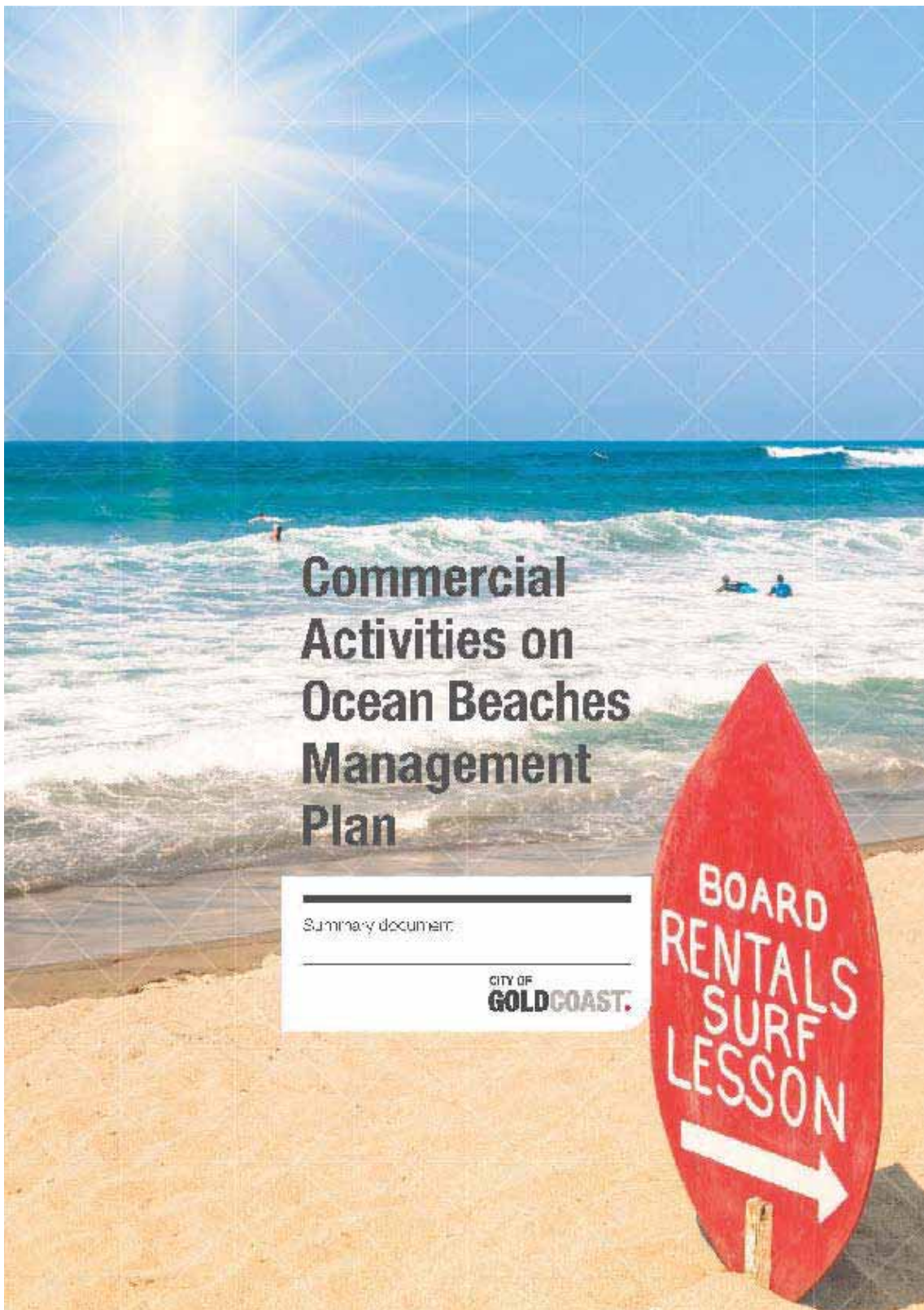


Appendix 1

Communication collateral

Community Engagement summary – 12 page Summary Document



Survey



Commercial activities on ocean beaches survey

Have your say

CITY OF
GOLD COAST



Commercial Activities on Ocean Beaches

The City of Gold Coast is developing The Commercial Activities on Ocean Beaches Management Plan to manage commercial activities on ocean beaches in line with the Ocean Beaches Strategy 2013-2023.

