Gold Coast City Council
Draft Ocean Beaches Strategy 2013–2023
Community and Stakeholder Engagement Report
Prepared by Fieldworx, June 2013
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Executive Summary

Gold Coast residents and visitors are passionate about the city’s ocean beaches. The majority highly value the economic, social and cultural benefits the ocean beaches offer the city. This report seeks to better understand community and stakeholder concerns, perceptions and ideas regarding the future of ocean beach management and identify issues for Council to consider when developing solutions.

The Draft Ocean Beaches Strategy 2013–2023 is one of five priority strategies for Gold Coast City Council. The Strategy outlines the preferred approach to protecting, enhancing and funding the management of the Gold Coast’s ocean beaches over the next ten years. It includes four high-level strategic outcomes:

1. Everyone can enjoy a beach experience
2. Our beaches are healthy and clean
3. Our coastal infrastructure is protected from storm surge and erosion, and
4. There is joint stewardship of the ocean beaches

Through a community and stakeholder engagement process, community members and stakeholders provided feedback in response to the 18 key actions identified to achieve the four strategic outcomes listed above. They also provided feedback on a range of other issues that impact the management of the ocean beaches. The engagement process involved face-to-face discussions at three ‘Beach Shack’ engagement events, online surveys, an online discussion forum, in-depth interviews and written submissions.

A total of 1,411 people actively engaged in the process.

In the main, findings from the community and stakeholder engagement process demonstrated between 65% and 89% support for each of the proposed key actions outlined in the Draft Ocean Beaches Strategy. Satisfaction of Council’s current management of the ocean beaches is considerably low at an average of 30%.

However, caution needs to be exercised when interpreting these results. The Draft Ocean Beaches Strategy and the online survey were confusing to some people, as some concepts require a level of technical knowledge to fully respond.
The priority themes identified during the engagement process were:

- Commercial activity
- Surf management
- Infrastructure protection
- Evidence-based decision making
- Funding
- Community education
- Governance

**Commercial activity**

Commercial activity on the beach is a divisive issue however respondents were generally supportive of the development of a Commercial Activity Plan. The majority of respondents supported some types of commercial activity on some beaches, in particular beaches with high tourist visitation. Further consultation is required to accurately gauge resident and tourist opinion to inform the policy direction of the Commercial Activity Plan. Stakeholders include, but are not limited to, the Gold Coast community and businesses, community organisations, interest groups and tourists.

**Surf management**

There is strong support for the development of a Surf Management Plan in collaboration with key stakeholders. Feedback indicates that the Surf Management Plan should address the tension between work aimed at protecting coastal infrastructure while at the same time maintaining and improving surf amenity. It should also address congestion in surf areas, surf etiquette and access to surf breaks.

**Infrastructure protection**

Protection of infrastructure and management of erosion was identified as a significant issue by all stakeholders. While there was general support for the use of artificial reefs as a strategy for protecting beaches against erosion, significant concern was raised about the potential to negatively impact surf amenity. Similarly, there was support for an improved approach to sand management and beach nourishment but there was no agreement on the best approach. Community and stakeholders consistently supported the completion of a continuous seawall.

Concerns were raised about the lack of transparency of the current approach to decision-making regarding coastal management. This presents an opportunity for Council to support
informed dialogue with community and stakeholders about coastal protections issues and management solutions.

**Evidence-based decision making**
There was significant comment about the need for ocean beach management decisions to reflect international best practice identified through evidence-based research. This included the sharing of information with community and stakeholders.

**Funding**
The funding for ocean beach management was perceived as a Council responsibility with overwhelming support for financial contributions from the Queensland and Australian Governments. There was also significant support for an allocation of the tourism levy for beach protection and management. Funding through significant commercial activity on the ocean beaches was not supported.

**Community education**
Community education programs were identified throughout the engagement as important in the protection and management of the ocean beaches, as well as safety for beach users.

**Joint stewardship**
The most consistent governance model suggested included a body with representation from all levels of government, research institutions, business, community and other stakeholders.
Considerations

The following Considerations have been identified during the community and stakeholder engagement process. Council should refer to them during the finalisation and implementation of the Ocean Beaches Strategy.

**Improving beach accessibility**
- Assess the adequacy of parking against population and visitor projections
- Review linkages between the light rail and beach access
- Complete Oceanway or its alternative for pedestrians and cyclists – including bike parking
- Develop a beach accessibility plan that focuses on access for people with a disability or mobility issue

**Managing dogs on the beaches**
- Develop a whole of the coast approach to the number and location of dog friendly beaches
- Monitor beaches to ensure dog owners clean up dog waste

**Developing a Commercial Activity Plan**
- Actively engage Gold Coast residents, businesses and tourists in the development of a Commercial Activity Plan
- Develop a clear definition of ‘commercial activity’
- Develop a matrix that considers what types of commercial activities are appropriate for what types of beaches. Eg Only allowing beverage vendors on beaches identified for high tourist visitation
- Ensure alignment between commercial activity on the beaches and commercial activity in foreshore parks
- Develop clear policy that guides regulations and enforcement procedures
- Investigate the cost benefit when considering the licensing, monitoring and waste management role of Council

**Improving beach safety**
- Ensure lifeguard coverage is appropriate to the number of beach users across the beach network
- Develop partnerships to inform and educate beach users about safety

**Developing a Surf Management Plan**
- Actively engage surfers, surfing bodies, surfing businesses and the broader community in the development of a Surf Management Plan
- Identify the differing surf amenity needs for the beginner through to the professional surfer
- Identify a strategy for managing congestion based on current and future usage projections
- Develop approaches to nourishing beaches and protecting infrastructure that balances the need to maintain and improve surf breaks

**Dune care**
- Update and implement the Dune Management Plans which includes regular assessment of dunes, planting of vegetation and control of pests

**Managing sand quality and coverage**
- Establish and support informed public dialogue with the Gold Coast community about natural sand movement, options for management and the most appropriate course of action for the Gold Coast
- Ensure formal linkages and coordination between estuary dredging and coastal management objectives
- Formalise approaches to sand management that is informed by a strong scientific evidence base and local experience/knowledge

**Beach cleaning and waste management**
- Review Council’s approach to beach cleansing in relation to the network of beach types and usage
- Establish a beach buddy system in recognition of volunteers who regularly clean their local beaches
- Develop and promote a ‘keep our beaches clean’ campaign
- Assess the location and number of bins accessible to beach users and upgrade where necessary
- Enforce littering fines

**Managing impacts of coastal hazards**
- Ensure dunes are wide and high enough to offer protection for infrastructure
- Ensure new developments are appropriately set back away from the sand (Planning Scheme)
- Complete the seawall in public land
- Implement the most effective approach to working with private property owners in completing a continuous seawall
- Encourage robust dialogue in the consideration and development of a range of innovative and evidence-based solutions to protecting infrastructure from erosion

**Implementing the Shoreline Management Plan**
- Provide accessible and up-to-date information to the community about the Gold Coast Shoreline Management Plan
- Establish an open and ongoing dialogue with the Palm Beach community and stakeholder groups about the Palm Beach Shoreline Project
If artificial reefs are constructed

- Ensure the design and location of artificial reefs are informed by evidence-based research and international best practice
- Minimise the potential for negative impact on surf amenity, and improve where possible, when designing and locating artificial reefs
- Develop a community and stakeholder communication plan to provide factual information and respond to concerns

When dredging

- Develop a community and stakeholder communication plan to provide factual information about the reason for dredging, the environmental impacts, a cost benefit analysis and the relationship with sand nourishment for ocean beaches

Building joint stewardship

- Establish a governance structure that includes representation from all levels of government, community, research institutions and other stakeholders
- Develop a process for improving intergovernmental coordination and information exchange
- Negotiate with the Queensland Government about their role in resourcing and supporting the management of the ocean beaches
- Identify opportunities to actively engage local residents in the conservation and protection of the ocean beaches

Funding beach management

- Allocate a percentage of the tourism levy to beach management
- Enter into negotiations with the Queensland Government about opportunities for leveraged funding based on the value of Gold Coast’s ocean beaches to the Queensland economy
- Enter into negotiations with the Australian Government about their role in funding preventative infrastructure works, as well as recovery works following a weather event

In research

- Develop effective partnerships with research institutions to establish a solid evidence base for effective ocean beach management

Community education

- Develop a coordinated approach to engaging the community and visitors in better understanding the ocean beaches and the practical role they can play in their protection and management

Linking high level strategies and plans

- Develop a values or principles hierarchy that links Council’s key planning and strategic documents and provides a way for acknowledging and addressing potential conflict between competing agendas
General management of the ocean beaches

- Investigate potential landownership implications that may arise as a result of accretion
- Develop a categorisation system that supports future planning by recognising the different types of beaches and different beach experiences across the beach network
- Develop specific and measurable performance indicators
- Develop a transparent process for monitoring and reporting on the implementation of the Strategy
1. Introduction

1.1. Project background
The Draft Ocean Beaches Strategy (OBS) outlines Gold Coast City Council’s (Council’s) preferred approach to protecting, managing and funding the Gold Coast beaches. The main focus of the draft Strategy is to ensure that the management of the ocean beaches continue to be integrated as core business for Council.

1.2. Strategic alignment
The Ocean Beaches Strategy 2013–2023 is aligned with a number of Council strategies, plans and visionary documents including the City Vision and City Plan. The Strategy is one of Council’s five priority strategies for investment and action and will inform and be informed by the:
- Transport Strategy;
- Economic Development Strategy;
- Culture Strategy; and
- Solid Waste Management Strategy.

Following is a diagram that illustrates the positioning of the Ocean Beaches Strategy in Council’s current planning framework. This diagram was used in the Beach Shack Engagement Sessions as a tool to explain the strategic alignment to the broader community.
1.3. **Purpose of the report**

The purpose of this report is to accurately represent the views of the community and other stakeholders in relation to:

- The extent to which the community supports the proposed key actions of the Draft Ocean Beaches Strategy
- Priorities in relation to the management of the ocean beaches
- Areas requiring further information or consultation, and
- Other issues and actions not currently addressed in the Draft Ocean Beaches Strategy

1.4. **Community and stakeholder engagement**

Gold Coast City Council engaged Fieldworx to deliver the community engagement and the stakeholder engagement process of the Draft Ocean Beaches Strategy. The Fieldworx consultants worked within the Council project team comprised of Engineering Services Directorate, Community Engagement Unit and Corporate Communication Branch in the Office of the CEO.

The purpose of community and stakeholder engagement was to refine the draft OBS Strategy by seeking comment and input on the strategy. It also provided an opportunity to increase public engagement...
awareness of the importance of a strategic approach to the management of our ocean beaches and to 'test out' key actions within the strategy.

For the purpose of this project, community was defined as residents, visitors and tourists. Stakeholders were defined as interest and community groups, other levels of government and research institutions.

2. Engagement approach

Council’s Community Engagement Policy informed the community and stakeholder engagement approach. It included a mix methodology approach to ensure a range of ways were used to engage stakeholders thoughtfully and dynamically. This was combined with an inherently flexible approach to maximise unanticipated opportunities for community engagement.

2.1. Engagement Plan

An overview of the engagement plan can be seen in the diagram below.

![Diagram overview of Community Engagement Plan](image)

2.2. Target Groups

The target groups for the engagement were:

- Council established Community Reference Group (CRG): A control group of 1,500 people chosen at random to reflect the diversity in age, gender, culture, postcode.
The broader community including local residents, tourists and visitors (both domestic and international)

Stakeholder groups, other levels of government and research institutions

2.3. Consultation methodology

Consultation activities comprised an online survey, face-to-face engagement sessions, phone calls with key stakeholder groups, and the receipt of written submissions.

