

NSW Marine Estate Community Wellbeing Surveys



**Toolkit for Communication
and Community Engagement**



INTRODUCTION

How does the NSW coast contribute to our wellbeing? What do we need to do to maintain a healthy, thriving NSW coast now, and for future generations to come? What are the community's concerns and values about the NSW coast?

The Department of Primary Industries (DPI) commissioned a first-time survey to answer these questions and more. For in-depth insights into the findings, visit marine.nsw.gov.au

In 2021, we conducted research focusing on 3 key audience groups:

- Coastal Residents
- Coastal Visitors
- Coastal Youth (aged 14-17 years)

These surveys will be conducted every 3 years to track long-term trends in community wellbeing.



ABOUT THIS TOOLKIT

This toolkit will support you to understand the Community Wellbeing Surveys and its key findings. You will find key messages and resources to support in person and online communication and community engagement.



Resources can be downloaded via marine.nsw.gov.au

If you need support to share the knowledge, or have any questions about implementing the toolkit, please email sam.pateman@dpi.nsw.gov.au or natalie.gollan@dpi.nsw.gov.au

HOW YOU CAN SHARE THE COMMUNITY WELLBEING SURVEYS FINDINGS

Share the resources provided in this kit within your organisation, networks, and local community groups. The resources have been designed for you to share online or print locally and display.

Below are some ways you can share the report and its findings (resources listed can be found at the end of this toolkit).

Share on your website

- Publish a description about the reports on your organisation's website and include a link to the reports on the **NSW Marine Estate website**.

Share on your social media

- Use your social media platforms to share information about the report findings.
- Use the hashtag **#OurHealthOurCoast** for your social media posts.
- You will find social media tiles in our resources.
- Follow our Marine Estate Instagram channel **@nsw_marineestate** to read and share stories connected to our community wellbeing report.

Share in your newsletter

- Include information about the report in your newsletter and link to the **NSW Marine Estate website**.
- Look for opportunities to post the report's key messages in your newsletter.
- Sign up to our **Marine Estate newsletter** to read and share stories connected to the report.

Share printed factsheets

- Print copies of region-specific findings and display in local meeting places and workspaces.

Share with your email contacts and relevant groups

- Email your contacts and relevant groups links to the **NSW Marine Estate Community Wellbeing Surveys**.
- Encourage people you work with to share the information with their own networks.

KEY MESSAGES

The key messages are categorised into 3 core areas/groups/headings.

You may like to use these in your communications.

Our health. Our coast.

- Coastal residents and youth are frequent users of the NSW coast. The most popular uses by the community include going to the beach, picnicking, sightseeing and visiting coastal cafes.
- The NSW coast has been attributed to increased quality of life by the community.
- Engaging with the NSW coast provides many wellbeing benefits, including our physical and mental health.
- The NSW coast is an important part of life, recreation and business.
- As a place, the coast provides a space for social interaction and community building.

Our coast. Our legacy.

- Coastal residents and youth reported a high level of connection to the NSW coast.
- Passing on a healthy NSW coast to future generations is perceived as the most important reason for managing the NSW coast.
- Our community feel responsible for maintaining the coastline and participate in marine estate stewardship activities.
- Our legacy is the coastline we leave behind.

Impacts to our wellbeing. Impacts to our marine estate.

- Our community are concerned about environmental threats to the health of the coast.
- Threats that have the greatest current impact on community experience include litter on shorelines or in the water, overcrowding, illegal behaviour or activities, climate change, loss of natural habitat and decline in wildlife to appreciate.
- Our young people are committed to protecting and nurturing the coastline into the future.
- Looking after the coastline is important, and coastal communities and visitors recognise the importance of ensuring its future.
- We need to work together, community and government to manage, protect and enhance the NSW coast, now, and into the future.

RESOURCES

Newsletter copy

How does the NSW coast contribute to your/our wellbeing?

What do we need to do to maintain a healthy, thriving NSW coast now, and for future generations to come?

What are the community's concerns and values about the NSW coast?

The Department of Primary Industries (DPI) commissioned a first-time survey to answer these questions and more.

Findings are representative of the NSW coastal resident population, coastal visitor population (visitors from NSW and visitors from other states), and NSW coastal residents aged 14-17 years old.

For in-depth insights into the findings, visit www.marine.nsw.gov.au

Website description and link

How does the NSW coast contribute to our wellbeing?

What do we need to do to maintain a healthy, thriving NSW coast now, and for future generations to come?

