

Gippsland Lakes & Catchment Taskforce March 2011



2011

Community Awareness Survey: Health of the Gippsland Lakes Perceptions & Marketing Survey:

- Health of the Gippsland Lakes
- Taskforce/authorities roles
- Health of the Gippsland Lakes actions for:
Residents, Farmers & Visitors
- Information & Marketing Campaign
- Campaign conducted Jan/Feb 2011

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PART 1: Key Findings & Highlights

Overview

The Survey was conducted to gauge the communities reaction to the 2011 Summer Advertising campaign, and to collect ongoing data regarding the health, issues and management of the Gippsland Lakes.

The survey was conducted closely after the Advertising campaign - during the last week of February and the first week of March 2011. The survey comprised 152 interviews of local Gippsland Lakes residents.

The key findings highlights include:

- *The community values the 'environmental issues' of the Gippsland Lakes as very important.*
- *Generally the community had a perception that the Gippsland Lakes are in 'good shape'.*
- *The Gippsland Lakes & Catchment Taskforce's profile has as increased in recognition as one of the Authorities which manage the Gippsland Lakes.*
- *The community had a strong & consistently increasing appetite for more information regarding the condition, health and management action of the Gippsland Lakes.*
- *The community had high levels of awareness of the 2011 Taskforce Advertising campaign.*
- *The community had a high preference to receive the information via the local Newspaper.*

Recommendations:

The survey revealed that the community has a strong interest in all issues relating to the Gippsland Lakes and highly values many aspects of the Lakes as an important part of the community structure. The community has a high and increasing appetite for more information which was demonstrated by the survey's results both in the rating of desire for information and via the demonstration that the Advertising campaign was very highly regarded and well received. Simultaneously the Gippsland Lakes & Catchment Taskforce's profile had increased and recognised by the community as a Management Authority of the Gippsland Lakes.

Results highlight that:

- The Advertising campaigns haven been highly effective.
- There is a increasing and high level desire for more information.
- The actions and profile of the GL&CT are being recognised.

Response action:

A review of the original *Gippsland Lakes Communications Strategy (September 2006)* need to be conducted to address and respond more accurately to the results of the subsequent surveys up to and including 2011. The aim in respond to the communities requirements is also to capitalise on Communications funding commitments in order to achieve the most effective returns. The Communications Strategy is 5 years old, no longer addressing current data and the communities need for more regular information about the health of the Gippsland Lakes, ongoing programs and clearly define the complex management structure of the Authorities responsible for the health of the Gippsland Lakes.



Survey was conducted in March 2011, one month post the outlined marketing and communications campaign to:

- **Collect further data to gauge indicative trends in key areas to the previous four surveys.**
- **Gauge and record the community's response to the Advertising campaign.**

The mechanics of the survey:

- A total of 152 useable telephone interviews were conducted.
- Telephone numbers were selected randomly across the East Gippsland region.
- The survey was conducted between final week of Feb & the 1st week of March 2011.

Timing of the survey:

- 2011 Survey was conducted one month after the Advertising Campaign.
- 2010 Survey was conducted several months after the Advertising Campaign.
- This timing deferential may effect the ratings & subsequently the data trends.

Survey composition:

- 2004: Original survey was conducted.
(Content: Perceptions, health, management).
- 2006: Original Advertising Campaign was implemented in response to the *Gippsland Lakes Communications Strategy (2006)*.
- 2007: 2nd survey conducted.
(Content: Perceptions, health, management & response to the Advertising campaign).
- 2010: Advertising Campaign.
3rd survey conducted.
(Content: Perceptions, health, management & response to the Advertising campaign).
- 2011: Advertising Campaign.
4th survey conducted.
(Content: Perceptions, health, management & response to the Advertising campaign).

Data: Perceptions, health & management:

- NOTE: Some variation exists in the data sets presented each year.
 - The main data sets and trends are presented from 2004 - 2011.
 - Some additional data only exists for individual years.

Data: Advertising campaigns:

- Every Advertising Campaign has included building-block elements from the previous campaign.
- Every Advertising campaign has also included some different components each year.
- The data for issues regarding the Advertising campaigns have been consistent post the campaigns:
 - 2007, 2010, 2011.
 - Select questions for each year were included specific to elements of each campaign.



Increases highlights:

Value & health of the Gippsland Lakes:

- **Most valued feature of the Gippsland Lakes:** No 1: Aesthetics: Strong increase.
- *Continual increase from 2004, 2010 to 2011.*
- Rating of valued features of the Gippsland Lakes: Habitat birds/animals: Strong increase.
- *Stronger response from 2004, 2010 to 2011.*
- Rating of valued features of the Gippsland Lakes: Clean fresh healthy water: Strong increase.
- *Stronger response than 2004 & 2010.*

- **Perception of Gippsland Lakes - environmentally of most importance:** Strong increase.
- *Slight increases from 2004 - 2010. Strong increase from 2010 to 2011.*

- **Rating of the Gippsland Lakes as unhealthy:** Slight increase.
- *Continual slight increases from 2004, 2006, 2007, 2010 to 2011.*

- **General perception that the Lakes are in good shape:** - Strong increase.
- *Strong increase from 2010 to 2011.*

Management of the Gippsland Lakes:

- **Perception that the communities input is less sought:** Strong increase.
- *Strong increase from 2010 to 2011.*

- **Responsibility for Gippsland Lakes health rated the Shire Council:** - Small increase
- *Small increase from 2010.*
- Local community - second highest: - Moderate increase.
- *Moderate increase from 2010.*
- State Government third highest: - Small increase.
- *Small increase from 2010.*

- **Interest for more information remained consistent & at high levels:** - Small increase.
- *Small increase from 2010.*

Responses to the 2011 Advertising campaign:

- **Community awareness of the 2011 Advertising campaign:** - Strong increase.
- *Strong increase from 2010.*

- **Preferred delivery of information remains high as the Local Newspaper:** - Small increase.
- *Small increase from 2010.*
- Receiving information via Direct mail: - Strong increase.
- *Strong increase from 2010.*

- **Preference to receive practical information/tips continued to higher levels:** - Strong increase.
- *Strong increase from 2010.*



Decreases highlights:

Value & health of the Gippsland Lakes:

- **Most valued feature of the Gippsland Lakes:** Fishing: Moderate Decrease.
- *Decrease only from 2010 to 2011.*
- **Rating of valued features of the Gippsland Lakes:** Boating: Moderate Decrease.
- *Decrease only from 2010 to 2011.*
- **Rating of valued features of the Gippsland Lakes:** Rest/relaxation: Moderate Decrease.
- *Decrease only from 2010 to 2011.*

- **Perception of the Gippsland Lakes as healthy** - Small decrease.
- *2004, 2006, 2007 levels were low. Strong increase from 2007-2010.*

- **Perception of the Gippsland Lakes as reasonably healthy** - Small decrease.
- *2004, 2006, 2007 levels were consistent. Stronger increase from 2007-2010.*

Management of the Gippsland Lakes:

- **Confidence that actions to protect the health of the Lakes are being taken:** Small decrease.
- *Decrease from 2010 to 2011.*

- **Responsibility for Gippsland Lakes health:** Port Authority - large decrease.
- *A large decrease for the Gippsland Port Authority as responsible.*
- *Note: 2010 survey was taken during a media coverage for the Port Authority regarding bar dredging of the Lakes Bar & shore crab infestation.*



PART 2: Survey background

This research is the fourth collection of data to be conducted to gauge community perception on issues of condition, value, stewardship, threats, issues, communication and actions regarding the health of the Gippsland Lakes.

