

## APPENDIX 5. INTEREST GROUP INFORMATION LETTER AND SURVEY

# Whitehaven Beach Investigation

March 22, 1999

Dear \_\_\_\_\_

The Great Barrier Reef Marine Park Authority and the Queensland Parks and Wildlife Service are currently reviewing aspects of the Whitsundays Plan of Management. As consultants, Scott Shafer and I have been contracted to undertake the Whitehaven Beach Visitor Investigation. An important component of this research is to contact local interest groups, tourist operators and residents about your views regarding the use and management of Whitehaven Bay (which includes Whitehaven Beach and Hill Inlet). Information gathered will aim to provide management agencies with a clearer understanding of local attitudes and values in relation to Whitehaven Bay, and will be used to assist with developing an information database from which effective planning decisions can be made.

Attached is an Information Sheet about the Whitehaven Beach Investigation, and a short survey entitled 'Your Perceptions of Whitehaven Beach'. We would appreciate it if you could take the time to complete the survey and return it in the stamp addressed envelope by 9 April. Your name is not required, and all answers will be confidential. Follow-up meetings to discuss key issues raised in the survey responses can be arranged by phoning either myself on 07 4948 0981 or Meredith Hall on 07 4946 7022. Your participation is very important and greatly valued.

Yours sincerely

Jayne Ormsby  
Social Science Consultant  
INTEREST GROUP INFORMATION LETTER

# **WHITEHAVEN BEACH INVESTIGATION INFORMATION SHEET**

## ***An Introduction to the Study***

The Whitsundays region and more specifically Whitehaven Beach is one of the most popular tourist destinations within the Great Barrier Reef Marine Park. The Great Barrier Reef Marine Park Authority is currently reviewing aspects of the Whitsundays Plan of Management (including Whitehaven Beach) and as a component of this review the Authority and the Queensland Parks and Wildlife Service are interested in collecting information from local interest groups, tourist operators and visitors. Jayne Ormsby and Scott Shafer are consultants who have been contracted to undertake the Whitehaven Beach investigation. An assessment of local values and perceptions, visitor usage patterns, experiences and motivations in relation to Whitehaven Beach is required and this information used to develop specific site planning for Whitehaven Beach. The information gathered will also provide management agencies with a clearer understanding of the range of opportunities and experiences that are sought by locals and visitors to Whitehaven Bay (which includes Whitehaven Beach). This investigation therefore will aim to develop an information database from which effective planning decisions can be made to both protect and provide for the existing diversity of opportunities at Whitehaven Beach.

## ***Method of Collecting Data***

Tourist operators and members of local interest groups have been asked to complete a short survey regarding their perceptions and views of Whitehaven Bay (including Whitehaven Beach and Hill Inlet). This survey will aim to give locals the opportunity to comment on the present condition and management of Whitehaven Beach. Follow-up meetings with each interest group/s will be arranged to discuss key issues raised in the survey responses.

During March and over the Easter break information will also be collected through surveying Whitehaven Beach visitors onboard vessels returning to Airlie Beach. The survey will take between 5–10 minutes. Assistance and cooperation from the tourism industry has been invaluable for the successful completion of this research.

## ***Contact Details***

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## INTEREST GROUP SURVEY

# YOUR PERCEPTIONS OF WHITEHAVEN BEACH

You can help the Great Barrier Reef Marine Park Authority and the Queensland Parks and Wildlife Service to manage, protect and conserve the Great Barrier Reef by spending 5 minutes of your time completing this survey. Your opinions about Whitehaven Bay (including Whitehaven Beach, Hill Inlet and Tongue Point) are very important to us. All your answers will be confidential and your participation is voluntary. Although questions refer to Whitehaven Beach, we are equally interested in your views/experiences of Whitehaven Bay.

### Section 1: Previous Visits to Whitehaven Beach

Please answer the following questions by **ticking yes or no**. If you answer yes, please **provide a brief answer**.