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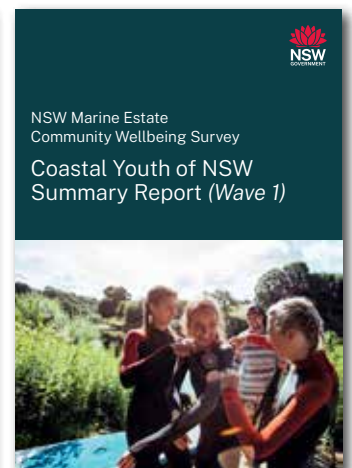
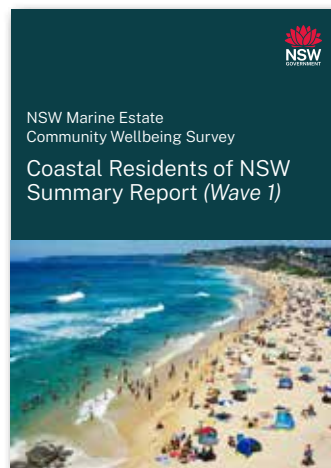
For in-depth insights into the findings, visit www.marine.nsw.gov.au

Resources to download

You may like to include the products below in your newsletters and other communications.

All resources are available to download from www.marine.nsw.gov.au

Summary reports - NSW Marine Estate Community Wellbeing Surveys



Regional factsheets

NSW Marine Estate Community Wellbeing Surveys
NSW North Coast (Upper) Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.


This fact sheet summarises key findings for the North Coast (Upper) region from Wave 1 of the Community Wellbeing Surveys.

The North Coast (Upper) region stretches from the Tweed Heads to east of South West Rocks, and includes Tweed Heads, Byron Bay, Ballina and Terong.

"It is a massive stress reliever to get down to the coast and the fresh air and swimming in the ocean. It's a social activity being amongst other surfers that connects the community. It has many other health benefits."

Image: The Pinnacles, Byron Bay

NSW Marine Estate Community Wellbeing Surveys
NSW North Coast (Lower) Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.


This fact sheet summarises key findings for the North Coast (Lower) region from Wave 1 of the Community Wellbeing Surveys.

The North Coast (Lower) region of NSW extends to Red Rock in the north and terminates to the south and includes Coffs Harbour, Port Macquarie and the Hastings River and sub-catchment.

"We have a beautiful coastline and it would be devastating if it was destroyed over the years. I would hope for our children's children and their children would get to enjoy it the way we do now."

Image: The Pinnacles, Byron Bay

NSW Marine Estate Community Wellbeing Surveys
NSW Hunter Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.

This fact sheet summarises key findings for the Hunter region from Wave 1 of the Community Wellbeing Surveys.

The Hunter region of NSW extends from County Head in the north to Swansea in the south and includes the major centres of Newcastle, Port Stephens and Newcastle.

"It is life. Our family moved to this area because of the coastal life, the beaches, the habitat, the animals and the nature. It makes my family who we are."

Image: Seal Bay, Lake Macquarie

NSW Marine Estate Community Wellbeing Surveys
NSW Central Coast Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.

This fact sheet summarises key findings for the Central Coast region from Wave 1 of the Community Wellbeing Surveys.

The Central Coast region of NSW extends from Catherine Hill Bay in the north to Balangula in the south and includes the major centre of Warragamba.

"Being so close to nature gives me the freedom to easily jump on a bike, visit the beach or go bush walking. The central coast gives me the greatest quality of life."

Image: The Rockpool, Lighthouse Beach, Potters Beach and Seal Head Lightstation, Location: North Head

NSW Marine Estate Community Wellbeing Surveys
NSW Greater Sydney Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.

This fact sheet summarises key findings for the Greater Sydney region from Wave 1 of the Community Wellbeing Surveys.

The Greater Sydney region is comprised of areas located from Smeaton Park in the north to Castle Beach in the south. It includes Sydney Harbour, Sydney Bay and coastal parts of the Royal National Park.

"Taking walks along the coastline, going swimming, observing wildlife and the beauty of nature, it all contributes to my overall mental and physical wellbeing."

Image: Aerial sunset view of Sydney Harbour, Location: Sydney

NSW Marine Estate Community Wellbeing Surveys
NSW South East Coast (Upper) Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.

This fact sheet summarises key findings for the South East Coast (Upper) region from Wave 1 of the Community Wellbeing Surveys.

The South East Coast (Upper) region of NSW extends from Smeaton Park in the north to North Durras in the south and includes the major centres of Batemans Bay, Narra Bay and Ulladulla. Coastal environments and waterways like Lake Burrell, Snowy Mountains and Narra Bay.

"I live near the ocean and have enjoyed it from a very young age. Walking along the beach, swimming and seeing the coastal beauty and the creatures that live in the ocean brings much joy and contributes to my emotional and mental health."