Overview and objectives:

- The Gippsland Lakes Taskforce implemented a public awareness marketing campaign commencing January 5th 2011, to communicate a number of issues relating to the Health of the Gippsland Lakes .

Response of the campaign:

- Campaign was implemented in response to the Gippsland Lakes Communications Strategy (September 2006).

The purpose of the marketing campaign:

- Meet the objectives of the GLTF Communications Strategy.
- Action the community's response for information - data generated from the EGCMCA Community Awareness & Perceptions Study conducted in 2007.
- Continuation of the 'Lakes are precious help pass them on' advertising campaign. (2004).
- Continuation of the 'Lakes are precious - with actions campaign. (2010).

Program of the marketing campaign:

- In response to the data collected from the EGCMCA Community Awareness & Perceptions Study (2007).
- Achieve effective & responsible application of funding, with a strategic view to the greatest return for investment.
- Designed strategically to add value to previous campaigns investments, as a building block which for future communication and increased added value.

Goal of the marketing campaign

- Increase the local communities awareness of natural resources issues.
- Increase communities understanding of the issues regarding NRM.
- Promote the key messages.
- Demonstrate government commitment.
- Include Taskforce identity, projects & effort.
- Continue to educate the community regarding all of the issues
- Positively effect the health of the Gippsland Lakes and region.



PART 2: Survey history

Previous studies conducted regarding the health of the Gippsland Lakes.

Previous studies include:

- **2004:** Community Awareness & Perceptions Study of Gippsland Lakes. Prepared for the East Gippsland Catchment Management Authority.
- **2006:** Health of the Lakes Community Awareness & Perceptions Study. Prepared for the East Gippsland Catchment Management Authority.
- **2007:** Health of the Lakes Community Awareness & Perceptions Study. Prepared for the East Gippsland Catchment Management Authority.
- **2010:** Health of the Lakes Community Awareness & Perceptions Study. Prepared for the Gippsland Lakes & Catchment Taskforce.

Current 2011 study:

The 2011 research was gathered to be used inconjunction with, and to supply further value to previous data to continue to gauge useful & meaningful trends, attitudes and understanding of the issues regarding the health of the Gippsland Lakes by the local community.

The continued collection points:

- What do locals most value about the Gippsland Lakes.
- How healthy do locals believe the Gippsland Lakes are.
- Rating of the condition of the Gippsland Lakes.
- Rating on the achievement of responsible Organisations.
- Rating of personal importance of the health of the Gippsland Lakes.
- Understanding of who is responsible for the health of the Gippsland Lakes.
- Awareness of local Organisations.
- Awareness of 10 specific actions.
- Personal knowledge of what is being done to protect the health of the Gippsland Lakes.
- Preferred mode of delivery of information.
- Awareness of items of the 2011 Summer Campaign.

Collection of data specific to the marketing campaign:

- Awareness of the Campaign Advertisements (commencing Jan - Feb 2011).
- Preference to receive information with specific actions.

PART 3: Campaign outline

The purpose of the campaign was developed to target specific audience sectors during the peak awareness period with strategic messages and actions for the audience to employ.

Audience of the marketing campaign:

- Gippsland Lakes community.
- Catchment of the Gippsland Lakes: (2011)
- Latrobe Valley (catchment area). (2011)
- BawBaw (catchment area). (2011)
- Specific information to residents / householders / business owners.
- Land owners.
- Lakes users.
- Boat owners.
- Visitors & holiday-makers.
- Catchment (Gippsland & BawBaw)
- Community groups, environmental groups, government authorities & related agencies.
- Internal audience and Taskforce and govt reporting.

Content of the campaign was designed to:

- Include catchment and increase awareness and responsibility. (2011)
- Create awareness of Lakes during peak-usage & awareness period. (2011)
- Build awareness of the local communities natural resources.
- Build community understanding of natures impact.
- Build community understanding of human impact.
- Build community & visitors understanding of usage impact.
- Increase promotion of the key messages.
- Demonstrate government commitment.
- Supply practical actions for everyday use to create habitual change in community activity.
- Establish community involvement as part contributor and solution providers.

Timing of the marketing campaign:

- 2011 January - February.
- Summer campaign.
- Strategically timed during the high-use period.
- Strategically positioned during the season of peak awareness.
- Positioned in the season to obtain greatest impact and up-take.



PART 3: Campaign details

Marketing campaign details relevant to the survey:

Audience:

- Households/residents.
- Landowners.
- Lake users.
- Visitors.
- Wider catchment.

Newspaper Advertisements:

- Seasonal issue - headline/slogan awareness.
- Environmental information.
- Environmental impact.
- Personal actions.
- Catchment issues.

Advert: Full page colour advertisements.

Timing: 4 insertions across Jan/Feb 2011.

*Placement: East Gippsland News.
Gippsland Times.
Latrobe Valley Express.
Warragul Gazette.*

Television Advertisements:

- Seasonal issue - headline/slogan awareness.
- Environmental positioning.
- Environmental impact.
- Personal actions.

Advert: 30 second commercial.

Timing: 4 week campaign commencing Jan 19 2011.

Placement: Mixed primetime placement

Broadcast: Win TV.

Broadcast: Prime.

Press Releases:

- 4 weeks of News Releases & reporting supporting Press & Television campaign.

*Placement: East Gippsland News.
Gippsland Times.
Latrobe Valley Express.
Warragul Gazette.*

Editorials:

- Editorials supporting Press campaign.

*Placement: East Gippsland News.
Gippsland Times.
Latrobe Valley Express.
Warragul Gazette.*

Fridge Magnet:

- Functional household actions distribution.

Quantity: 15,000 distribution.