2.3.1 Survey

The online survey was comprised of 24 questions – a mix of multiple choice and open-ended questions, and scaling questions using a 6-point likert scale. The online survey was distributed to the CRG through GCEngage – a website specifically tailored for this group.

The online survey was promoted to the general community via links to the Council’s ‘Have your Say’ website and the Council Ocean Beaches Strategy website. A QR code was also created and featured on promotional postcards and a brochure. Hard copies of the survey were printed and used at the Beach Shack Engagement Sessions – administered either via interview with Council or Fieldworx representatives or self-administered. There was also an option for community members to take a hard copy survey away and post them back to Council using pre-paid envelopes. All hard copy surveys were entered into the online survey tool. A copy of the survey can be found in Appendix A.

2.3.2 Online discussion forum

An online discussion forum was hosted during the consultation period on Councils ‘Have your say’ website. The broader community were able to answer four questions related to the four outcome areas.

2.3.3 Beach Shack Engagement Sessions

Three Beach Shack Engagement Sessions provided a platform for the community to talk to Council staff about the Draft Ocean Beaches Strategy and to provide feedback. The Beach Shack Engagement Sessions differed slightly each week, however all three provided community with the opportunity to:

- Complete the survey either online or using a hard copy version
- Participate in an in-depth interview with a Fieldworx consultant (see Appendix B for recording template)
Access hard copies of the full Draft Ocean Beaches Strategy, the A5 Summary factsheet, and factsheets regarding the Palm Beach Shoreline Management Project.

View the Ocean Beaches Strategy video and related coastal management videos.

Complete postcards.

Take copies of postcards or surveys away with prepaid envelopes to complete and return by post.

Another key opportunity for community members at the Beach Shack Engagement Sessions was to discuss existing and future Council responses to the management of the Gold Coast beaches with representatives from Council Coastal Engineers. If community members were interested, these discussions were then recorded in interview templates by Fieldworx consultants.

Council determined the locations of the following Beach Shack Engagement sessions.

- Lionel Perry Park, Surfers Paradise: 21st April, 12pm-6pm
  - As part of the A la Carte in the Park Festival
- Palm Beach Parklands, Palm Beach: 27th April 7am-4pm
  - Supported by Hot Tomato FM live cross
- Burleigh Foreshore, Burleigh Heads: 4th May 7am-4pm
  - Supported by Hot Tomato FM Outside Broadcast
2.3.4 Postcards

A series of four postcards based on the four strategic outcomes provided an additional promotional and feedback tool. These were used at the Beach Shack Engagement Sessions as well as distributed to the Councillor Branch offices (alongside hard copy surveys and prepaid envelopes).

2.3.5 Phone conversations and emails

Email and phone feedback was encouraged through the Council call centre and the haveyoursay@goldcoast.qld.gov.au email address. Council call centre staff either directed people to the information and survey online, or to Engineering Services Project Coordinator.

2.3.6 Stakeholder Engagement

Stakeholders likely to have an interest in the Draft Ocean Beaches Strategy were directly contacted and encouraged to participate in the consultation process. Special interest groups were emailed and invited to make a formal submission and/or attend one of the Beach Shack Engagement Sessions. A list of the special interest groups contacted is at Appendix C.

Key research, government and Aboriginal stakeholders were invited to meet with Fieldworx and Council representatives. These included:

- Gold Coast Native Title Group (Wesley Aird)
- Griffith Centre for Coastal Management
- Bureau of Meteorology
- Gold Coast Waterways Authority
- Department of Environment and Heritage Protection
- Department of Science, Information Technology, Innovation and the Arts

Additionally, several community groups and advocacy groups attended the Palm Beach Engagement Session and an informal meeting was conducted with Cr Daphne McDonald, and Fieldworx. Groups represented included of Save our Surf, Palm Beach Board Riders, Palm Beach BC and Surfing Australia.

Gold Coast State Members of Parliament were invited to a briefing and feedback session. Participants were the Honourable Jann Stucky, Minister for Tourism and Member for Currumbin; Michael Hart, Member for Burleigh; and Ray Stevens, Shadow Minister for Racing, Tourism and
Fair Trading and Member for Mermaid Beach.

2.4 Consultation period

The consultation period began on 25 April and ended officially on 3 May. This period was extended until 7 May due to the wet weather postponement of the Burleigh Heads Beach Shack Engagement Session and to allow for hard copy surveys taken at the Burleigh session to be posted back to Council.

2.5 Marketing and Communications

A marketing and communications plan was developed by Council’s Corporate Communications and included a mix of media, advertisements, social media and Council websites.

The Draft Ocean Beaches Strategy was designed and printed as well as an accompanying summary A5 page outlining the four outcome areas and the actions proposed. A full list of marketing and communications activities can be seen in Appendix D.

2.6 Responses

A total of 2,102 direct responses were received during the engagement period. The table below details the response rate for each of the engagement tools. This does not include the Beach Shack Engagement Sessions where an estimated 690 people participated, many of whom completed a survey or were interviewed.

<table>
<thead>
<tr>
<th>Engagement Tool</th>
<th>Number of responses/participants</th>
</tr>
</thead>
<tbody>
<tr>
<td>Community Survey</td>
<td>1,264</td>
</tr>
<tr>
<td>Community Reference Group Survey</td>
<td>89</td>
</tr>
<tr>
<td>Interviews</td>
<td>12</td>
</tr>
<tr>
<td>Discussion Forum</td>
<td>13</td>
</tr>
<tr>
<td>Postcards</td>
<td>10</td>
</tr>
<tr>
<td>Phone/Email</td>
<td>2</td>
</tr>
<tr>
<td>Submissions</td>
<td>11</td>
</tr>
<tr>
<td>Stakeholder meetings</td>
<td>7</td>
</tr>
<tr>
<td>Meeting with Members of Parliament</td>
<td>3</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1,411</strong> (not including 690 people who participated at the Beach Shack Engagement Sessions)**</td>
</tr>
</tbody>
</table>

Table 1: Number of responses for each engagement tool

A full list of people who made submissions can be found in Appendix E.
2.7 Analysis
The analysis of quantitative data gathered through the community survey was compared to the quantitative data gathered through the CRG survey. Quantitative data gathered through these survey tools has been analysed using a coding method — a technique that organises the data and provides a means to introduce interpretations and frequency. Coding was also used in the analysis of data gathered through the discussion forums, engagement sessions, written submissions and meetings. Where possible, the report identifies the discrete tools from which the data was sourced.

2.8 Challenges

2.8.1 Draft Ocean Beaches Strategy document
There was mixed feedback on the design and layout of the Draft Ocean Beaches Strategy 2013–2023 document. Some believed that the professional layout and design meant that decisions had already been made and the engagement process was only a marketing exercise. Others believed that the pictures, diagrams and professional presentation helped in making the document accessible and readable.

Many respondents saw the content as confusing and too technical, resulting in some respondents not being able to follow the logic of the document. This has implications for the reliability of the data collected. There was also some confusion around the difference in outcome areas, key actions, performance measures, and the sections outlining “what does this mean for the community”. Some respondents commented that they were unsure as to which sections in the strategy document required feedback, and the relationship between these sections.

2.8.2 Survey Design
There were several challenges in the design of the survey that hindered the collection and analysis of data.

The demographic questions at the beginning of the survey (postcode and age) were not compulsory — this had implications for the analysis of data in particular in comparing and contrasting the demographic data with the remainder of the survey. While this analysis could be broadly undertaken, it hindered the specificity of the results.

The survey questions relating to the actions under each of the four themes were taken directly from the draft strategy. For many respondents the language was too technical or was presented
in a way that they felt they could not give accurate feedback because they didn't understand the question. This resulted in some respondents skipping questions altogether.

2.8.3 Language
Numerous community survey and CRG respondents commented on the inaccessibility of the language used in the Draft Ocean Beaches Strategy and in the survey itself. Use of technical and academic language (“techno-speak”) was seen to be prohibitive in the completion of the feedback.

2.8.4 Community Reference Group
The Community Reference Group (CRG) is a control group created by Council to be a statistically valid representation of the Gold Coast community. The CRG contains 1,500 selected members of the community. The original intent of using the CRG was as a control group from which to compare and contrast findings with the results of the broader community survey.

Eighty-nine CRG members responded to the survey from which a representative sample of age and postcode was not achieved. Quantitative and qualitative findings from these two groups have been analysed separately and compared against the results of the community survey.
3 Findings

3.3 Demographics

Age

The graph following demonstrates the age distribution of Community Survey respondents who answered the age question.

Figure 3: Community Survey Respondents’ age distribution

The age of the CRG group is shown in the chart below. Interestingly 57% of the CRG group were over the age of 56 — as opposed to the Community Survey Respondents where only 25% were over the age of 56 and the majority were between the ages of 36–55.

Figure 4: CRG respondents’ age distribution
Suburb

The chart below represents the age distribution of Community Survey respondents who answered the postcode question (959). For a list of the suburbs defined within the Gold Coast regions used in the below charts please refer to Appendix F.

The majority of community survey respondents were residents of ‘South East’ Gold Coast. The ‘South East’ Gold Coast category includes a significant number of coastal suburbs stretching to the New South Wales border. Therefore the high percentage of survey responses from this area is not surprising. Notwithstanding, the high percentage of responses may also be because two of the three Beach Shack Engagement Sessions were held in ‘South East’ Gold Coast – Palm Beach and Burleigh Heads.

![Figure 5: Postcode spread for Community Survey Respondents](image)

The chart following shows the suburb of residence of CRG respondents.
Frequency of Beach use

The charts below demonstrate the frequency of beach use among both community survey respondents and CRG respondents. The majority of community survey respondents indicated that they used the beach daily or weekly. The majority of CRG respondents were more spread from daily to three monthly.
Figure 7: Frequency of beach use for community survey respondents

Figure 8: Frequency of beach use for CRG respondents
3.4 Outcome one: Everyone can enjoy a beach experience

Generally community survey respondents and CRG supported the key actions related to the first outcome area.

<table>
<thead>
<tr>
<th>Action</th>
<th>Action</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.1 Investigate and assess the carrying capacity of beach and foreshore areas</td>
<td>1.1 Investigate and assess the carrying capacity of beach and foreshore areas</td>
<td>83% 9%</td>
<td>81% 11%</td>
</tr>
<tr>
<td>1.2 Prepare an annual report to evaluate the city’s overall progress on ocean beach management that identifies how everyone is enjoying the beach experience</td>
<td>1.2 Prepare an annual report to evaluate the city’s overall progress on ocean beach management that identifies how everyone is enjoying the beach experience</td>
<td>78% 15%</td>
<td>78% 16%</td>
</tr>
<tr>
<td>1.3 Develop a commercial activity plan for Gold Coast beaches</td>
<td>1.3 Develop a commercial activity plan for Gold Coast beaches</td>
<td>65% 26%</td>
<td>72% 17%</td>
</tr>
<tr>
<td>1.4 Develop a Surf management plan for Gold Coast beaches</td>
<td>1.4 Develop a Surf management plan for Gold Coast beaches</td>
<td>87% 7%</td>
<td>85% 8%</td>
</tr>
</tbody>
</table>

Table 2: Support for Key Actions – Outcome area one

Accessibility

In relation to how people travelled to the beach, 63% of community survey respondents drove a car, scooter or motorbike parking close to the beach, with 2.5% parking at a nearby shopping centre, markets or similar. A third of respondents stated that they accessed the beach through walking or running, with relatively few respondents stating they travelled to the beach by bicycle or skateboard (5%) and fewer by public transport (1%). As would be expected, regular users who accessed the beach daily were more likely to travel by walking or running. This was consistent with the CRG respondents who travelled to the beach primarily by driving a car, scooter or motorbike (79.5%) and by walking or running (16%).