Image: Hyden Beach, Location: Jervis Bay

NSW Marine Estate Community Wellbeing Surveys
NSW South East Coast (Lower) Region



The NSW Government's Marine Estate Community Wellbeing Surveys provide valuable insight into our coastline from residents, youth and visitors. Using the responses to the surveys, we can track the benefits, threats, and trends in community wellbeing over time.


This fact sheet summarises key findings for the South East Coast (Lower) region from Wave 1 of the Community Wellbeing Surveys.

The South East Coast (Lower) region extends from South Durras to the NSW/Victoria border, and includes Koroitons Bay, Narrawe, Merimbula and Eden.

"I get fresh air daily. Beaches are clean. Beautiful surroundings for a beautiful mind. Peaceful. Good to get a swim. Not overcrowded."

Image: The iconic Biggy Creek from the beachhead providing an outlet to the ocean, Location: Merimbula


Technical reports



NSW Marine Estate Community Wellbeing Survey Report
Coastal Residents of NSW Wave 1

Prepared by NSW Department of Primary Industries and Ipsos 2022


NSW Department of Primary Industries | GAME CHANGERS | Ipsos



NSW Marine Estate Community Wellbeing Survey Report
Coastal Youth of NSW Wave 1

Prepared by NSW Department of Primary Industries and Ipsos 2022

NSW Department of Primary Industries | GAME CHANGERS | Ipsos



NSW Marine Estate Community Wellbeing Survey Report
Coastal Visitors of NSW Wave 1

Prepared by NSW Department of Primary Industries and Ipsos 2022

NSW Department of Primary Industries | GAME CHANGERS | Ipsos

Social media



7.9/10
I feel a personal connection to the NSW coast.

8.3/10
I take pride in living on the NSW coast.

7.5/10
The NSW coast is part of my identity.

Image: Warragamba Beach, Location: Jervis Bay



"I would hope that our children's children and their children would get to enjoy it the way we do now."



"The NSW coast provides a gateway for me to participate in activities that I love."

"Surfing, swimming and just enjoying the view!"

HOW DOES THE NSW COAST CONTRIBUTE TO OUR WELLBEING?

This is just one question answered by NSW coastal residents, visitors and youth in the NSW Marine Estate Community Wellbeing Surveys.

The views of our community are critical. The information will help improve the way we work together to manage, protect and enhance the NSW coast now, and into the future.

The surveys will be conducted every 3 years to track long-term trends in community wellbeing.

To read the Community Wellbeing Survey results, search marine.nsw.gov.au

Image © NSW Department of Primary Industries

#OurHealthOurCoast
#OurCoastOurLegacy
#Impactstoourmarineestate
#NSWWellBeingSurvey

All resources are available to download from the website. Go to marine.nsw.gov.au

Scorecard - Coastal Residents of NSW

Question/Indicator

Percentage or Average Score

Community use of the NSW marine estate



How often do you visit your local coastal area?

64%
at least once per week

Top 5 activities undertaken when visiting your local coastal area:

Beach going	61% of people
Picnicking, sightseeing, visiting coastal cafes	58% of people
Land-based exercise	58% of people
Water sports	42% of people
Wildlife or nature watching	36% of people

Community perceptions of environmental health



How would you rate the current health of the natural coastal environment in your local area?

Very good	27%
Good	55%
Poor	5%
Very poor	1%

Contribution of the NSW marine estate to quality of life



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

8.3/10

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

Emotional and mental health

8.1/10

Physical health

7.9/10

Spending time/socialising with family and friends

7.7/10

Nutritional needs

6.6/10

0 = Not important at all --> 5 = Neutral --> 10 = Very important

Threats and impacts to the NSW coast



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

6.7/10

Illegal behaviours or activities

6.3/10

Overcrowding

6.3/10

Climate change

5.9/10

Loss of natural habitats and decline in wildlife to appreciate

5.9/10

0 = No impact, 1-3 = Minor, 4-6 = Moderate, 7-9 = Major, 10 = Severe impact

Community stewardship of the NSW marine estate



Top reasons why it is important to manage different aspects of the coast?

Pass on a healthy NSW coast to future generations

8.8/10

Provide a place where people can connect with nature

8.5/10

Preserve nature –even though it may never be used or seen by humans

8.5/10

0 = Not important at all --> 5 = Neutral --> 10 = Very important

Do you feel responsible for helping maintain a healthy NSW Coast?

7.8/10

0 = Strongly disagree --> 5 = Neutral --> 10 = Strongly agree



The complete reports can be found at
marine.nsw.gov.au

W: marine.nsw.gov.au
E: contact.us@marine.nsw.gov.au

Photo Credits

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