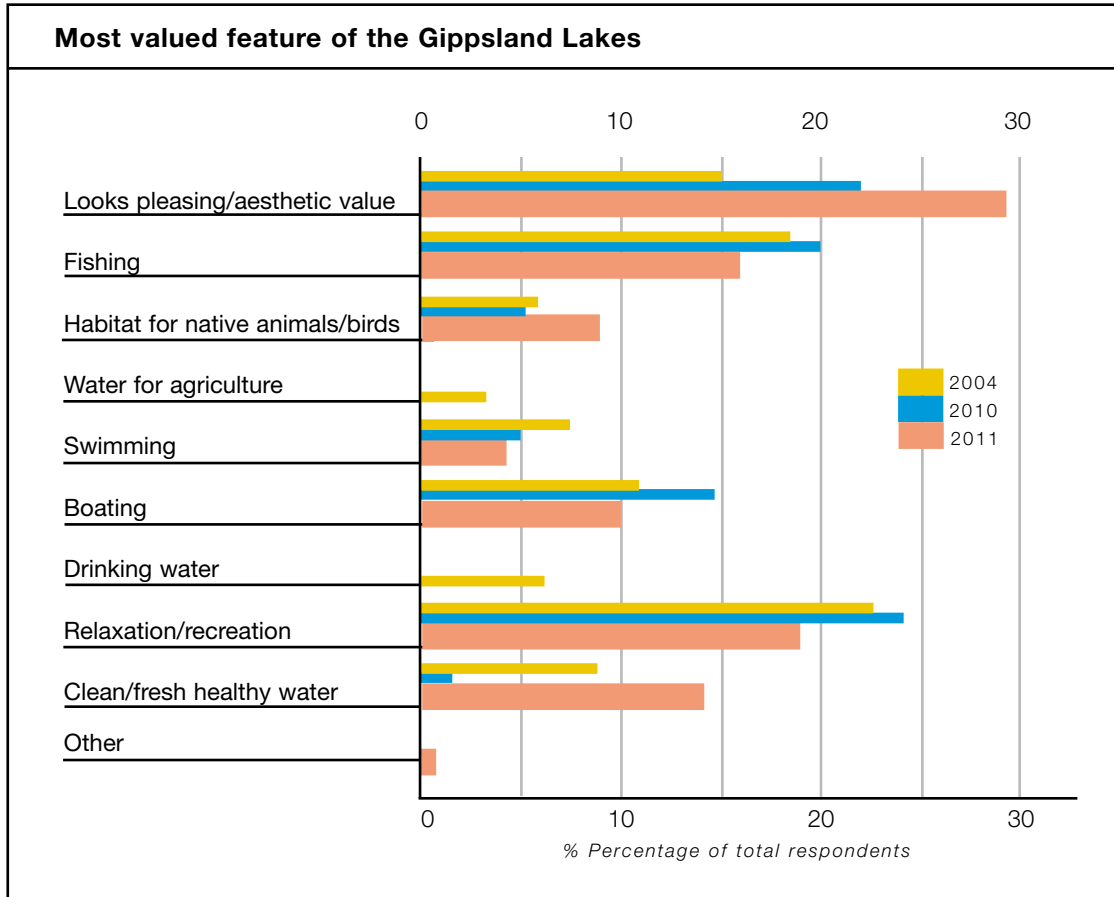
Timing: 19th January 2011.

Insertion: Distributed insertion in East Gippsland News.



Q1 Findings: Valued features

Section: Value & Condition of the Gippsland Lakes.



Note: - The survey has been conducted during/ending of the peak awareness summer period.

Findings highlights:

- Aesthetics rated as most important. 28%
- Relaxation/recreation rated as second as most important. 18%
- Fishing rated as most important. 16%

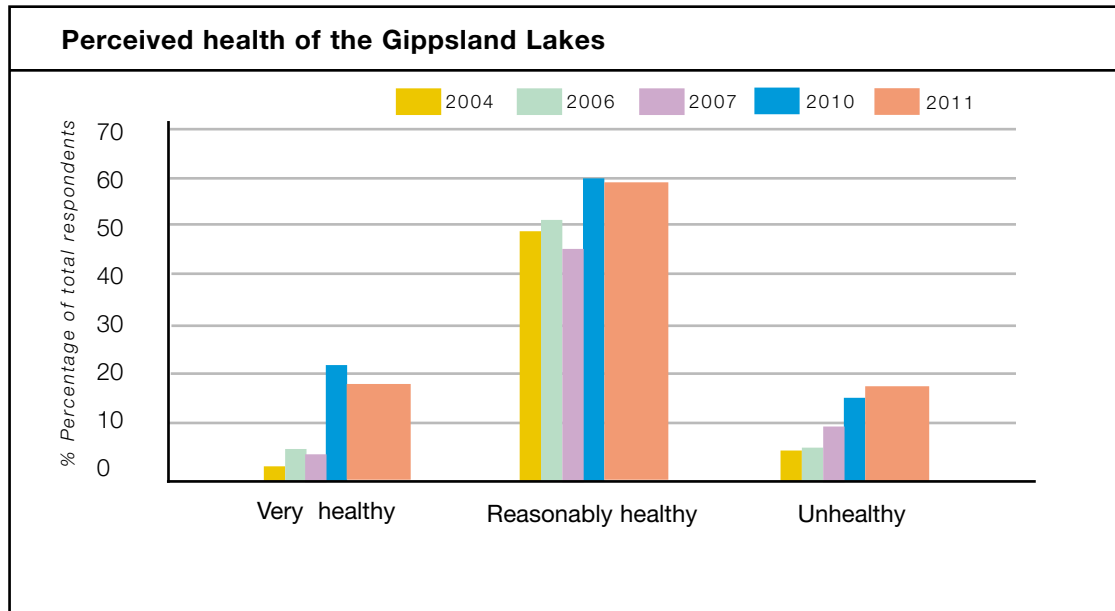
Indicative trends developing from 2004 to 2011:

- Answer options for this question are reflected from the 2004 survey.
- Devised to provide the longest possible term trend.
- Following 4 categories all presented trend reversals:
- The 2004 to 2011 survey trend presents another year reversal (opposite to 2010) to the previous trend: rating aesthetics as the leading item of importance, followed by relaxation/recreation
- Fishing decreased from 20% to 16%.
- Boating also decreased from 14% to 10%
- Rating for habitat for native animals/birds increased to 8%.



Q2 Findings: Health perceptions

Value & Condition of the Gippsland Lakes section



Findings highlights:

- 59% of respondents rated condition of the Gippsland Lakes as reasonably healthy.