1. Did you visit Whitehaven Beach last year?  
☐ No If no, please go to Section 2 below.  
☐ Yes → If yes, about how many times did you visit Whitehaven Beach in 1998?  
\_\_\_\_\_ Times
2. Had this number of visits to Whitehaven Beach in 1998 changed from previous years?  
a. ☐ Increased ☐ Remained the same ☐ Decreased  
b. If yes, why had your number of visits to Whitehaven Beach changed? \_\_\_\_\_
3. When was your last trip to Whitehaven Beach? \_\_\_\_\_
4. Please **tick the activities** that you would normally participate in whilst on Whitehaven Beach.

| Activity | (Tick activities) |
|----------|-------------------|
|----------|-------------------|

- |                         |                          |
|-------------------------|--------------------------|
| Swimming                | <input type="checkbox"/> |
| Snorkelling             | <input type="checkbox"/> |
| Beach walks             | <input type="checkbox"/> |
| Bush/nature walks       | <input type="checkbox"/> |
| Wildlife/bird watching  | <input type="checkbox"/> |
| Relax/sunbathing        | <input type="checkbox"/> |
| Fishing                 | <input type="checkbox"/> |
| Taking photos           | <input type="checkbox"/> |
| Beach games—please name | _____                    |
| Others—please list      | _____                    |

5. From your previous visit/s to Whitehaven Beach, were there things that enhanced /detracted from your enjoyment that you would like to comment on?  
☐ No  
☐ Yes → If yes please tell us what these things were: \_\_\_\_\_

### Section 2: Values of Whitehaven Beach

6. What three words/phrases would you use to describe Whitehaven Beach?  
\_\_\_\_\_
7. How important is Whitehaven Beach to you? (Please circle)  
Extremely Important    1 ..... 2 ..... 3 ..... 4 ..... 5    Not at all Important

8. Places on the Great Barrier Reef may be important for many reasons. **Thinking about Whitehaven Beach, how important is each of the following to the value of this place?** Please circle the number that best represents your feelings.

| <i>I feel Whitehaven Beach is valuable for:</i> | No value | Little value | No opinion | Some value | Extreme value |
|---|----------|--------------|------------|------------|---------------|
| <b>Recreational opportunities</b>               | 1        | 2            | 3          | 4          | 5             |
| <b>Natural / ecological processes</b>           | 1        | 2            | 3          | 4          | 5             |
| <b>Scientific research</b>                      | 1        | 2            | 3          | 4          | 5             |
| <b>Cultural heritage</b>                        | 1        | 2            | 3          | 4          | 5             |
| <b>Economic opportunities</b>                   | 1        | 2            | 3          | 4          | 5             |
| <b>Spiritual values</b>                         | 1        | 2            | 3          | 4          | 5             |
| <b>Conservation values</b>                      | 1        | 2            | 3          | 4          | 5             |
| <b>Educational opportunities</b>                | 1        | 2            | 3          | 4          | 5             |
| <b>Historical meaning</b>                       | 1        | 2            | 3          | 4          | 5             |

### **Section 3: Perceptions of Whitehaven Beach**

9. Have you noticed any significant differences / changes at Whitehaven Beach that you would like to comment on with regard to:

Levels and types of use:

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Environmental conditions:

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Other Comments:

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10. What things might enhance / reduce your enjoyment of Whitehaven Beach in the future?

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11. How much understanding do you have with regard to the Whitsundays Plan of Management? (Please circle)

**No Understanding    Some Understanding    A Good Understanding**

12. Do you agree with the current Whitsundays Plan of Management, specifically in relation to Whitehaven Bay (including Whitehaven Beach)?

☐ Yes

☐ No → If no, what don't you agree with and why? \_\_\_\_\_

- 13.a How would you rate way that Whitehaven Beach is currently managed?

Very well managed      1.....2.....3.....4.....5.....      Not at all well managed

13.b    Why did you give this rating? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

14.    What improvements, if any, can be made to the way that Whitehaven Bay is managed?  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

#### **Section 4: General Characteristics**

15.    Are you:      ☐ Female      ☐ Male

16.    In what year were you born? \_\_\_\_\_

17.    What is the highest level of education that you have completed? (Please tick)  
☐ Primary    ☐ Secondary    ☐ Some University or technical    ☐ University or technical degree

18.    Do you consider yourself to be a local resident?  
☐ No      ☐ Yes →    How long have you lived in this area? \_\_\_\_\_ Years

19.    Do you have an interest group that you identify with? \_\_\_\_\_

**THANK YOU FOR YOUR COOPERATION**

If there are other things you would like to tell us please do so here:

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