In suggesting improvements to the accessibility of the beaches, both community survey respondents and CRG respondents suggested increasing parking spaces (including free shuttles from off-site parking, free parking or lower charges, and more disabled parks), improved local bus and light rail routes to the beaches, the completion of the Oceanway or alternative pathways, and an increase in cycle-ways and secure bike parking.

The development of the Oceanway (or similar) was another way in which respondents suggested access could be improved for people with mobility impairments. Other respondents
who were in support of the completion of the Oceanway generally echoed this. There were however concerns over costs of the development. There was some concern over pedestrian safety on the pathways – in particular with bikes, skateboards, and Segway. CRG respondents generally supported the completion of Oceanway. Submission based comments also supported the completion of Oceanway or an alternative.

When asked to respond to beach access for people with disabilities or mobility impairment, numerous community survey respondents stated that Gold Coast beaches were generally quite adequately resourced, while others outlined key areas for improvement. The most frequent suggestion for improvement was the addition of beach wheelchairs for moving on the sand. It was suggested that these could be held at the surf lifesaving clubs. Other suggestions included matting that extended from the beach into the water for use by wheelchairs, more disabled car parks, more seats along the pathways, wooden or concrete ramps and pathways down to the beach as opposed to sand hills, stairs down to the beach and vehicles and other assistance to transport people with mobility impairments onto the beach. CRG respondents suggested improved parking, enforcement of disabled parking by parking inspectors, and direct access from the car parks to the beach. Submissions also supported increased disability access to selected beaches.

Some respondents were in favour of the development of an Accessibility Plan for the beaches, in which beaches could be evaluated and improvements planned to ensure access for beach users of all ages and abilities.

**Considerations for Council in improving beach accessibility**

- Assess the adequacy of parking against population and visitor projections
- Review linkages between the light rail and beach access
- Complete Oceanway or its alternative for pedestrians and cyclists – including bike parking
- Develop a beach accessibility plan that focuses on access for people with a disability or mobility issue

**How people enjoy the beach**

In relation to how people selected which beach to visit, 55% of respondents stated their major criteria was the proximity of the beach to where they lived. Other major reasons for selection of beach included the quality of waves (46%) and parking (44%). Respondents also commented that the presence of lifeguards, ease of access, less crowds, off-leash dog areas, pathways and fitness equipment were also important in their choice of beach.
The presence of dogs on the beach received regular comment in the consultation – while numerous community survey respondents stated that more off-leash dog areas needed to be provided on Gold Coast beaches, other respondents opposed off-leash dog areas, and pets on the beach in general due to some owners leaving behind dog waste on the beaches and foreshores. Similarly, some CRG respondents supported access to dog friendly beaches while others supported areas where dogs were not allowed.

The most common activities that community survey respondents participated in at the beach were swimming (72%), walking (61%) followed closely by surf related activities, relaxing and socializing. Other activities mentioned including being involved in fitness and surf lifesaving activities and photography.

Considerations for Council in managing dogs on the beaches
- Develop a whole of the coast approach to the number and location of dog friendly beaches
- Monitor beaches to ensure dog owners clean up dog waste
Commercial activity plan

Commercial activity on the Gold Coast beaches attracted significant feedback from both community survey respondents and CRG respondents. Overall there was support both for and against commercial activity – and distinctions made between the types and the locations of commercial activities that would be acceptable.

Below is a table demonstrating the level of support for each type of commercial activity.

<table>
<thead>
<tr>
<th>Type of Commercial Activity</th>
<th>All beaches</th>
<th>Some beaches</th>
<th>No beaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refreshment vendors selling snacks and non-alcoholic drinks</td>
<td>Community Survey Respondents 13.3%</td>
<td>52.9%</td>
<td>33.18%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 19%</td>
<td>55%</td>
<td>24.5%</td>
</tr>
<tr>
<td>Beach chairs and umbrellas</td>
<td>Community Survey Respondents 14%</td>
<td>52.5%</td>
<td>32.5%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 21.5%</td>
<td>55%</td>
<td>21.5%</td>
</tr>
<tr>
<td>Recreational equipment, such as boards, bikes, non powered water craft</td>
<td>Community Survey Respondents 13%</td>
<td>61%</td>
<td>24.5%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 10%</td>
<td>57%</td>
<td>29.5%</td>
</tr>
<tr>
<td>Organised fitness activities</td>
<td>Community Survey Respondents 16.5%</td>
<td>62%</td>
<td>24.5%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 9%</td>
<td>65%</td>
<td>24%</td>
</tr>
<tr>
<td>Adventure tourism</td>
<td>Community Survey Respondents 9%</td>
<td>56.5%</td>
<td>28.5%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 3.4%</td>
<td>58%</td>
<td>27%</td>
</tr>
<tr>
<td>Sports competitions, such as surfing comps and beach volleyball</td>
<td>Community Survey Respondents 16%</td>
<td>79%</td>
<td>4%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 5.5%</td>
<td>87%</td>
<td>4.5%</td>
</tr>
<tr>
<td>Surf Lessons</td>
<td>Community Survey Respondents 18.94%</td>
<td>76.3%</td>
<td>4.1%</td>
</tr>
<tr>
<td></td>
<td>CRG respondents 22%</td>
<td>75%</td>
<td>1%</td>
</tr>
</tbody>
</table>

*Table 3: Types of commercial activities and levels of community support*
The below table demonstrates the breadth of the key perspectives from both community survey respondents, and CRG respondents.

<table>
<thead>
<tr>
<th>Reasons for supporting commercial activity</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Increased tourism and attraction to the beaches with more activity and things to do</td>
<td>A strong relationship between commercial activity and the tourist experience</td>
</tr>
<tr>
<td></td>
<td>Increased ease of going to the beach with access to food and supplies directly on the beach</td>
<td>Opportunity to increase tourism</td>
</tr>
<tr>
<td></td>
<td>Opportunity for surf lifesaving clubs and other not-for-profit organisations to use commercial activity to fundraise – for example by renting umbrellas and chairs</td>
<td>An opportunity for surf lifesavers to raise money</td>
</tr>
<tr>
<td></td>
<td>Improved access to the beaches for corporate, business and community events</td>
<td>Potential for foreshore leased restaurants</td>
</tr>
<tr>
<td></td>
<td>Improved capacity for beaches to be used at night for events, activities and general recreational use</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Reasons for not supporting commercial activity</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increased crowding on beaches</td>
<td></td>
<td>Increase in the ‘invasive’ nature of fitness groups</td>
</tr>
<tr>
<td>Interference with natural beauty of beaches that would discourage visitors and residents seeking a quiet escape from commercial activities</td>
<td></td>
<td>Potential for ‘Bali style’ hawkers to negatively impact the beach experience</td>
</tr>
<tr>
<td>Potential to exclude members of the community who are unable to engage in commercial activities and create a division between those who can afford and those who can’t afford to buy products/services offered</td>
<td></td>
<td>Increased tourism will make it difficult to manage large volumes of people</td>
</tr>
<tr>
<td>Increased competition for local businesses located close to the beach</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Increased litter and waste on beaches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reasons for supporting commercial activity only on some beaches</td>
<td>Community Survey Respondents</td>
<td>CRG Respondents</td>
</tr>
<tr>
<td>---------------------------------------------------------------</td>
<td>------------------------------</td>
<td>-----------------</td>
</tr>
<tr>
<td>▪ Tailoring of commercial activities to suit identified each beach</td>
<td>▪ Commercial activity restricted to major tourist beaches such as Surfers, Burleigh Heads, and Coolangatta</td>
<td>▪ A blend of beach experience is needed. Some beaches should be left in a more natural state</td>
</tr>
<tr>
<td></td>
<td>▪ Commercial activity restricted to major tourist beaches such as Surfers, Burleigh Heads, and Coolangatta</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Types of commercial activity</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Sun safety measures such as umbrellas or shade tents for hire was generally supported</td>
<td>▪ Active or healthy activities such as surfing lessons and yoga would be suitable</td>
<td>▪ Access to the beaches by fitness groups was generally not supported. However, there was a level of support for them to access adjacent parks</td>
</tr>
<tr>
<td>▪ Active or healthy activities such as surfing lessons and yoga would be suitable</td>
<td>▪ Bars, or alcohol sales were not supported</td>
<td></td>
</tr>
<tr>
<td>▪ Bars, or alcohol sales were not supported</td>
<td>▪ Generally loud or intrusive commercial activities would not be suitable such as water sports</td>
<td></td>
</tr>
<tr>
<td>▪ Generally loud or intrusive commercial activities would not be suitable such as water sports</td>
<td>▪ No commercial activity that includes permanent infrastructure</td>
<td></td>
</tr>
<tr>
<td>▪ No commercial activity that includes permanent infrastructure</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*Table 3: Commercial Activity Plan – Arguments for and against*
In relation to the types of commercial activity, community survey respondents identified that some types of commercial activity would be acceptable or desirable at some beaches, however not all beaches.

Differences in responses could be seen between people who were regular users, versus frequent users or visitors.

Those who visited the beach daily or weekly were generally more supportive of surf lessons, sports competitions, and organised fitness activities and were significantly less supportive of refreshment vendors and adventure tourism.

Those who visited the beaches fortnightly and monthly were more supportive of all of the proposed commercial activities – with the most popular being surf lessons, hire of beach chairs and umbrellas, and refreshment vendors.

Among community survey respondents who visit less frequently, the most popular options were surf lessons, the hire of recreational equipment and refreshment vendors.

Adventure tourism was the least popular option amongst all community survey respondents.

These differences of opinion between those who visit regularly and those who visit infrequently requires further research.

Among CRG respondents, again the majority of respondents were supportive of each option of commercial activity at some beaches, but not all beaches. The most popular option amongst CRG respondents was surf lessons, sports competitions and beach umbrellas.

The management of the commercial activity also attracted significant comment, with respondents emphasising the importance of regulations for operators and restrictions on the use of space.

Suggestions for regulations included:

- Ensuring all operators were appropriately licensed
- Rates were enforced to minimise competitive advantage over existing businesses
- Tender processes were fair and well advertised
- The use of peak bodies eg. Fitness Australia to control insurance requirements, education
Operators meeting environmental impact standards
Operators contribute to cost of keeping beaches clean
Operators are set back from the beach – also not allowing vendors to approach visitors

Suggestions on restrictions on the use of space included:
- Commercial activity on beaches should not impact free use of the beach or have priority over community recreational use
- Beaches should not be sectioned into private use
- Need to ensure people can still bring food and do things for free
- Fitness providers should not monopolize the space on foreshores
- No land sold to developers
- Management of noise levels for local residents
- Businesses need to pay a fee to Council

In relation to the Commercial Activity Plan, community survey respondents regarded the need for further community consultation and communication with the public to be of high importance. The written submissions were mixed in their support for commercial activity, but there was general agreement that if commercial activity were to proceed, then it should be limited to a small number of beaches aiming for a high intensity tourist experience.

Further areas of consideration in developing the plan included the inclusion of non-commercial activities and events, and research into the feasibility of commercial activity at beaches that are already experiencing high patronage.