Indicative trends developing from 2004 to 2011:

- Answer options for this question are devised across but simplified from the 2004, 2006, 2007 & 2010 surveys.
- Devised to provide the longest possible term trend.
- Trends across the 3 selections from 2004 to 2011 show respondents perception of the health of the Gippsland Lakes as similar to the results of 2010.
- Very healthy 2007: 5.0%. 2010: 22% 2011: Decline to 18%.
- Reasonably healthy 2007: 46.8%. 2010: 60% 2011: Decline to 59%.
- Unhealthy 2007: 9.3%. 2010: 15% 2011: Increase to 17%.
- 6% of respondents were unable to assess the condition of the Lakes. D/N

Q3 Findings: General mindsets

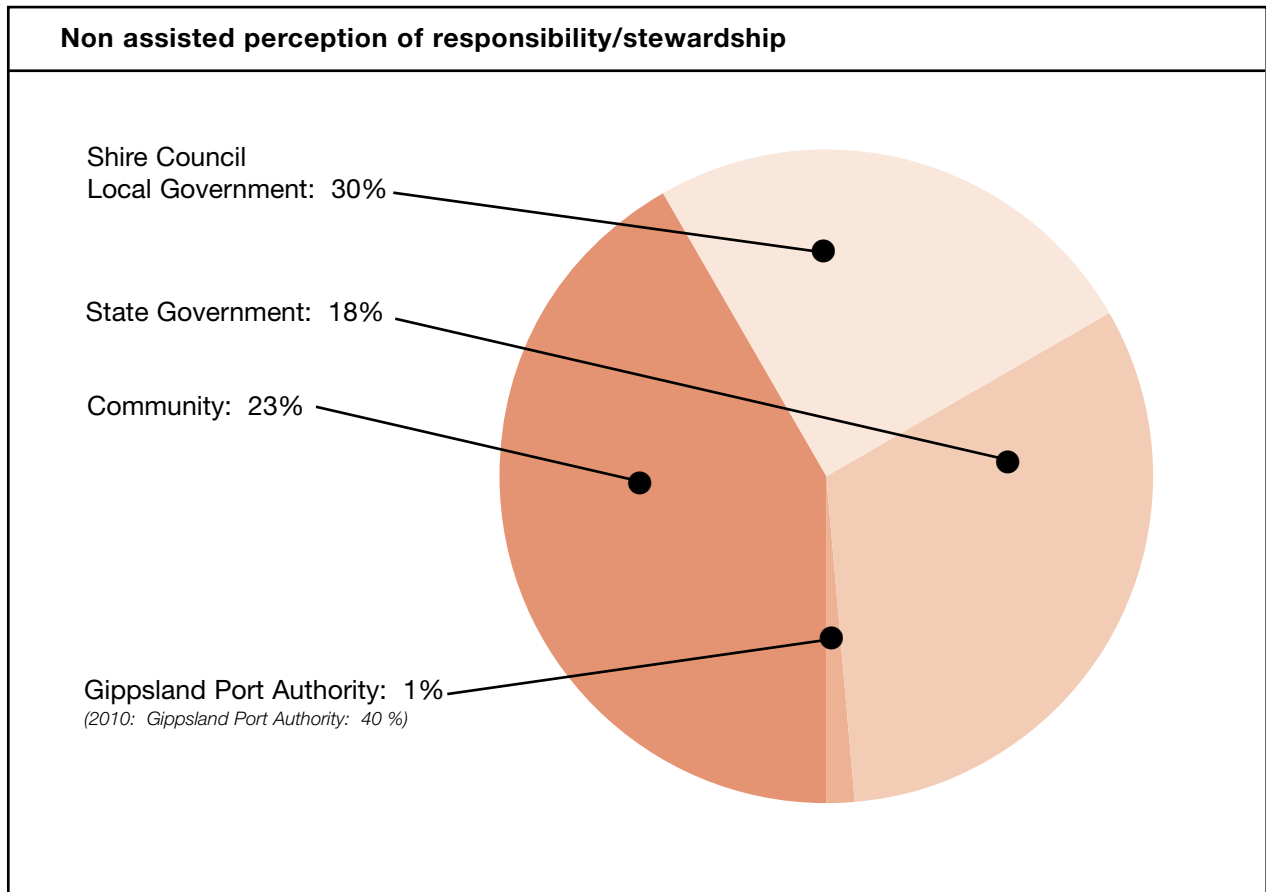
Value & Condition of the Gippsland Lakes section

Perceived responsibility, effort & confidence in management			
	% Awareness 2004	% Awareness 2010	% Awareness 2011
Environmentally, there is nothing more important than the state of the Gippsland Lakes.	55%	65%	90%
Local community views are rarely sought regarding the the protection of the Gippsland Lakes.	53%	39%	84%
I am confident that necessary actions are being taken to ensure that the Gippsland Lakes are in good shape for future generations.	48%	57%	40%
I believe the Gippsland Lakes are in pretty good shape.	42%	51%	75%
Organisations responsible for looking after the health of the Gippsland Lakes are achieving very little.	52%	33%	66%
I believe there is a fair amount of information around that tells me what is being done about the health of the GL.	73%	49%	67%



Q4 Findings: Responsibility awareness

Who do you believe is responsible for looking after the health of the Gippsland Lakes?



Findings highlights:

- The Gippsland Port Authority decreased from 40% in 2010 (seen as responsible) to 1% in 2011 (seen as responsible). The 2011 result of 1% was a combined rating including the Gippsland Port Authority and the Marine Board.

Note to findings & trends:

- In 2010 at the time of the Survey Poll, the Gippsland Port Authority was engaged in media coverage regarding bar dredging of the Lakes Bar & shore crab infestation.

Indicative trends developing from 2004 to 2011:

- | | |
|--|------------------|
| - Local Government Shire Council rated 30% | Increase of 2%. |
| - Local community (general public) rated 23% | Increase of 7%. |
| - State Government Shire Council rated 18% | Increase of 2%. |
| - Gippsland Port Authority & Marine Board rated 1% | decrease of 39%. |

Q5 Findings: Program effectiveness

Programs for the Gippsland Lakes section

Perceived effectiveness of programs						
		% of effectiveness (averaged)				
Question/statement		2004	2006	2007	2010	2011
Responded categories	Better land management practice to decrease erosion & nutrient run-off from farming land	82	63.6	66.6	85	81
	Zoning of land by Councils to prevent inappropriate water environmental development	66	55	59.4	86	81
	Research into sources of phosphorous in the Lakes system	83	54.	65.4	78	88
	Decreasing nutrient & waste run-off from urban areas	83	56	53.9	85	76
	<i>Fencing & protecting river banks to stop erosion</i>				85	74
	<i>Reducing sediment transported into waterways</i>				85	77
	<i>Removal of Willows & Poplars & replacing with natives to halt river bank erosion</i>				85	93
	<i>Removal of pest plants & animals - carp, weeds, rabbits & fox</i>				81	90
	<i>Maintaining the natural river flow levels</i>				85	91
	<i>Controlling carp numbers</i>				78	78

