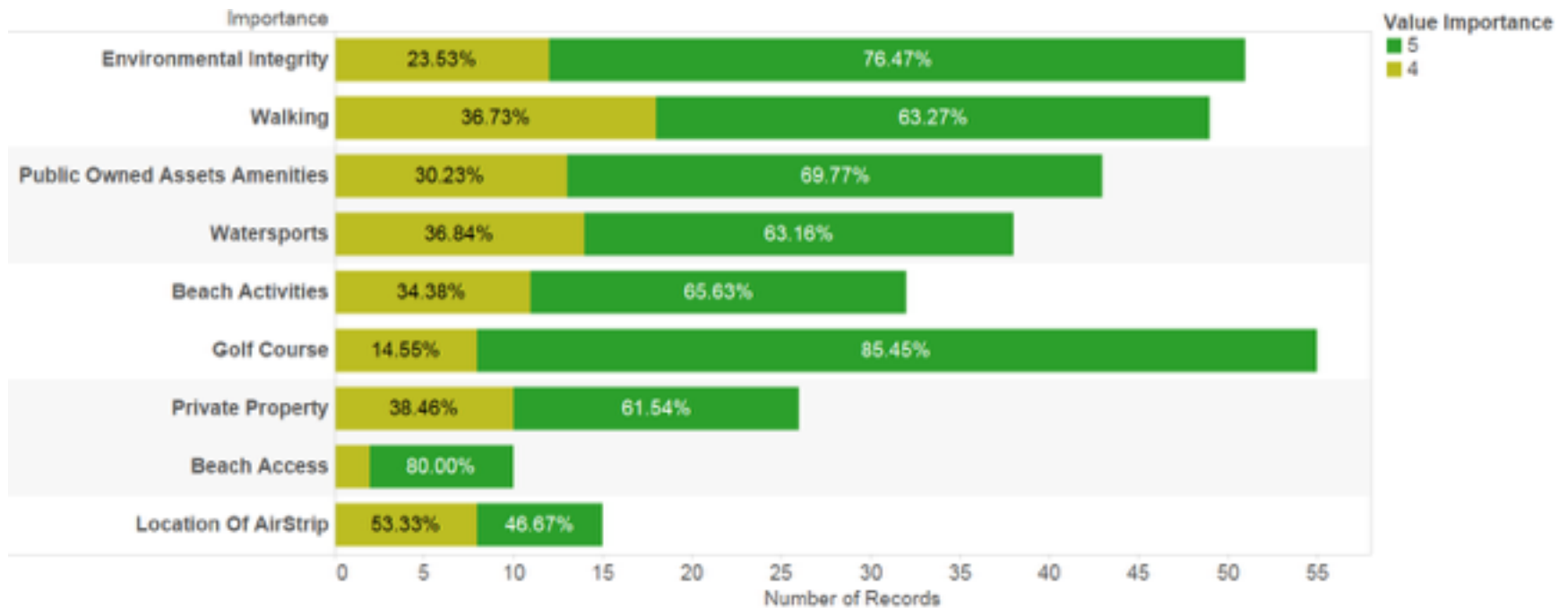
- No one cares
- Well some people do
- But most **don't**

Golfers – A special interest group

- Only in Area 1
- Maybe expect greater interest in the golf course than anything else
- Can we highlight just the golf players?
 - Yes we can