Considerations for Council in developing a Commercial Activity Plan
- Actively engage Gold Coast residents, businesses and tourists in the development of a Commercial Activity Plan
- Develop a clear definition of ‘commercial activity’
- Develop a matrix that considers what types of commercial activities are appropriate for what types of beaches. Eg Only allowing beverage vendors on beaches identified for high tourist visitation
- Ensure alignment between commercial activity on the beaches and commercial activity in foreshore parks
- Develop clear policy that guides regulations and enforcement procedures
- Investigate the cost benefit when considering the licensing, monitoring and waste management role of Council
Safety

Among both community survey and CRG respondents there was little comment regarding safety at the beach and in the surf however both groups identified safety as a low priority in identifying which beach to use (6% and 9% respectively).

In relation to improving safety on the beach and foreshore areas community survey respondents suggested improved enforcement around public drinking and an increase in the provision of lifeguard services by the Council lifeguards.

Comments received through submissions supported all-year lifeguard patrols and an extension of start times in summer. They also suggested timely erection of warning signs at beach entrances immediately after erosion.

There was a perception among both community survey and CRG respondents that increased community education about surf conditions would greatly enhance swimmer’s safety at the beach.

**Considerations for Council in improving beach safety**

- Ensure lifeguard coverage is appropriate to the number of beach users across the beach network
- Develop partnerships to inform and educate beach users about safety

**Surf Management Plan**

A large proportion (66%) of community survey respondents stated that they engaged in some form of surfing on Gold Coast beaches, with 39% stating they surfed either daily or weekly. This is in direct contrast to 60% of CRG respondents who stated they never surfed. Among CRG respondents only 7% stated that the surfed either daily or weekly, with 9.5% stating they surfed every three months.

Interestingly, despite this significant disparity, the top three priorities for inclusion in the surf management plan were the same for both the community survey respondents and the CRG respondents. The top three priorities for the community survey respondents were crowds and the number of surfers in the water (49%), surf etiquette and behaviour (45%), and access to surf breaks and getting to the beach easily (44%). For CRG respondents the top three priorities were surf etiquette and behaviour (47%), crowds and the number of surfers in the water (43%) and access to surf breaks and getting to the beach easily (35.4%).
In regards to the development of the Surf Management Plan, community survey respondents identified that the Surf Management Plan:

- Needs to be representative of all surf needs for the Gold Coast and therefore developed with interest groups, surf organisations, regular surfers and the broader community
- Needs to encompass all identified surf areas
- Aims to balance issues of coastal management (such as erosion) with issues of surf amenity
- Recognise the impact of climate change and changes in weather conditions
- Be based on scientific principles and research, and
- Include Indigenous consultation and recognition

Community survey respondents indicated significant concern regarding congestion at surf breaks, balancing the number of surfers with the number of surf breaks. This was seen as a priority for management in particular considering the increase in surfing popularity and surf tourism on the Gold Coast. Some respondents advocated for the creation of new surf areas using artificial reefs and sand banks to combat this congestion.

While there was general support for a surf management plan there were numerous community survey responses stating that surf breaks or surfer behaviour should not be regulated by Council – surf breaks should be left natural, and surf behaviour needs to be regulated by individuals not rules.

Other community survey respondents however identified the importance of including surf behaviour guidelines and safety regulations in a surf management plan. Concerns regarding safety primarily revolved around inexperienced surfers, expressing the need for education focusing on where to surf (in particular, not in between the lifesavers flags), surf conditions, and surf rules. While some respondents were supporters of the grading of beaches for different levels of ability for safety, and allowing experienced surfers space to surf without beginners, there were other respondents who were opposed as they perceived this as discriminatory and that all surf areas should remain open and accessible to all surfers. The grading of beaches also had significance for the use of leg ropes, with some community survey respondents advocating for selected breaks to be ‘leg rope free’ zones. Other respondents however argued that leg ropes need to be compulsory for all surfers in all areas due to the safety risk they present, and the impact on hostility at the surf breaks.

In relation to managing the surf amenity of the Gold Coast beaches, some community survey respondents expressed concern over the impacts of beach nourishment and protection
measures on surf amenity. It was seen by these respondents as critical to consider the impact on altering surf areas on wave quality as well as on erosion and beach width. This particularly related to the development of artificial reefs – which some surfers saw as a potential means of improving surf conditions while others argued that the installation of artificial reefs would degrade the natural surf amenity. Artificial reefs were mentioned heavily in the feedback from all respondents and will be explored in depth later in this report. There was also considerable comment regarding the replacement or restoration of the Kirra Point groyne, suggesting that this would assist in re-development of the world-class Kirra surf break. Community survey respondents indicated that the improvement of the surf amenity of the Gold Cost beaches and the development of new ways to create high class surf breaks are necessary to support the growing surfing population and surf tourism. Suggestions for improvement included the development of groynes, and sand pumping.

CRG respondents also supported the protection of surf breaks, with some respondents suggesting that the options for improvement needed to be based on scientific research and best practice guidelines.

Other comments
Additional comments received through written submissions included:

- The need to understand and plan for the network of different types of beaches – from highly urbanised through to more natural beaches
- Enhancing the visitor experience by acknowledging the Aboriginal history of the area and including interpretive signage and imagery
- Installing drinking fountains next to beach access points and better access to toilets and rubbish bins

Considerations for Council in developing a Surf Management Plan

- Actively engage surfers, surfing bodies, surfing businesses and the broader community in the development of a Surf Management Plan
- Identify the differing surf amenity needs for the beginner through to the professional surfer
- Identify a strategy for managing congestion based on current and future usage projections
- Develop approaches to nourishing beaches and protecting infrastructure that balances the need to maintain and improve surf breaks
3.5 Outcome two: Our beaches are healthy and clean

There was generally support among community survey and CRG respondents for each of the key actions in outcome area two.

Table 4: Support for Key Actions – Outcome area two

<table>
<thead>
<tr>
<th>Action</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>2.1 Revise existing assessment method for quantifying volume of sand on beaches</td>
<td>78% 6.5% 61% 5%</td>
<td></td>
</tr>
<tr>
<td>2.2 Prepare and annually update a Beach Health Report</td>
<td>86% 8% 84% 7%</td>
<td></td>
</tr>
<tr>
<td>2.3 Identify sources of sand to nourish beaches and prepare a plan for accessing these reserves</td>
<td>85.5% 6.5% 81% 5%</td>
<td></td>
</tr>
<tr>
<td>2.4 Benchmark reporting on the health of the city’s dunes</td>
<td>85.5% 6.5% 88% 5%</td>
<td></td>
</tr>
</tbody>
</table>

Numerous respondents expressed that they were happy with how Council currently manages the health and cleanliness of the beaches.

Community survey and CRG respondents agreed on the order of priority in relation to improving the overall health and cleanliness of the beaches as follows:

- Dune care management
- Sand quality and coverage
- Managing waste and litter on the beach
- Water quality

However the majority of both community survey respondents (42%) and CRG respondents (48%) stated that rather than one priority area, all of the areas required improvement in order to improve the general health and cleanliness of the beaches.

Other priorities identified by both target groups including maintaining clean amenities and education of the public regarding keeping the beaches clean.
Dune care and management

Community survey respondents perceived the protection of the sand dunes in maintaining overall beach health was paramount.

Protection was seen to be primarily through the planting of vegetation, control of weeds and non-indigenous plants, and regular assessment of dunes. Vegetation was perceived to be the most important factor in ensuring the dunes were robust in weather events.

Some community survey respondents however expressed concern over the maintenance of dunes, with suggestions that protection methods need to allow for natural sand flow, that there needs to be a more permanent solution to maintaining dunes such as a tea tree wall, and that the existing method of planting vegetation is not ideal as vegetation becomes overgrown and traps litter.

According to community survey respondents, alternative means of protecting sand dunes included preventing further development of private or public construction and pathways (including Oceanway) adjacent to the dune system. Completion of a continuous seawall along the coast was identified as a way to nurture a healthy dune system.

Among CRG respondents there was support for consideration of biodiversity and sustainability and a focus on understanding how the sand moves. Ensuring a healthy dune system was a priority for these respondents.

Considerations for Council in dune care

- Update and implement the Dune Management Plans which includes regular assessment of dunes, planting of vegetation and control of pests

Sand quality and coverage

Community survey respondents generally commented that any sand nourishment programs that were implemented needed to be sustainable long-term.

There were numerous contrasting views on the current sources of sand that have been identified and the methods of sand nourishment on the beaches.
As a method for sand nourishment, sand pumping attracted significant comment from community survey respondents. Those supporting sand pumping stated that this was an acceptable means of replenishing sand, in particular if the sand was sourced from the surplus sources from the creeks such as Tweed, Currumbin and Tallebudgera.

Community survey respondents who did not support sand pumping perceived that if infrastructure was removed, the natural cycle would be restored and sand would be replenished naturally. Some respondents saw this as a community education issue, where it was necessary for Council to ensure that the public understood that the beach is in a cycle of erosion and sand replenishment and this is a natural process. There was also concern that sand pumping was creating sand banks in the ocean and as a consequence dangerous swimming conditions were created.

There was also a perception that sand pumping was only occurring at tourist locations, and other beaches required action.

There were numerous ideas and alternative models put forward by community survey respondents, including sand drift fencing to accumulate wind-blown sand, stockpiling of sand next to sand pumping paths, as well as underground sand pumps. There were also numerous respondents who advocated for a permanent sand pipeline from various sources using electronic pumps to minimise noise.

Considerations for Council in managing sand quality and coverage

- Establish and support informed public dialogue with the Gold Coast community about natural sand movement, options for management and the most appropriate course of action for the Gold Coast
- Ensure formal linkages and coordination between estuary dredging and coastal management objectives
- Formalise approaches to sand management that is informed by a strong scientific evidence base and local experience/knowledge.

It is clear from the number of comments relating to sand management that this is an issue that requires further engagement. Future community consultation could focus not only on engagement with the community but correcting the misinformation that exists within the community.
**Litter and waste management**

While there was recognition by respondents that Council has implemented measures to clear litter and waste from the beaches and foreshore, there was a concern that further actions needed to be put in place to discourage littering on the beaches. This was seen as a high priority for maintaining the beaches for both tourists and residents alike.

Suggestions by community survey respondents around ways of minimising litter and waste on the beaches included: enforcing the littering fines (and the Litter Enforcement Strategy); implementing a community campaign focusing on keeping the beaches clean and litter-free, in particular cleaning up after pets; making the beach and foreshore areas no smoking areas; and increasing the access to bins by moving them close to the beach, and adding more along the foreshore. There was also suggestion more broadly around improvement of the stormwater and sewage water system management.

Similar ideas were put forward by CRG respondents who expressed concern over dogs on beaches and the impact on the environment; and the need for beach users to pick up litter after themselves.

**Approaches to cleaning beaches**

Concerns raised through submissions were mixed. Some believed better and more regular cleaning was necessary; others suggested that the unplanned impact of Council’s current approach to beach cleaning is destroying life forms that live in the sand and that some beaches should be returned to their natural state.

<table>
<thead>
<tr>
<th>Considerations for Council in beach cleaning and waste management</th>
</tr>
</thead>
<tbody>
<tr>
<td>▪ Review Council’s approach to beach cleansing in relation to the network of beach types and usage</td>
</tr>
<tr>
<td>▪ Establish a beach buddy system in recognition of volunteers who regularly clean their local beaches</td>
</tr>
<tr>
<td>▪ Develop and promote a ‘keep our beaches clean’ campaign</td>
</tr>
<tr>
<td>▪ Assess the location and number of bins accessible to beach users and upgrade where necessary</td>
</tr>
<tr>
<td>▪ Enforce littering fines</td>
</tr>
</tbody>
</table>
Water Quality
While there was little comment regarding water quality from community survey respondents, one suggestion was to use the Healthy Waterways scorecard as a means of monitoring water quality. There was also concern from some respondents about the effect of weather conditions and debris in the water on safety for swimmers and surfers.