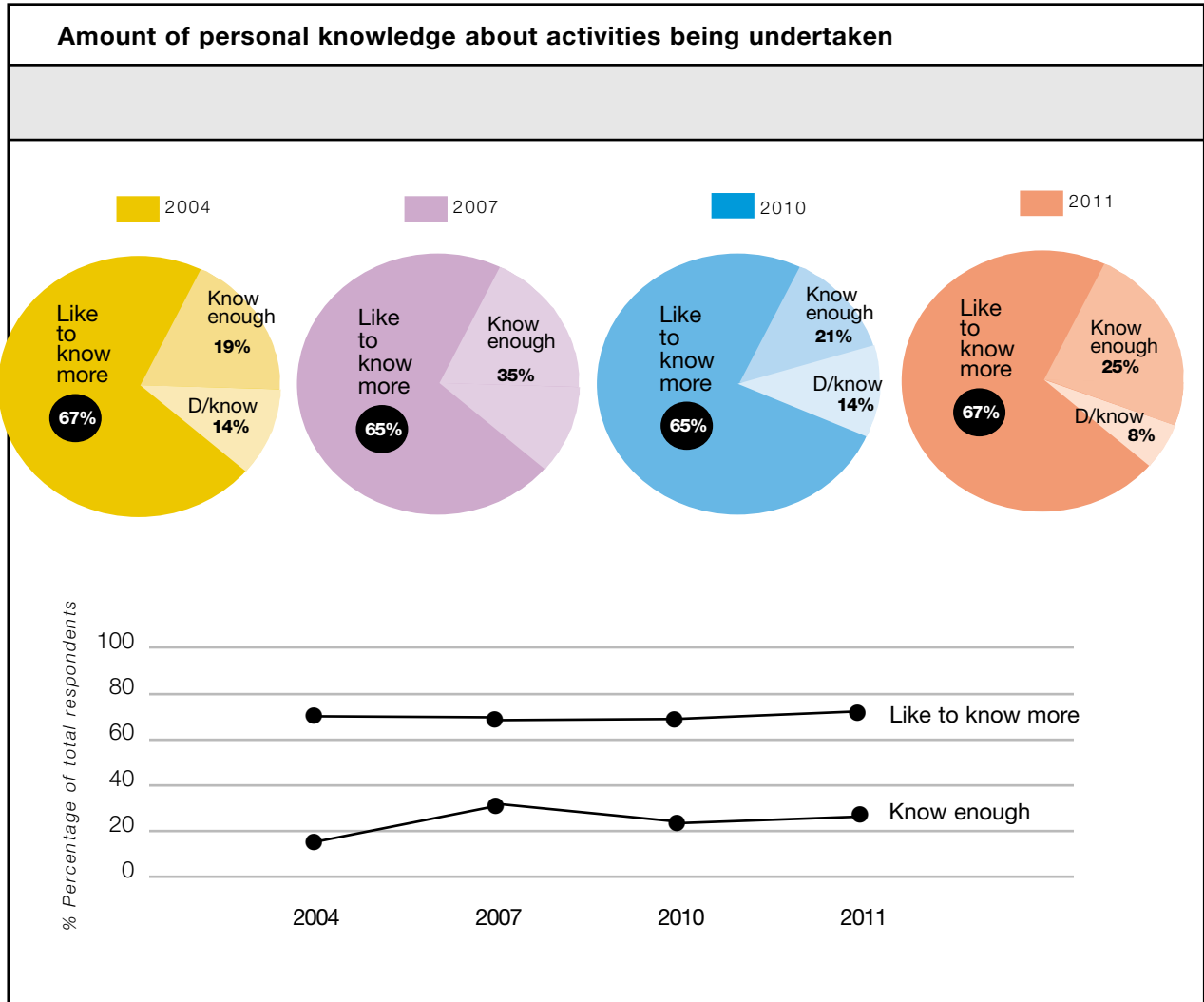
Data note:

- % of effectiveness is the total combined responses for “very effective” and “has some effectiveness”.



Q6 Findings: Knowledge of actions

Personal knowledge of the Gippsland Lakes section



Findings highlights:

- 67% of respondents stated that they would like to know more about the activities being undertaken in regard to addressing the health of the Gippsland Lakes.

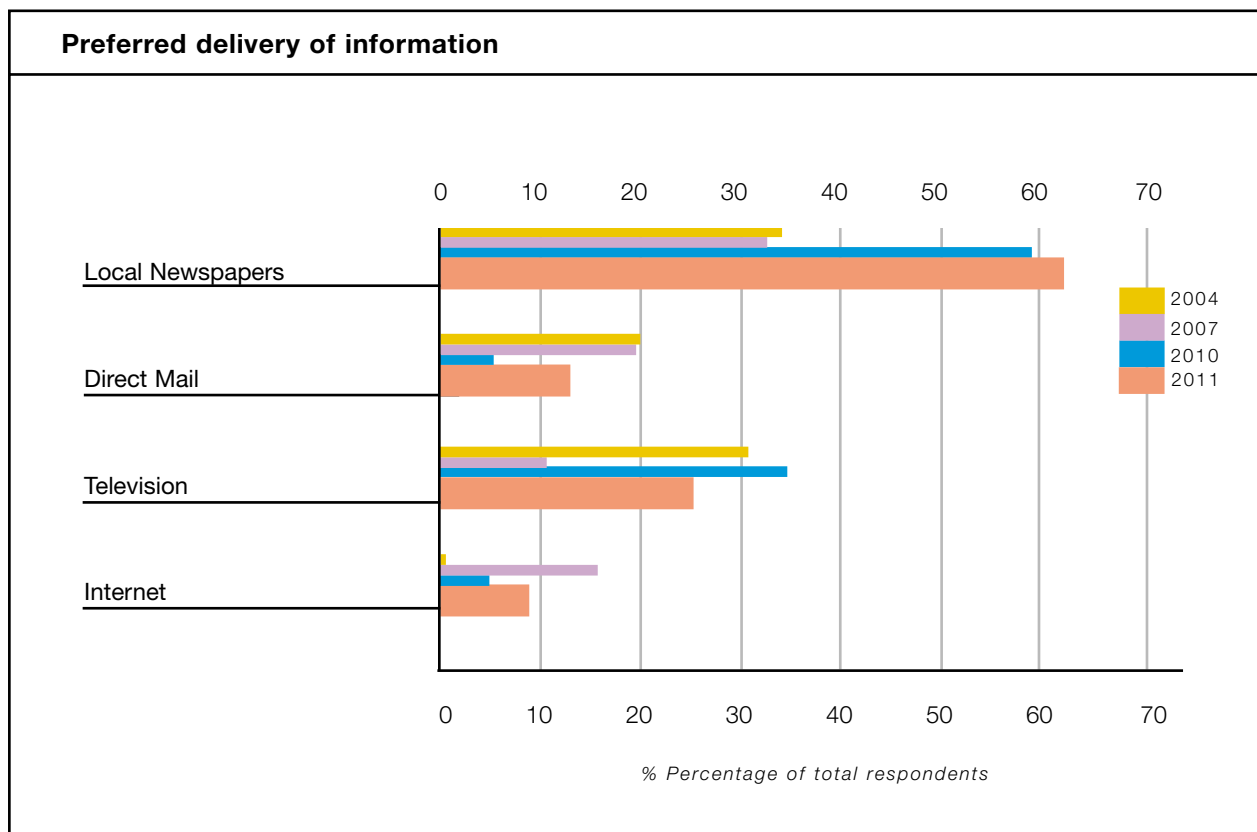
Indicative trends developing from 2004 to 2011:

- Increase in requirement to know more by 2%. (2010 - 2011).
- Steady requirement to know more generally. (2004 - 2011: 65% - 67%).
- Requirement to know more polls highly. (65% - 67%).
- Don't know response decreased (almost halved) from 14% (2010) down to 8% (2011)



Q7 Findings: Receiving information

Delivery of information regarding the Gippsland Lakes section



Findings highlights:

In order of rating:

- 62% of respondents stated a preference to receive information via local newspapers. (4% increase).
- 12% of respondents stated a preference to receive information via direct mail. (8% increase).
- 24% of respondents stated a preference to receive information from television. (9% increase).
- 9% of respondents stated a preference to receive information via website. (4% increase).

Indicative trends developing from 2004 to 2010:

- Data for this question is provided measured against the results of the 2004, 2007 & 2010 survey.
- Continually increasing result for information via local newspapers.

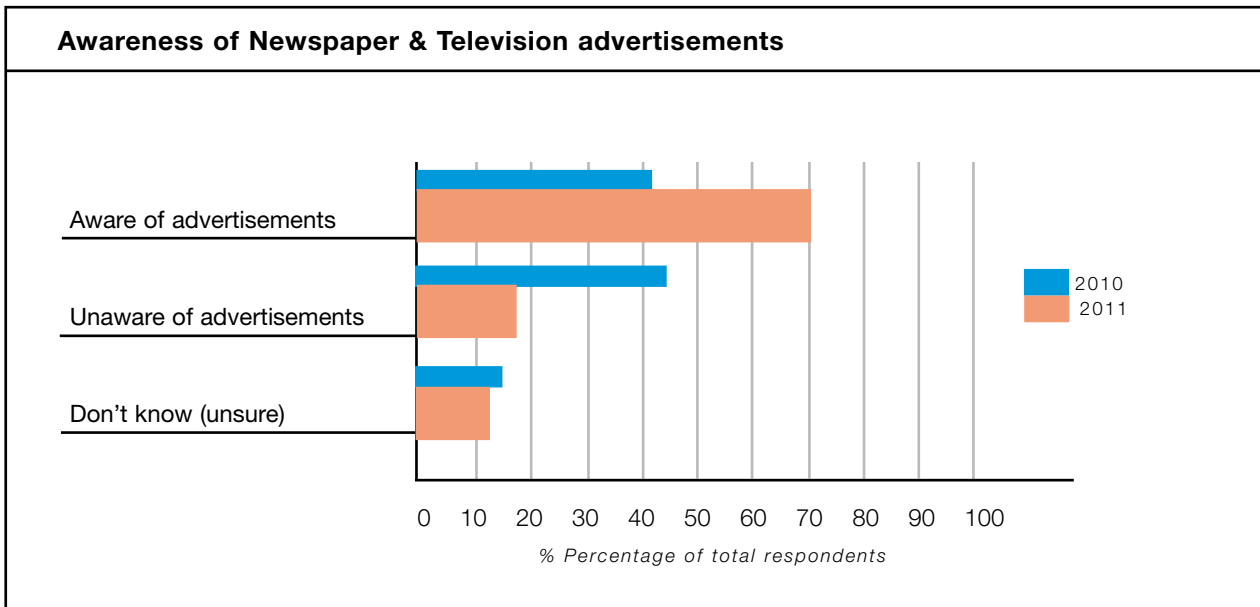
Reasons offered:

- Preference for more detailed information.
- Time to digest when suitable.
- Can read a second time.
- Increased rating for information via direct mail.
- Increased rating for information via internet.



Q8 Findings: Campaign awareness

2011 Campaign awareness section



Data note:

- Newspaper and Television Advertisements appeared in the months of Jan/Feb.
- The survey was conducted in the final week of February.

Findings highlights:

- 70% of respondents were aware/witnessed the Newspaper & Television Advertisements.
- 18% of respondents were unaware of the Newspaper & Television Advertisements.
- 12% of respondents stated they don't know/can't say/unsure.

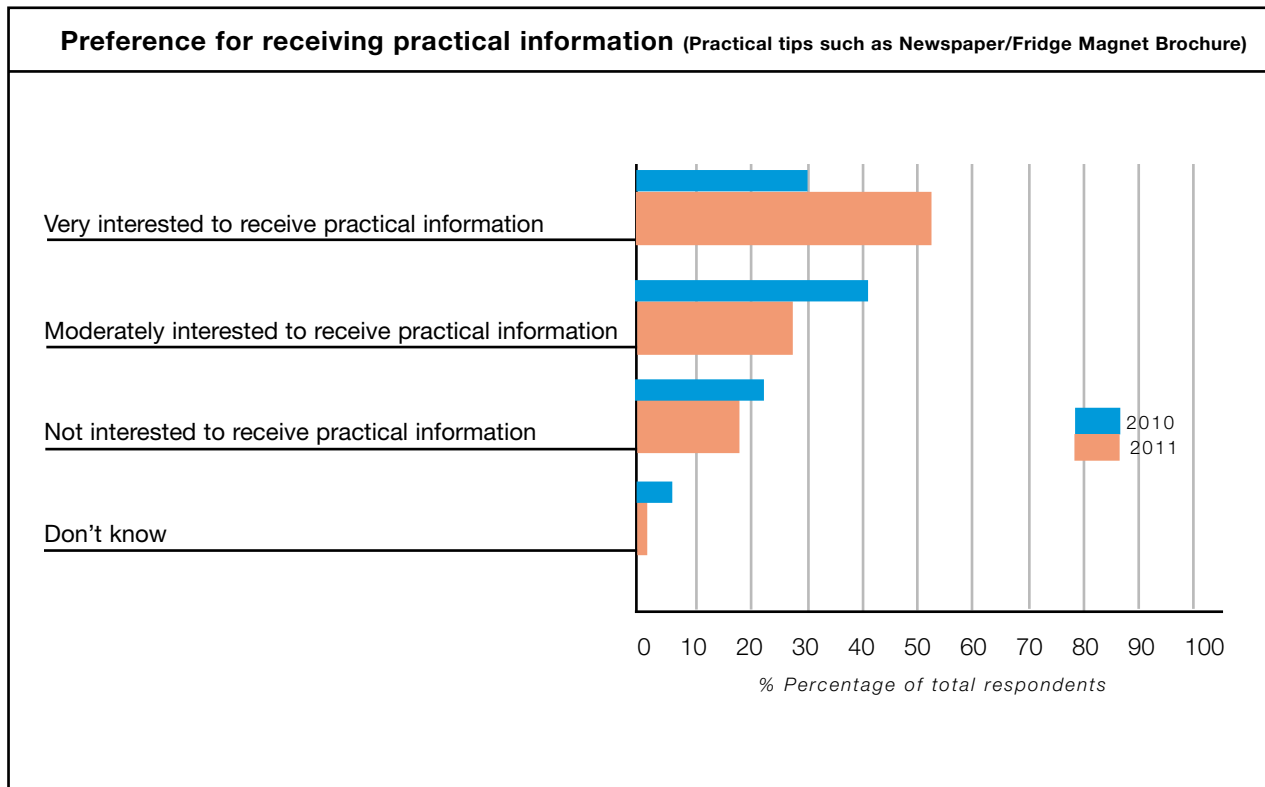
Indicative trends developing from 2010 campaign to 2011 campaign:

- 2010 Campaign: Newspaper Advertisements only appeared in the months of March.
- 2011 Campaign: Newspaper & Television Advertisements appeared in the months of Jan/Feb.
- 28% increase in awareness of the Advertisements. (from March 2010 to Jan/Feb 2011)
Include consideration that the Advertising Campaign was conducted in peak Lakes usage period.
- 25% decrease in respondents unaware of the Advertisements.
- 3% decrease in respondents rated 'don't know'.



Q9 Findings: Type of information

Type of information section



Findings highlights:

- 52% of respondents stated they have a strong preference (very interested) to receive practical information.
- 27% of respondents stated they are moderately interested to receive practical information.
- 19% of respondents stated they have no interest to receive practical information.
- 2% of respondents stated they don't know/can't say.

Indicative trends developing from 2010 campaign to 2011 campaign:

- 22% increase in preference to receive practical information.
- 15% decrease rating for a 'moderate' preference to receive practical information.
- 4% decrease in respondents expressing 'no interest' to receive practical information.
- 3% decrease in the rating of undecided.



Q1 Results: Valued features

Value & Condition of the Gippsland Lakes section

Most valued feature of the Gippsland Lakes	
<p>Question 1: As a local resident of the Gippsland Lakes region, what do you value most about the Lakes? <i>(What do you personally value about the Lakes System?)</i></p>	
Category	Total number of responses
Looks pleasing/aesthetic value	42
Fishing	24
Habitat for native animals/birds	13
Water for agriculture	0
Swimming	6
Boating	14
Drinking water	0
Relaxation/recreation	28
Clean/ fresh healthy water	22
Camping	0
Other	3
Total number of respondents	152



Q2 Results: Health perceptions

Value & Condition of the Gippsland Lakes section

Perceived health of the Gippsland Lakes	
Question 2: How healthy do you believe the Gippsland Lake are? <i>4 options</i>	
Category	Total number of responses
Very healthy	27
Reasonably healthy	89
Unhealthy	26
Don't know	10
Total number of respondents	152



Q3 Results: General mindsets

Value & Condition of the Gippsland Lakes section

Perceived responsibility, effort & confidence in management		
<p>Question 3: Do you agree or disagree with the following statements?: <i>Agree/disagree</i></p>		
Statement	Agree	Disagree
Environmentally there is nothing more important than the state of the Gippsland Lakes.	138	14
Local community views are rarely sought regarding the the protection of the Gippsland Lakes.	129	23
I am confident that necessary actions are being taken to ensure that the Gippsland Lakes are in good shape for future generations.	62	90
I believe the Gippsland Lakes are in pretty good shape.	115	37
Organisations responsible for looking after the health of the Gippsland Lakes are achieving very little.	101	51
I believe there is a fair amount of information around that tells me what is being done about the health of the GL.	37	115



Q4 Results: Responsibility awareness

Organisation/stewardship of Gippsland Lakes section

Non assisted perception of responsibility/stewardship	
Question 4: Who do you believe is responsible for looking after the health of the Gippsland Lakes? <i>(optional reply).</i>	
Response/answer	Total # of same category
State Government	28
Local community	35
Shire Council	46
East Gippsland Water	14
DSE	5
Gippsland Port Authority & Marine Board	2
Gippsland Lakes & Catchment Taskforce	13
EPA	4
East Gippsland Catchment Management Auth	5
Total number of respondents	152



Q5 Results: Program effectiveness

Programs for the Gippsland Lakes section

Perceived effectiveness of programs					
<p>Question 5:</p> <p>Which of the following activities do you believe are effective in improving the health of the Lakes?</p> <p>4 options</p>					
Statement	Response 1	2	3	4	
Decreasing nutrient & waste run-off from urban areas is:	%	68	13	5	14
Fencing & protecting river banks to stop erosion is:	%	64	17	10	9
Controlling carp numbers is:	%	84	4	3	9
Reducing sediment transported into waterways is:	%	68	8	8	16
Removal of Willows & Poplars & replacing with natives to halt river bank erosion is:	%	61	13	16	10
Zoning of land by Councils to prevent inappropriate water environmental development is:	%	70	7	6	17
Removal of pest plants & animals - carp, weeds, rabbits & fox is:	%	87	6	3	4
Maintaining the natural river flow levels is:	%	87	3	4	6
Better land management practice to decrease erosion & nutrient run-off from farming land is:	%	87	4	2	8
Research into sources of phosphorous in the Lakes system is:	%	72	6	0	22

Response options:

- 1 very effective
- 2 has some effectiveness
- 3 makes no difference
- 4 d/know

Q6 Results: Valued features

Personal knowledge of the Gippsland Lakes section

Amount of personal knowledge about activities being undertaken	
Question 6: Do you know enough about what is being done to protect the health of the Lakes? <i>3 options</i>	
Category	Total number of responses
Know enough	38
Like to know more	102
Don't know	12
Total number of respondents	152