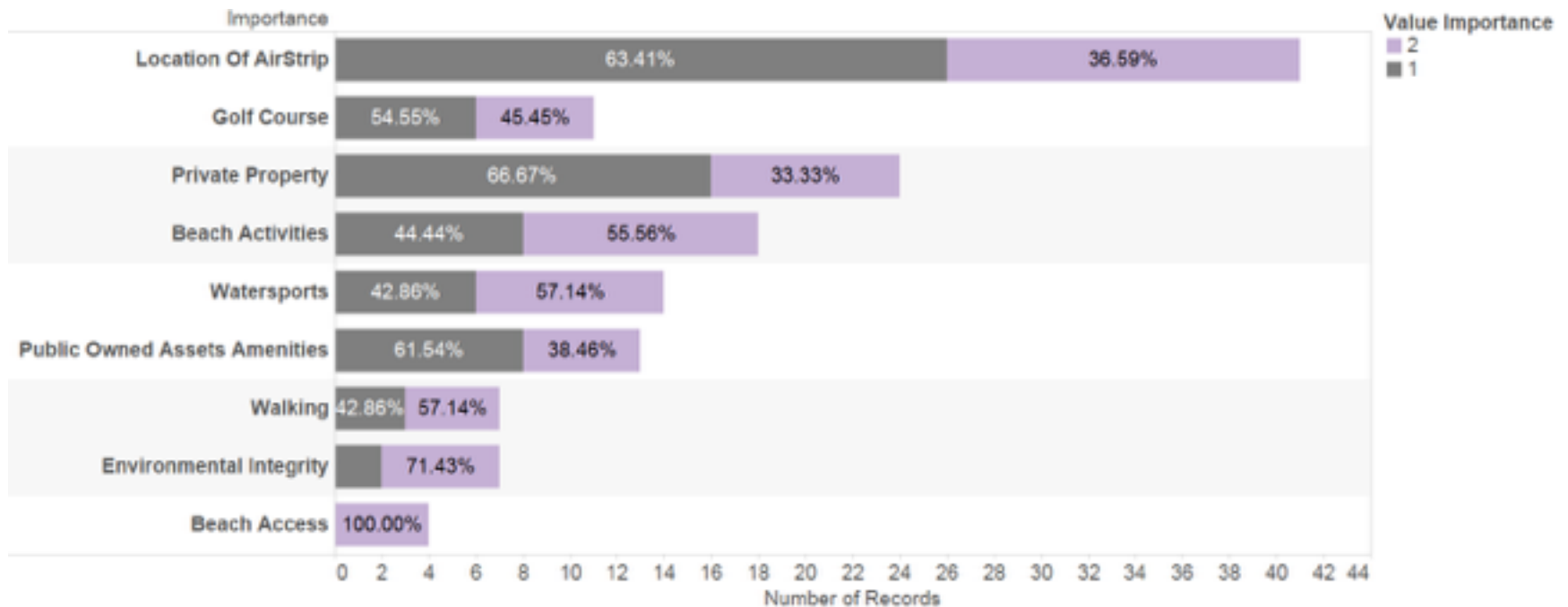
Only Golfers, Positive Importance

Environment = 51, Golf = 55



Only Golfers, Negative Importance

Golf = 11, Environment = 7



Only Golfers, Area 1 Net Importance

- Environment Net $(51 - 7) = 44$
- Golf Net $(55 - 11) = 44$
- What does that mean?
 - Even amongst the golfers environment is as important as their feature asset

Take away 3

- Environmental Integrity is what the community says is important.

The Tech ... or (How did we do this analysis?)

- Survey Monkey
- Paper
- Excel
- Sql Server
- Tableau

BI Gartner Quadrant



Demo

- Communication is 80% of the problem
 - Assuming you have the data
 - Assuming you can process it
- Useful
- Cool

- Excel is ok, but not nearly as flexible and presentation is poor

Homogenous

- Little difference between rate payers and others
- Little difference between areas
- Little difference between interest groups

Clear Message

- Everyone (98%) think there are issues
- Environmental Integrity is the most important issue
- Environment and Habitat and Beach Access/
Car parks are the most important for \$\$
- Walking, Water, Beach, and Fishing account for 80% of activity

Conclusions

- Gather/Process/Analyse
- Homogenous
- Clear direction from community

What next?

The Moyne Shire Council
is making use of the survey results as it develops
the Port Fairy Coastal Adaption Plan
which is planned for completion in September 2015.

Thanks

The Coastal Hazards Community Exhibition and survey was funded by the Department of Environment and Primary Industries and supported by Moyne Shire Council

The PFCG thanks:

- all those in the community who took the time to consider the issues and complete the surveys
- the businesses and organisations in Port Fairy who displayed posters and collected surveys
- PFCG members, led by Matt Hayes, who worked tirelessly to distribute and collect surveys.