3.6 Outcome three: Our coast infrastructure is protected from storm surge and erosion
Overall there was general support among community survey respondents and CRG respondents for the key actions related to the protection of the beaches from weather events. Mitigation of beach erosion was seen as a high priority, in particular with increasing weather events.

<table>
<thead>
<tr>
<th>Action</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Support</td>
<td>Do not Support</td>
</tr>
<tr>
<td>3.1 Prioritise and implement recommendations from the Gold Coast Shoreline Management Plan for beach protection</td>
<td>77%</td>
<td>5.5%</td>
</tr>
<tr>
<td>3.2 Partner with relevant Federal and State Government agencies to ensure dredging programs contribute to improving the ability of Gold Coast beaches to withstand storm surge and beach erosion.</td>
<td>81%</td>
<td>8%</td>
</tr>
<tr>
<td>3.3 Ensure that ocean beach considerations are adequately reflected in the Council Planning Scheme</td>
<td>89%</td>
<td>3%</td>
</tr>
</tbody>
</table>

Table 5: Support for Key Actions – Outcome area three

However, there was a number of community survey respondents who indicated a level of confusion around the key actions – in particular what is in the Shoreline Management Plan, and how ocean beach considerations were going to be reflected in the Council Planning Scheme.

Managing the Impact of weather events
The survey provided three options to consider in relation to Council’s current effectiveness in managing the impact of weather events. As demonstrated in the table below, both community survey and CRG respondents indicated a low level of satisfaction with Council’s management of the impact of weather events. The lowest level of satisfaction was in ‘ensuring new
developments are set back away from the sand’; with only 17% indicating that they were satisfied or very satisfied with Councils current approach.

The other two management options regarding the ‘volume of sand to provide a buffer’ and ‘maintenance of the rock seawall’ received higher levels of satisfaction from respondents; however it was still significantly low at around 30%.

<table>
<thead>
<tr>
<th>Ensuring the volume of sand on the beach provides a buffer from erosion and storm events</th>
<th>Community Survey Respondents</th>
<th>Very satisfied/ Satisfied</th>
<th>Neutral</th>
<th>Unsatisfied/Very unsatisfied</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CRG respondents</td>
<td>30%</td>
<td>40.5%</td>
<td>21.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Maintaining the rock seawall along public urban sections of the coastline</th>
<th>Community Survey Respondents</th>
<th>32%</th>
<th>36.5%</th>
<th>21.5%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CRG respondents</td>
<td>40%</td>
<td>36%</td>
<td>14.5%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Ensuring new development are set-back away from the sand</th>
<th>Community Survey Respondents</th>
<th>17.5%</th>
<th>26.5%</th>
<th>48%</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>CRG respondents</td>
<td>16.5%</td>
<td>19%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Table 6: Council's current effectiveness in managing the impact of weather events

The survey provided four actions to consider in relation to managing the impact of weather events. The top three priority actions for managing the impact of weather events according to community survey respondents included: ensuring dunes are wide and high enough to offer protection (70.5%); ensuring volume of sand on the beach provides a buffer from erosion and storm events (68%); and ensuring new developments are set back away from the sand (69%). This was similarly reflected among CRG respondents who stated the top three priorities were ensuring dunes are wide and high enough to offer protection (77%), ensuring new developments were set back from the sand (70%) and ensuring the volume of sand on the beach provides a buffer from erosion and storm events (68%). In both community survey respondents and CRG respondents the maintenance of the rock seawall along urban sections of the coastline was still rated highly at 57% and 62% respectively.

Community survey respondents were concerned with the impacts of climate change and the increase in weather events, in particular this impacted on the urgency for action to protect against erosion. There was also a general sense of needing to leave nature to run its course –
with little ability to stop it and concerns relating to the cost versus benefit of any erosion mitigation strategies.

Community survey respondents were generally concerned about a lack of a consistent rock seawall along urban sections of the coastline to protect infrastructure among community survey respondents. Some respondents perceived that the completion of the continuous seawall along the entire length of the coast was a priority – in particular with the function of nurturing a healthy dune system in front of and on top of the seawall.

There was a perception among community survey respondents however that it was beachfront property owners and not Council who should be responsible for the payment of the completion of the seawall on private land. Although this was seen as assisting to achieve economies of scale, some respondents saw this as unfair due to the high rates that beachfront property owners already pay to Council.

Alternative means of protecting the beaches from storm surge and erosion were identified by community survey respondents and included:
- Development of groynes
- Use of sand slugs
- Preventing development on the beachfront
- Increasing vegetation and trees on sand dunes

There were numerous community survey respondents who advocated for the cessation of erosion protection measures in favour of focusing on beach replenishment after erosion occurs.

**Considerations for Council in managing impacts of coastal hazards**
- Ensure dunes are wide and high enough to offer protection for infrastructure
- Ensure new developments are appropriately set back away from the sand (Planning Scheme)
- Complete the seawall in public land
- Implement the most effective approach to working with private property owners in completing a continuous seawall
- Encourage robust dialogue in the consideration and development of a range of innovative and evidence based solutions to protecting infrastructure from erosion
Shoreline management plan
As mentioned above, respondents were confused about what was in the Shoreline Management Plan, what the priorities were and whether it was already a completed document. Notwithstanding, there was general support for the implementation of the Shoreline Management Plan.

Community survey respondents identified a range of issues for consideration in the management of the shoreline. These included: protection of the key areas of infrastructure; re-nourishment of sand; cost-effectiveness of protection measures; enhancing vegetation on dune systems to increase robustness; ensuring protection measures are evidence-based and have minimal negative impact on the environment; and examining future development restrictions for the beachfront land.

There was a high level of interest in the Palm Beach Shoreline Project with many community members seeking a review of the preferred options for moving forward. Members of Save Our Surf Palm Beach, the Palm Beach Board Riders, Palm Beach Bush Care and local Palm Beach residents met with Council representatives and Councillor McDonald during the Beach Shack engagement session at Palm Beach. Their main concern was about the protection of coastal infrastructure while not compromising local surf amenity. Specifically, they were concerned that the construction of an artificial reef will destroy the local surf amenity and at the same time will not protect the coastline from weather events. Their key suggestions were:
Establishment of a sand pipeline along Palm Beach that can be turned on and off when needed. This reflects ‘option b’ (a sand pipeline) outlined in the Palm Beach Shoreline Project Options Feasibility Report. They do not support the other options being considered by Council.

Completion of a continuous ‘A-line’ seawall to protect coastal infrastructure from erosion. They were concerned that some private properties have constructed a wall, while others have not – therefore not providing an adequate barrier against weather events. They supported the use of Council funds to implement this.

**Considerations for Council in implementing the Shoreline Management Plan**

- Provide accessible and up-to-date information to the community about the Gold Coast Shoreline Management Plan
- Establish an open and ongoing dialogue with the Palm Beach community and stakeholder groups about the Palm Beach Shoreline Project

**Artificial Reefs**

While the existing and proposed use of artificial reefs initially appeared in consultation to be an intensely divisive issue, as indicated by the graph below, 61% of community survey respondents stated that artificial reefs were an option to protect Gold Coast beaches from storm surge and erosion.

However, the question in the survey did not provide respondents with any alternative options (beyond an artificial reef) for protecting the beach from storm surge and erosion. Therefore, this result should be read with caution.

![Figure 5: Community survey responses regarding Artificial reefs](image-url)
The table below outlines the key points identified by community survey respondents and CRG respondents in support of and opposed to artificial reefs.

<table>
<thead>
<tr>
<th>Support artificial reefs</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Improves surf amenity</td>
<td>Support if does not harm the surf amenity</td>
</tr>
<tr>
<td>Reefs are less obtrusive than groynes</td>
<td></td>
</tr>
<tr>
<td>Create a good dive and fishing site</td>
<td></td>
</tr>
<tr>
<td>Less erosion and more surf breaks</td>
<td></td>
</tr>
<tr>
<td>Will create a good habitat for marine life</td>
<td></td>
</tr>
<tr>
<td>Will benefit tourism through diving and surfing</td>
<td></td>
</tr>
<tr>
<td>The artificial reef at Narrowneck has been working as a measure to protect from erosion</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Do not support artificial reefs</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Artificial reefs to protect against erosion are different to reefs that are created to establish good surf breaks</td>
<td></td>
</tr>
<tr>
<td>Potential to ruin existing surf breaks</td>
<td></td>
</tr>
<tr>
<td>Waste of money</td>
<td></td>
</tr>
<tr>
<td>Creation of unnatural rips and currents that create a safety risk</td>
<td></td>
</tr>
<tr>
<td>Will not be effective in protecting against storm surge</td>
<td></td>
</tr>
<tr>
<td>The use of ‘polybags’ and artificial reefs are not permanent solutions</td>
<td></td>
</tr>
<tr>
<td>Artificial reef at Narrowneck did not provide protection of the beach</td>
<td></td>
</tr>
<tr>
<td>Would like to see the natural approach – build dunes and plant species to hold together dunes</td>
<td></td>
</tr>
<tr>
<td>Limited quality of the Narrowneck artificial reef</td>
<td></td>
</tr>
</tbody>
</table>

Table 7: Artificial reefs – arguments for and against
There was considerable support for further research on the environmental impact and sustainability of artificial reefs. Particular research areas included the long-term effects of submerged structures on the environment and beach quality; what materials and reef design would be most effective; and how to ensure that the reef does not harm the surf amenity. There was also some support among community survey respondents to demonstrate to the community a cost/benefit analysis.

Priorities in the design of the reef were identified by community survey respondents as: minimal harm for marine life and environment; improvement of surf amenity; sustainable long-term; underpinned by research; and have the dual purpose of enhancing and protecting both surf amenity and beaches.

Among CRG respondents significant concern was raised over the limited public information about this as a solution. People felt they needed more information in order to form an opinion.

This is an issue in which community need to be engaged – in particular surfing community and stakeholder groups.

**Considerations for Council if artificial reefs are constructed**

- Ensure the design and location of artificial reefs are informed by evidence-based research and international best practice.
- Minimise the potential for negative impact on surf amenity, and improve surf amenity where possible, when designing and locating artificial reefs
- Develop a community and stakeholder communication plan to provide factual information and respond to concerns
Dredging

Community survey respondents expressed concern over the cost of dredging programs, in particular recommending that Council examine costs related to dredging to keep waterways clear and redirect funding into constructing groynes for longer-term outcomes. There was also a perception among community survey respondents that dredging was not an effective solution due to regular storm activity, and concerns for marine life affected by dredging programs.

Considerations for Council when dredging

- Develop a community and stakeholder communication plan to provide factual information about the reason for dredging, the environmental impacts, cost benefit analysis and the relationship with sand nourishment for ocean beaches.

3.7 Outcome four: There is joint stewardship of the ocean beaches

Community survey and CRG respondents were generally supportive of the key actions listed to support the joint stewardship of the Gold Coast beaches.