Q7 Results: Receiving information

Delivery of information regarding the Gippsland Lakes section

Preferred delivery of information	
Question 7: How would you best like to receive information about the health of the Lakes: <i>Multiple responses allowed</i>	
Category	Total number of responses
State Rural Newspapers (Weekly Times)	0
Metro Newspapers	0
Community information sessions	0
Television (& radio)	37
Local Newspaper	94
Internet Websites (including email)	9
Direct Mail & pamphlets	12
Total number of respondents	152



Q8 Results: Campaign awareness

2011 Campaign awareness section

Awareness of Newspaper & Television advertisements	
Question 8: Are you or your household aware of information (advertising) distributed via your local Newspapers & Television advertising in recent months providing information for householders, farmers, Lakes users & visitors, demonstrating environmentally friendly tips?	
Category	Total number of responses
Aware of local Newspaper Advertisements	106
Unaware of local Newspaper Advertisements	27
Don't know	19
Total number of respondents	152



Q9 Results: Type of information

Type of information section

Preference for receiving practical information (As Newspaper/Fridge Magnet Brochure)	
Question 9: Would your household prefer to receive information containing practical tips which you can personally use to help contribute to the health of your environment and the Lakes system?	
Category	Total number of responses
Very interested to receive practical information	79
Mildly interested to receive practical information	41
Not interested to receive practical information	29
Don't know	3
Total number of respondents	152

Additional concerns/comments

Sample of individual (one-only) comments recorded throughout the Survey:

Single only responses:

Management:

- Not enough information provided;
- Loch Sport is totally overlooked as far as funding is concerned.
- Use local people for projects rather than use Melbourne contractors;
- River Improvement Trust (RIT) not taking responsibility;
- Inappropriate zoning in place. Too old!;
- Action group borders farm and wetlands and taking complaints about subdivision to VCAT.
No co-operation from DSE;
- Councils are not enforcing regulations; and

Survey:

- Will the results of this survey be published which will ensure that Taskforce follows up and does something.
- One didn't think that anything would come out of the survey as it was the people in the big city offices who try and make decisions and know not what they're on about;
- The survey questions are too open ended and repetitive and ambiguous;

Boating & fishing:

- Boating people emptying waste into the water;
- Complaints about carp numbers;

Natural environment:

- No more sand worms to be found;
- Planting native fruit trees along the banks;
- Removal of Ti-trees is important;
- Get rid of the "netters" to allow fish to grow and mature;
- If removing willows they must be replaced immediately;

Water:

- Farmers pumping water is to be controlled;
- Decommission the dam on the Nicholson;
- I'm worried about the dams up river;
- Concerned that people were not getting enough access to water;



Appendix 1: Questionnaire







Questionnaire

Question 1


As a local resident of the Gippsland Lakes region, what do you value most about the Lakes?
(What do you personally value about the Lakes System?)

- Don't prompt for answers - Can make suggestions as examples. Only offer suggestions if needed.
- Multiple response allowed.
-  Circle the replies.

Looks pleasing/aesthetic value	1
Fishing	2
Habitat for native animals/birds	3
Water for agriculture	4
Swimming	5
Boating	6
Drinking water	7
Relaxation/recreation	8
Clean/ fresh healthy water	9
Camping	10
Other (Please specify)	20 

Question 2

How healthy do you believe the Gippsland Lake are?

- Supply all answers.
-  Circle 1 reply.

Very healthy	1
Reasonably healthy	2
Unhealthy	3
Don't know	D



Questionnaire

Question 3

Do you agree or disagree with the following statements?:

 Circle one reply. Agree/disagree

- 1 Environmentally there is nothing more important than the state of the Gippsland Lakes.

- 2 Local community views are rarely sought regarding the the protection of the Gippsland Lakes.

- 3 I am confident that necessary actions are being taken to ensure that the Gippsland Lakes are in good shape for future generations.

- 4 I believe the Gippsland Lakes are in pretty good shape.

- 5 Organisations responsible for looking after the health of the Gippsland Lakes are achieving very little.

- 6 I believe there is a fair amount of information around that tells me what is being done about the health of the GL.

Question 4

Who do you believe is responsible for looking after the health of the Gippsland Lakes?

- Non assisted reply. 



Questionnaire

Question 5

Which of the following activities do you believe are effective in improving the health of the Lakes?



Circle replies. 1,2,3,4

- 1 Decreasing nutrient & waste run-off from urban areas is:
 very effective has some effectiveness makes no difference d/know
- 2 Fencing & protecting river banks to stop erosion is:
 very effective has some effectiveness makes no difference d/know
- 3 Controlling carp numbers is:
 very effective has some effectiveness makes no difference d/know
- 4 Reducing sediment transported into waterways is:
 very effective has some effectiveness makes no difference d/know
- 5 Removal of Willows & Poplars & replacing with natives to halt river bank erosion is:
 very effective has some effectiveness makes no difference d/know
- 6 Zoning of land by Councils to prevent inappropriate water environmental development is:
 very effective has some effectiveness makes no difference d/know
- 7 Removal of pest plants & animals - carp, weeds, rabbits & fox is:
 very effective has some effectiveness makes no difference d/know
- 8 Maintaining the natural river flow levels is:
 very effective has some effectiveness makes no difference d/know
- 9 Better land management practice to decrease erosion & nutrient run-off from farming land is:
 very effective has some effectiveness makes no difference d/know
- 10 Research into sources of phosphorous in the Lakes system is:
 very effective has some effectiveness makes no difference d/know

Question 6

Do you know enough about what is being done to protect the health of the Lakes?



Circle one reply. 1,2,3

- I know enough
- I'd like to know more
- Don't know



Questionnaire

Question 7

How would you best like to receive information about the health of the Lakes:

- Don't read - out - no prompting - probe.
- Circle replies.
- Number the order that they are mentioned.

- 1 Rural Newspapers (which paper?)
- 2 Metro Newspapers (sun/age/etc)
- 3 Community information sessions (or forums type?)
- 4 Television
- 5 Local Newspaper (which paper?)
- 6 Radio (which station?)
- 7 Internet Websites (particular sites)
- 8 Other (specify)



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Question 8

Are you or your household aware of information (advertising) distributed via your local newspapers and Television advertising in recent months providing information for householders, farmers, Lakes users & visitors, demonstrating environmentally friendly tips?

- Circle reply.

- 1 **Aware** of the local newspaper advertisements
- 2 **Unaware** of the local newspaper advertisements
- D Don't know

Question 9

Would your household prefer to receive information containing practical tips which you can personally use to help contribute to the health of your environment and the Lakes system?

- Circle reply. 1,2,3,D

- very interested to receive
- mildly interested to receive
- not interested to receive
- d/know

Thankyou for your time & co-operation this evening.
We and the Gippsland Lakes & Catchment Taskforce appreciate your assistance.