<table>
<thead>
<tr>
<th>Action</th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>4.1 Assume a leadership role and actively participate in regional and national coastal management organisations and peak bodies</td>
<td>Support</td>
<td>78.5%</td>
</tr>
<tr>
<td>4.2 Establish forums and mechanisms to enable other levels of government and key stakeholder groups to be invested in coastal management on the Gold Coast</td>
<td>Support</td>
<td>75%</td>
</tr>
<tr>
<td>4.3 Form partnerships to further research the environmental, social and economic values of the city’s ocean beaches</td>
<td>Support</td>
<td>81%</td>
</tr>
<tr>
<td>4.4 Consolidate research and information on ocean beach related issues</td>
<td>Support</td>
<td>87.5%</td>
</tr>
<tr>
<td>4.5 Work with individuals and public and private sector organisations</td>
<td>Support</td>
<td>77%</td>
</tr>
<tr>
<td>4.6 Support and promote the coastal community education program</td>
<td>Support</td>
<td>87.5%</td>
</tr>
</tbody>
</table>

Table 8: Support for Key Actions – Outcome area four

The majority of community survey respondents (88.5%) considered the management of the ocean beaches to be a high or the highest priority for Council. Reasons for this level of priority
included a belief that the beaches are the Gold Coast’s major asset, the strong connection to
tourism and the key to economic stability and growth. However others stated transport, crime,
hospitals and roads and management of the Gold Coast economy as the key priorities. The
management of the beaches was a high or the highest priority for 86.5% of CRG respondents.
There was strong support among CRG respondents for maintaining the beaches as a priority for
Council because of their connection to tourism and therefore the Gold Coast economy.

The majority of community survey and CRG respondents stated that the ocean beaches
provided a combination of economic, environmental and social value to the community.

Joint stewardship of beaches
Among community survey respondents, the top three options for responsibility of the beaches
included the Gold Cost City Council (77%), Queensland Government (64%) and all of the
people that used the beach (45%). This was similar among CRG respondents – although 90%
of respondents saw the beaches as primarily Gold Coast City Council’s responsibility, followed
by 71% for Queensland Government and 41.5% for all people that use the beach.

Generally respondents viewed the management of the Gold Coast beaches as a responsibility
shared between community, stakeholders and governments. In discussing joint stewardship a
variety of options were proposed.

Numerous community survey respondents suggested the establishment of a Gold Coast beach
agency or authority – an organisation comprising of government agencies, non-government
organisations, researchers, stakeholder groups, and community stakeholders. Respondents
suggested that this form of agency would work to formalise the inclusion of community in the
management of the beaches, and ensure management is informed by both community and
business needs as well as by research.

In relation to stakeholder involvement, while some community survey respondents saw
stakeholders as having a key role in the management of beaches, others expressed concern
over business and interest groups who are involved in decision-making processes influencing
outcomes to benefit their own interests.

The Queensland Members of Parliament who participated in the meeting with Council
representatives expressed reservations about the use of the term ‘joint stewardship’, stating this
may indicate a willingness for the Queensland Government and other stakeholder groups to
take responsibility for the funding and management of the Gold Coast beaches. They regarded this management as a Council responsibility.

The Queensland MP’s saw their primary role in collaborative management of the beaches through the Gold Coast Waterways Authority. They suggested the partnership between the Queensland and New South Wales State Governments and Council on the Tweed River Entrance Sand Bypassing Project (TRESBP) was an exception rather than a model for future collaborations. They viewed the primary role of State Government as a regulator, with the Council being responsible for administration and overall management of the beaches. They did however support the sharing of resources and data for research into best practice, and were open to further discussion around how the Queensland Government could work with Council to support the management of the ocean beaches.

While numerous community survey respondents were in favour of the involvement of different levels of government in managing and funding the Gold Coast beaches, there was also concern among some respondents that this would create more bureaucracy and costs. There was also a concern that the tourism revenue due to the beaches was influencing the management of the beaches. Among CRG respondents there was general support for all levels of government to contribute to the management and funding of the beaches.

Community involvement in the management of the beaches was seen as a critical component not only in the conservation and protection of the beaches but in decisions about public land.

**Considerations for Council in building joint stewardship**
- Establish a governance structure that includes representation from all levels of government, community, research institutions and other stakeholders
- Develop a process for improving intergovernmental coordination and information exchange
- Negotiate with the Queensland Government about their role in resourcing and supporting the management of the ocean beaches
- Identify opportunities to actively engage local residents in the conservation and protection of the ocean beaches
Funding beach management

The table below outlines the levels of support among community survey respondents and CRG respondents for funding models to support beach management.

<table>
<thead>
<tr>
<th></th>
<th>Community Survey Respondents</th>
<th>CRG Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Support</td>
<td>Do not support</td>
</tr>
<tr>
<td>Allocation of a percentage of Council rates</td>
<td>68%</td>
<td>26%</td>
</tr>
<tr>
<td>Allocation of part of the tourism levy to beach protection and management</td>
<td>87.5%</td>
<td>9%</td>
</tr>
<tr>
<td>Increased commercial activity on beaches</td>
<td>37.5%</td>
<td>53.5%</td>
</tr>
<tr>
<td>Support from State Government</td>
<td>94.5%</td>
<td>3.5%</td>
</tr>
<tr>
<td>Support from the Federal Government</td>
<td>87.5%</td>
<td>8%</td>
</tr>
<tr>
<td>Support from the private sector</td>
<td>67%</td>
<td>24%</td>
</tr>
<tr>
<td>A combination of all of the above</td>
<td>70.5%</td>
<td>21.5%</td>
</tr>
</tbody>
</table>

Table 9: Support for funding models

The most supported options for funding beach management from both community survey and CRG respondents were State Government funding, an allocation of part of the tourism levy, and Federal Government funding. The least supported option was revenue from increased commercial activity on beaches. Interestingly, among community survey respondents, people under 25 were generally more interested in funding the management of the beaches through commercial activity than older people (46 and over). Younger people were also generally less supportive of receiving funding from the private sector than older people.

Among community survey respondents, receiving funding from businesses and the private sector was a contested issue, with support both for and against. While those that supported business involvement stated that one way in which this could work was sponsorship of beach events and even beaches themselves. Those against commercial activity stated that there already existed significant pressure on businesses including those paying higher rates and rents for proximity to the beach. There was also significant concern around private sector involvement in public beaches in particular around corruption, and a fear of increasingly ‘branded’ beaches.

While the concept of a ‘beach levy’ was not specifically canvassed during the consultation, some respondents raised the issue. Those suggesting the introduction of a levy indicated that
those who benefit from the beaches should play a role in funding the management of the beaches. This suggestion was primarily focused on all residents of the Gold Coast, not only those who live in close proximity to the beach. This was however regarded as unfair by some respondents who suggested that if a levy was introduced then it should not apply to those in the Gold Coast hinterland, or to residents who do not live near the beach. Some community survey respondents also saw a beach levy as unfair, increasing already significant pressure on ratepayers.

While Queensland MP’s recognised that the State benefited from the Gold Coast beaches, they believed that the State should not be funding beach management, as it is a Local Government responsibility. This was seen as setting a precedent for the funding other beaches throughout the State – which would require a change in policy for the Queensland Government.

**Considerations for Council in funding beach management**

- Allocate a percentage of the tourism levy to beach management
- Enter into negotiations with the Queensland Government about opportunities for leveraged funding based on the value of Gold Coast’s ocean beaches to the Queensland economy
- Enter into negotiations with the Australian Government about their role in funding preventative infrastructure works, as well as recovery works following a weather event
- Develop a process for improving intergovernmental coordination and information exchange

**Importance of research**

Generally, community survey respondents believed the management of the ocean beaches should be based on scientific research and best practice. There was a perception that to ensure that the Gold Coast maintains the reputation of having world-class beaches, it is important that Council is involved in world-class research. It was also expressed that existing research needed to be consolidated and shared with the community.

**Considerations for Council in research**

- Develop effective partnerships with research institutions to establish a solid evidence base for effective ocean beach management

**Community Education programs**

Community survey and CRG respondents repeatedly suggested community education programs as an effective means of protecting and understanding the ocean beaches.
Suggestions focused on information sessions, accessibility of literature, and a coastal education centre for tourists and locals alike. A community education program in primary and high schools was also supported. Community education was seen as essential in promoting safety, environmental awareness and the promotion of beach protection and management to future users.

<table>
<thead>
<tr>
<th>Considerations for Council in community education</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Develop a coordinated approach to engaging the community and visitors in better understanding the ocean beaches and the practical role they can play in their protection and management</td>
</tr>
</tbody>
</table>

**General issues relating to ocean beaches management**

Whilst erosion is currently a significant beach management issue, concerns were also raised about the potential impact of land accretion. Essentially, the issue of land ownership needs to be clarified in relation to gradual accretion, consistent with the Native Title Act and other legislation.

The majority of stakeholders and a significant number of community respondents and CRG members recognised the variety of beaches that make up the City’s coastline. They acknowledged the different levels of development, access and usage. They were supportive of different approaches to managing different beaches. A number of people suggested a more planned approach to recognising and managing these differences.

The need for useful and measurable performance indicators were identified by the majority of stakeholders, as was the need for transparent reporting of progress and outcomes.

As previously identified, the Ocean Beaches Strategy is one of five priority strategies for Council and is underpinned by the City Vision and City Plan. Several stakeholders identified the potential for conflict in managing these strategies where the underlying values may not align. It was suggested that a hierarchy of principles or values is developed to guide Councils decision-making, particularly in relation to coastal management.

<table>
<thead>
<tr>
<th>Considerations for Council in the general management of the ocean beaches</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Investigate potential landownership implications that may arise as a result of land accretion</td>
</tr>
<tr>
<td>- Develop a categorisation system that supports future planning by recognising the different types of beaches and different beach experiences across the beach network</td>
</tr>
</tbody>
</table>
- Development of specific and measurable performance indicators
- Develop a transparent process for monitoring and reporting on the implementation of the Strategy
- Develop a values or principles hierarchy that links Council’s key planning and strategic documents and provides a way for acknowledging and addressing potential conflict between competing agendas
4 Conclusion

There is general support for the strategic outcomes and key actions outlined in the Draft Ocean Beach Strategy 2013–2023.

The priority themes identified during the engagement process were:
- Commercial activity planning
- Surf management
- Infrastructure protection
- Evidence based decision-making
- Funding
- Community education
- Joint stewardship

The Draft Ocean Beaches Strategy positions the ocean beaches as the City's number one asset. This was overwhelmingly supported by the Gold Coast community and visitors, who, by virtue of their responses, have demonstrated significant concern over the management, protection and funding of the beaches.

The real value of the community and stakeholder engagement process is in considering the issues, concerns and ideas together with good practice. The translation of this research into Council’s strategic approach to the future management of the Gold Coast’s ocean beaches will position the City as a world leader.

The ongoing engagement of the Gold Coast community and other stakeholders based on trust and open communication will be fundamental to this success.
Appendix A – Survey
Draft Gold Coast Ocean Beaches Strategy 2013-2023

Survey

Thank you for agreeing to tell us your views about the Gold Coast’s ocean beaches.

This survey is being conducted by the City of Gold Coast and is also available online at goldcoast.qld.gov.au/oceanbeachesstrategy. Just by having your say you'll go into the draw to win a custom shaped surfboard to the value of $800. Prize entry is not available to Gold Coast City Council staff or their immediate families.

Council has developed a draft Gold Coast Ocean Beaches Strategy, focusing on the maintenance and management of our ocean beaches over the next ten years.

This is your chance to let us know about:

- what you want out of your beach experience
- how we make sure our beaches are healthy and clean
- how we protect our coastal infrastructure from storm surge and erosion
- and how we make sure there is joint stewardship of our beaches.

The survey includes a question about each action listed in the above four areas of the Ocean Beaches Strategy. It also includes more specific questions under each strategy area.

The feedback you provide in the survey will be used to help shape the final Gold Coast Ocean Beaches Strategy, to be released later in the year.

We anticipate the survey will take less than 10 minutes to complete.

Please return to:
Ocean Beaches Strategy
PO Box 9042
Gold Coast Mail Centre, QLD 9729.

Gold Coast City Council is collecting your personal information in accordance with Council’s Community Consultation Policy to measure community needs and preferences. The information will only be accessed by authorised Council officers or Council contractors in accordance with the conditions of the Information Privacy Act 2009. Your information will not be given to any other person or agency unless you have given us permission or we are required by law.

About you

1. What is your postcode (insert country if from overseas)? ..........................................................

2. Please indicate your age group.

   - Under 15
   - 16-20
   - 21-35
   - 36-45
   - 46-55
   - 56-65
   - 66-75
   - 76+

3. How regularly do you go to a Gold Coast beach? Select the category which best represents your usage.

   - Daily
   - Weekly
   - Fortnightly
   - Monthly
   - Every three months
   - Every six months
   - Every twelve months
   - Every two years
   - Every five or more years
   - Never
Draft Gold Coast Ocean Beaches Strategy 2013-2023

Everyone can enjoy a beach experience - residents and visitors of all ages, abilities and backgrounds can enjoy the beach to relax, play, socialise and exercise.

4. There are a number of key actions in the Ocean Beaches Strategy about how ‘everyone can enjoy a beach experience’. Do you support the following key actions?

<table>
<thead>
<tr>
<th>Action</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Investigate and assess the carrying capacity of beach and foreshore areas, including the compatibility of uses</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare an annual report to evaluate the city’s overall progress on beach management that surveys how everyone is enjoying beach experiences</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop a Commercial Activity Plan for Gold Coast beaches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop a Surf Management Plan for Gold Coast beaches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Other (please specify)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

5. When I go to the beach I usually get there by:

- Driving a car, scooter or motorbike and parking close to the beach
- Driving a car, scooter or motorbike and parking in a nearby shopping centre, markets or similar
- By bicycle/skateboard or similar
- Catching public transport bus and/or bus and train
- Walking/running

What would improve your access to the beach (water, sand or foreshore)?

6. If you have a mobility impairment, what would improve your access to the beach (water, sand or foreshore)?

7. When you go to the beach, which activities do you participate in? Please select up to three activities.

- Engage in social activity e.g. frisbee, beach cricket, volleyball
- Fish
- Go to live music events
- Hang out with family or friends
- Participate in organised fitness activities
- Read
- Relax
- Run
- Sunbath
- Surf/sup board/stand up paddle board
- Swim
- Walk
- Walk my dog
- Watch or participate in surf carnivals/beach related events
- Windsurf/Kite board
- Other (please specify)
8. When thinking about which beach to go to, what are the factors that influence your choice? Please select the top three factors.

- Close to amenities for food/shopping
- Closest to home
- Ease of access generally
- I want to experience the iconic beaches
- Impaired or disability access
- Lifeguards or lifesavers on patrol
- Parking
- Safety, such as security cameras and lighting
- Seclusion and less crowds
- Shade, tables and playgrounds
- Waves for surfing
- Other (please specify)

9. A key action of the Ocean Beaches Strategy is the development of a Commercial Activity Plan. Detailed community consultation on factors such as time and location will be conducted for commercial activities on Gold Coast beaches.

Do you think Council should consider having the following commercial activities on Gold Coast beaches?

<table>
<thead>
<tr>
<th>Refreshment vendors selling snacks and non alcoholic drinks</th>
<th>All</th>
<th>Some beaches</th>
<th>None</th>
<th>Don’t know / can’t comment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Beach chairs and umbrellas</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recreational equipment, such as boards, bikes, non-powered water craft</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organised fitness activities</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Adventure tourism</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sports competitions, such as surfing camps and beach volleyball</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Surf lessons</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you have any comments?

________________________________________________________________________________________

________________________________________________________________________________________

10. Do you surf (ride waves) on Gold Coast beaches?

- Daily
- Weekly
- Fortnightly
- Monthly
- Every three months
- Every six months
- Every twelve months
- Every two years
- Every five or more years
- Never

11. A key action of the Ocean Beaches Strategy is the drafting of a Surf Management Plan, to be developed in partnership with the community. What are your priorities regarding surf management? Please select your top three.

- Access to surf breaks, getting to the beach easily
- Crowds and the number of surfers in the water
- Delivery of new infrastructure, such as artificial reefs
- Promoting surf tourism
- Recognising the surf economy
- Surf amenity and what your local break looks and feels like
- Surf etiquette/behaviour in the water
- Surf-related information, such as beach cameras
- Surf-related research, such as wave mechanics and the influence of artificial structures like groynes
- None of the above
- Other (please specify)
Draft Gold Coast Ocean Beaches Strategy 2013-2023

Our beaches are healthy and clean - we are able to enjoy litter free stretches of wide sandy beaches, well vegetated dunes and clean water.

12. There are a number of key actions in the Ocean Beaches Strategy about ensuring ‘our beaches are healthy and clean’. Do you support the following key actions?

<table>
<thead>
<tr>
<th>Action</th>
<th>Yes</th>
<th>No</th>
<th>Don’t know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Revise existing assessment method for quantifying volume of sand on beaches</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Prepare and annually update a Beach Health Report</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify sources of sand to nourish beaches and prepare a plan for accessing these reserves</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Benchmark reporting on the health of the city’s dunes</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Do you have any comments?

---------------------------------------------------------------------------------------------------------------------------------

---------------------------------------------------------------------------------------------------------------------------------

13. If we could improve the management of our beaches to make them more healthy and clean, what would be the priority?

- Water quality
- Sand quality and coverage
- Dune care management
- Managing waste and litter on the beach
- All of the above need improvement
- Nothing – it’s all OK
- Other (please specify).................................................................

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Draft Gold Coast Ocean Beaches Strategy 2013-2023

Our coastal infrastructure is protected from storm surge and erosion – ocean beaches are actively managed and protected using a variety of best practice methods to protect public and private infrastructure from storm surge and erosion.

Weather variability, frequent and intense storms and sea level rise puts our coastal infrastructure at risk of damage from storm surge and erosion. This is an issue for public facilities such as parks and infrastructure as well as for private property owners and business owners.

14. There are a number of key actions in the Ocean Beaches Strategy about ensuring ‘our coastal infrastructure is protected from storm surge and erosion’. Do you support the following key actions?

<table>
<thead>
<tr>
<th>Action</th>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Prioritise and implement recommendations from the Gold Coast Shoreline Management Plan for beach protection</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Partner with relevant Federal and Queensland Government agencies to ensure dredging programs contribute to improving the ability of Gold Coast beaches to withstand storm surge and beach erosion</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensure that ocean beach considerations are adequately reflected in the Council Planning Scheme</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Other (please specify)

-----------------------------------------------

-----------------------------------------------

15. What actions would you consider to be important in managing the impact of these weather events? Select your top three.

- Ensuring the volume of sand on the beach provides a buffer from erosion and storm events
- Ensuring dunes are wide and high enough to offer protection
- Maintenance of the rock seawall along urban sections of the coastline
- New developments being setback away from the sand

Other mitigation strategies to minimise damage caused from storm surge and severe weather events (please specify)

-----------------------------------------------

-----------------------------------------------

16. How satisfied are you that each of these factors are being managed well?

<table>
<thead>
<tr>
<th>Area</th>
<th>Very satisfied</th>
<th>Satisfied</th>
<th>Neutral</th>
<th>Unsatisfied</th>
<th>Very unsatisfied</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ensuring the volume of sand on the beach provides a buffer from erosion and storm events</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Maintaining the rock seawall along public urban sections of the coastline</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ensuring new developments are setback away from the sand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

17. Would you consider artificial reefs as an option to protect Gold Coast beaches from storm surge and erosion?

- Yes
- No
- Don’t know

Do you have any comments?..............................................................................................................................................
Draft Gold Coast Ocean Beaches Strategy 2013-2023

There is joint stewardship of the ocean beaches - joint stewardship is all levels of government, business sectors and the community who benefit from the city’s ocean beaches, contributing towards its management.

18. There are a number of key actions in the Ocean Beaches Strategy about ensuring “there is joint stewardship of the ocean beaches”. Do you support the following key actions?

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Assume a leadership role and actively participate in regional and national coastal management organisations and peak bodies</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Establishing forums and mechanisms to enable other levels of government and key stakeholder groups to be involved in coastal management on the Gold Coast</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Form partnerships to further research the environmental, social and economic values of the city’s ocean beaches</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Consolidate research and information on ocean beach related issues</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Work with individuals and private and public sector organisations to promote the city’s ocean beaches</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Support and promote the coastal community education program</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Other (please specify) .........................................................................................................................................................

19. Who should be responsible for looking after and managing our ocean beaches in the future? Please indicate your top three.

- ○ All people that use the beach
- ○ Gold Coast residents
- ○ Gold Coast City Council
- ○ Queensland Government
- ○ Federal Government
- ○ The general community
- ○ Stakeholder groups such as environmental or surfing associations
- ○ Business owners/operators who profit from the beach

Other (please specify) .........................................................................................................................................................

20. Managing and protecting our beaches can be costly. Would you support an economic model that funds beach protection and management through:

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>An allocation of a percentage of Council rates</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Allocation of part of the tourism levy to beach protection and management</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Increased commercial activity on beaches</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Support from the State Government</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Support from the Federal Government</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>Support from private sector</td>
<td>○</td>
<td>○</td>
</tr>
<tr>
<td>A combination of all of the above</td>
<td>○</td>
<td>○</td>
</tr>
</tbody>
</table>

Other (please specify) .........................................................................................................................................................

......................................................................................................................................................................................
Draft Gold Coast Ocean Beaches Strategy 2013-2023

21. Overall, thinking about the priorities for the City of the Gold Coast, what level of priority would you give to the management of our ocean beaches?

☐ The highest priority
☐ A high priority
☐ A medium priority
☐ A low priority
☐ The lowest priority
☐ No priority
Other (please specify) ........................................................................................................................................

22. In reference to your answer above, what is it about the management of the Gold Coast’s ocean beaches that gives them this level of priority?

☐ Environmental value, a place for nature, plants and wildlife
☐ Social value, a place for people to undertake beach and ocean activities
☐ Economic value, a place that generates income for the city and its businesses
☐ All of the above
☐ None of the above
Other (please specify) ........................................................................................................................................

23. As part of the Draft Gold Coast Ocean Beaches Strategy, Council will be developing a Surf Management Plan and a Commercial Activity Plan. We will consult further with the community at a later date about these plans. If you would like to be part of this consultation please indicate below and provide your contact details.

☐ I am interested in finding out more about the Surf Management Plan
☐ I am interested in finding out more about the Commercial Activity Plan
☐ I am interested in finding out more about other Strategy actions which may require community consultation as actions are developed
☐ I am not interested in future community consultation

If you ticked one of the options above, please add your email address here

24. Thank you for completing the survey. For a chance to win a custom shaped surf board, to the value of $800, please add your name and email address below. Prize entry is not available to Gold Coast City Council staff or their immediate families.

Name ................................................................................................................................................................
Phone ............................................................................................................................................................
Email address ..................................................................................................................................................

How do I find out more?

Go to goldcoastcity.com.au/oceanbeachesstrategy to read more background on the strategy including Frequently Asked Questions. Please return this survey by 3 May 2013 to Ocean Beaches Strategy, PO Box 5042, Gold Coast Mail Centre, QLD 9729. This survey is also available online at goldcoastcity.com.au/oceanbeachesstrategy.

How did you hear about the Draft Ocean Beaches Strategy?

☐ Radio
☐ At the beach
☐ Online
☐ Through the media
☐ Council’s Facebook site
☐ Other (please specify) ........................................................................................................................................
Appendix B: Interview Templates – Beach Shack Engagement Sessions

One-on-One Engagement Template

This template is for use by Fieldworx and Council staff only – not to be distributed to the public. It is a means of recording one-on-one conversations with members of the public.

Name of recorder_________________________________

Location ___________________________________

<table>
<thead>
<tr>
<th>Demographic information</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1. Postcode of usual place of residence</strong></td>
<td><strong>2. Age group (circle one)</strong></td>
</tr>
</tbody>
</table>
| Insert country if from overseas. | A. Under 15  
B. 15 – 20  
C. 21 - 25  
D. 26 - 35  
E. 36 - 45  
F. 46 - 55  
G. 56 - 65  
H. 66 - 75  
I. 75+ |
| **3. Beach usage (circle one)** | 4A. Affiliated with any organisation, agency or collective related to Gold Coast beaches? (circle one) |
| Daily  
Weekly  
Fortnightly  
Monthly  
Every three months  
Every six months  
Every twelve months  
Every two years  
Every five or more years  
Never | YES  
NO |
| 4B. If yes, which one/s |  |
Section One: Everyone can enjoy a beach experience

5A. What is the key issue in maintaining accessibility and diversity of our beaches?
5B. Why is it an issue?
5C. What do you think should be done about it?
5D. What do you think is Council's role?

Section Two: Our beaches are healthy and clean

6A. What do you think is the key issue in the environmental management of beaches?
6B. Why is it an issue?
6C. What do you think should be done about it?
6D. What do you think is Council's role?

Section Three: Our coastal infrastructure is protected from storm surge and erosion

7A. What is the key issue in managing the protection of beaches from storm surge and erosion?
7B. Why is it an issue?
7C. What do you think should be done about it?
7D. What do you think is Council's role?

Section Four: There is joint stewardship of the ocean beaches

8A. What is the key issue in ensuring joint responsibility for the management of our beaches?
8B. Why is it an issue?
8C. What do you think should be done about it?
8D. What do you think is Council's role?
Section Five: Conclusion

9. What do you think is the main priority for the management of our ocean beaches?

10A. Would you like to be contacted to take part in consultation on the Surf Management Plan? (circle one)
Yes   No

10B. If yes, what are your contact details.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Postal address</td>
</tr>
</tbody>
</table>

11A. Would you like to be contacted to take part in consultation on the Commercial Activity Plan? (circle one)
Yes   No

11B. If yes, what are your contact details.

<table>
<thead>
<tr>
<th>Name</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>Postal address</td>
</tr>
</tbody>
</table>

12. Do you have any other comments you would like to share?
Appendix C – Special Interest Groups

- Association of Surfing Professionals
- Broadbeach Alliance
- Burleigh Heads Boardriders Club
- Burleigh Tourism
- Business Gold Coast
- Central Gold Coast Chamber of Commerce
- Connecting Southern Gold Coast (Council controlled entity)
- Creek to Creek Chamber of Commerce
-Currumbin Alley Boardriders Club
- Currumbin SLSC
- Diving The Gold Coast
- Engineers Australia (Queensland Division)
- Fix Currumbin Creek
- Friends of Currumbin Creek
- Friends of Federation Walk
- GECKO
- Gold Coast Bodyboard Club
- Gold Coast City Marina
- Gold Coast Combined Chamber of Commerce
- Gold Coast Kite Club
- Gold Coast North Chamber of Commerce and Industry Inc.
- Gold Coast Point Breaks National Surfing Reserve Stewardship Committee
- Gold Coast Surf City Inc
- Gold Coast Surf Council
- Gold Coast Tourism
- Healthy Waterways
- Human Performance Centre
- Indigenous Chamber of Commerce
- Landcare Australia Limited
- Main Beach Progress Association
- Neighbourhood Watch
- Neptunes (Royal Lifesaving)
- North End Boardriders
- Pacific SLSC
- Palm Beach Boardriders Club
- Palm Beach SLSC
- PCA, Queensland Division (Property Oz)
- Point Danger Branch SLSQ
- Prawn Farmers Association?
- Queensland Conservation Council
- Regional Development Australia
- Save our Spit
- Save our Surf Palm Beach (SOS)
- Southern Gold Coast Recreational Fisherman
- Southport Chamber of Commerce
- SUPSA Gold Coast
- Surf Life Saving Queensland
- Surf Riders Foundation Gold Coast (Tweed Branch)
- Surfers Paradise Alliance
- Surfing Australia
- Surfing Australia
- Surfing Queensland
- Surfing Services Queensland
- Tallebudgera SLSC
- Tarrabora Bush Care Group
- Tourism and Events Queensland
- Tourism Queensland
- UDIA (Queensland)
- Urban Land Development Authority (Queensland)
- Woman in Tourism
### Appendix D: Communications and Marketing Activities

Please note: This is a partial list taken from the Action Plan in the Communications plan developed by Council Corporate Communications. Parts of this action plan have been excluded as they were either internal notes or irrelevant to the purpose of this list.

<table>
<thead>
<tr>
<th>Technique</th>
<th>Target market</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Media event</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Southport Surf Club (TBA)</strong></td>
<td>Media</td>
</tr>
<tr>
<td>Five targeted Facebook post <a href="#">linked to vision and strategy outcomes/media release.</a></td>
<td></td>
</tr>
<tr>
<td><strong>Video to be used for first post and key image to be used for each post after</strong></td>
<td>Likes</td>
</tr>
<tr>
<td><strong>Twitter broadcast based on press release</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Twitter broadcast on day of face-to-face session</strong></td>
<td>Followers</td>
</tr>
<tr>
<td><strong>Online conversation monitoring</strong></td>
<td>NA</td>
</tr>
<tr>
<td><strong>Outside Broadcast with Hot Tomato</strong></td>
<td>Community</td>
</tr>
<tr>
<td><strong>Hero image</strong></td>
<td>Community</td>
</tr>
<tr>
<td>Quotes - generated as part of consultation and included in final strategy document</td>
<td>Community</td>
</tr>
<tr>
<td><strong>Preferably Griffith University and a reputable coastal management organisation</strong></td>
<td>Community</td>
</tr>
<tr>
<td><strong>Key messages</strong></td>
<td>Community</td>
</tr>
<tr>
<td><strong>Spokesperson – Paul Bert (TBC)</strong></td>
<td>Community</td>
</tr>
<tr>
<td><strong>Online web banner advertising</strong></td>
<td>GCCC community</td>
</tr>
<tr>
<td>• Facebook advertising</td>
<td></td>
</tr>
<tr>
<td>Commencing 25 March for four weeks</td>
<td></td>
</tr>
<tr>
<td><strong>Radio ads and sponsorship</strong></td>
<td>GCCC community</td>
</tr>
<tr>
<td>Breakfast and drive on Hot Tomato (15secs) and GoldFM from 25 March to 19 April. News and weather sponsorships included</td>
<td></td>
</tr>
<tr>
<td><strong>Media releases</strong></td>
<td>Community/Media</td>
</tr>
<tr>
<td>• 25 March (media event)</td>
<td></td>
</tr>
<tr>
<td>• 5 April</td>
<td></td>
</tr>
<tr>
<td>• 11 April</td>
<td></td>
</tr>
<tr>
<td>• 17 April</td>
<td></td>
</tr>
<tr>
<td>• 24 April</td>
<td></td>
</tr>
<tr>
<td>• 29 April</td>
<td></td>
</tr>
<tr>
<td>Technique</td>
<td>Target market</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------</td>
<td>---------------------------</td>
</tr>
<tr>
<td>Audio grab</td>
<td>Community</td>
</tr>
<tr>
<td>Council’s telephone on-hold message</td>
<td>Council staff Council customers</td>
</tr>
<tr>
<td><strong>Design work</strong></td>
<td></td>
</tr>
<tr>
<td>- Design and print of A5 double-sided brochure including glossary of terms</td>
<td>Community</td>
</tr>
<tr>
<td>- online advertising banner</td>
<td></td>
</tr>
<tr>
<td>- Facebook advertisement</td>
<td></td>
</tr>
<tr>
<td>- print of strategy document</td>
<td></td>
</tr>
<tr>
<td><strong>Design of community consultation documents</strong></td>
<td>Community</td>
</tr>
<tr>
<td>- A6 postcard</td>
<td></td>
</tr>
<tr>
<td>- Hard copy strategy</td>
<td></td>
</tr>
<tr>
<td>- Sign</td>
<td></td>
</tr>
<tr>
<td>- Name tags</td>
<td></td>
</tr>
<tr>
<td>- Reply paid envelopes</td>
<td></td>
</tr>
<tr>
<td>Obtain shirts, hats and name tags for consultation</td>
<td>Community</td>
</tr>
<tr>
<td>Design of ocean beaches strategy</td>
<td>Community</td>
</tr>
<tr>
<td>City News – first and third week</td>
<td>Community</td>
</tr>
<tr>
<td><em>EG - Weekly pre-paid radio promotion on Sea FM, Gold FM and Hot Tomato.</em></td>
<td></td>
</tr>
<tr>
<td>Internet and intranet rotator</td>
<td>Community</td>
</tr>
<tr>
<td>Email signature</td>
<td>Community</td>
</tr>
<tr>
<td>Video with spokesperson</td>
<td>Community</td>
</tr>
<tr>
<td>GCCC website – Have your say</td>
<td>Community</td>
</tr>
</tbody>
</table>
Appendix E: Submissions

Submissions
- N. Edwards
- Gold Coast Surf Council
- Ocean Park Consulting (R Campbell)
- F Goldstein
- Magic Apple Burleigh (E Lindores)
- G Arnold
- T Watts
- J Standing
- D Ware
- Gecko
- UDIA
## Appendix F: Gold Coast suburbs according to region

<table>
<thead>
<tr>
<th>Suburbs</th>
<th>Region</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southport and Labrador; Main Beach, Surfers Paradise, Bundall and Benowa</td>
<td>Mid East</td>
</tr>
<tr>
<td>Kingsholme, Ormeau, Norwell, Gilberton and Jacobs Well; Upper Coomera, Willow Vale, Coomera and Pimpama</td>
<td>Nth</td>
</tr>
<tr>
<td>Helensvale, Hope Island and Sthn Moreton Bay Islands; Molendinar, Parkwood, Arundel and Ashmore; Runaway Bay, Paradise Point, Sth Stradbroke Island, Coombabah, Biggera Waters and Hollywell</td>
<td>Nth East</td>
</tr>
<tr>
<td>Wongawallan, Guanaba, Maudsland, Oxenford</td>
<td>Nth West</td>
</tr>
<tr>
<td>Broadbeach Waters, Broadbeach, Mermaid Beach and Mermaid Waters; Miami, Burleigh Waters and Burleigh Heads; Palm Beach and Elanora; Currumbin, Currumbin Waters and Currumbin Valley; Tugun; Bilinga and Coolangatta; Robina, Clear Island Waters and Merrimac; Varsity Lakes and Reedy Creek; Tallebudgera and Tallebudgera Valley</td>
<td>Sth East</td>
</tr>
<tr>
<td>Natural Bridge, Numinbah Valley, Lower Beechmont, Ciagiraba, Mt Nathan, Nerang, Pacific Pines, Gilston, Highland Park, Advancetown and Gaven</td>
<td>Sth West</td>
</tr>
<tr>
<td>Erina Heights, Wamberal, Nth Avoca, Forresters Beach &amp; Terrigal</td>
<td>NSW</td>
</tr>
<tr>
<td>Suburbs beyond Gold Coast City Council boundaries</td>
<td>Other</td>
</tr>
<tr>
<td>Australian suburbs beyond Queensland</td>
<td>Queensland</td>
</tr>
<tr>
<td>Overseas suburbs</td>
<td>Interstate</td>
</tr>
</tbody>
</table>

Overseas suburbs