The City wants your feedback on how various commercial activities and potential commercial activities are/could be managed on our Gold Coast ocean beaches.

The survey will take approximately 4 minutes to complete and all questions are optional.

Personal Details

Q1. Please provide your personal details

Name: _____
 Postcode: _____
 Email: _____
 Phone: _____

Q2. Please indicate your age group

- Under 15
- 15-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-74
- 75+

Q3. How did you hear about this public consultation and survey?

- Letter in the post
- Radio advertising
- Online advertising
- Public beach displays
- Word of mouth

Other (please specify)

Commercial Activities on Ocean Beaches

Q4. How regularly do you visit Gold Coast's ocean beaches?
 (Tick the box which best represents your usage)

- Daily
- Weekly
- Fortnightly
- Monthly
- Every three months
- Never

Q5. Currently there is a range of commercial and non-commercial activities permitted on Gold Coast ocean beaches. These are listed below. For each activity, please tick whether you would like to see 'more', the 'same', or 'less' of these activities on our ocean beaches.

	More	Same	Less
• Entertainment/promotional events	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Filming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Hire of beach equipment from Surf Life Saving Clubs	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Marriage ceremonies (non-commercial)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Sky Divers at North Kina beach	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Special Council events (e.g. Carols by Candlelight)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Surfing competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Surf Life Saving Club Competitions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Surf schools	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
• Surf Life Saving training (non-commercial)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Please explain the reason for your answer

Q6. What is your interest in commercial activity on ocean beaches? (tick one or more of the following boxes)?

- Beach user
- Business activity organiser
- Not for profit activity organiser
- Participant of commercial activities on ocean beaches

Other (please specify)

Q7. Are there any particular ocean beaches you would like to see more or less commercial activity on and why?

Q8. Would you like to see any alternative activities on ocean beaches? (if so, please describe)

Q9. Are there any ocean beaches that Council should never permit commercial activities on? Please add to your response why these beaches should not be permitted to have commercial activities.

Q10. Do you have any other comments relating to commercial activity on ocean beaches?

City of Gold Coast Surveys

Q11. If you would like to take part in future online City of Gold Coast surveys, please provide your email address:

NOTE: To find out more information about Commercial Activities on Ocean Beaches:

Please refer to the Commercial Activities on Ocean Beaches consultation summary document at www.gchavesyoursay.com.au/cab or visit City of Gold Coast Local Laws 9 and 30 at www.goldcoast.qld.gov.au/current-local-laws.html.

Local laws that relate to Commercial Activities on Ocean Beaches are listed here:

1. Local Law No. 9 (Parks and Reserves) 2008
2. Subordinate Local Law No. 9.1 (Parks and Reserves) 2008
3. Local Law No. 30 (Bathing Reserves) 2004
4. Subordinate Local Law No. 30 (Bathing Reserves) 2005

Information Privacy

The City of Gold Coast is collecting your personal information in accordance with its Community Consultation Policy to measure community needs and preferences. The information will only be accessed by authorised City of Gold Coast officers or City of Gold Coast contractors in accordance with the conditions of the Information Privacy Act 2000. Your information will not be given to any other person or agency unless you have given us permission or we are required by law.

CITY OF
GOLD COAST

Friday Flyer advertisement



Have your say

Commercial activities on ocean beaches

Would you like to hire sun umbrellas and lounges on the beach or would you like to see more surfing competitions on the Gold Coast? Perhaps you don't want to see any change at all!

Have your say on what type of business activities you would like to see on our beaches.


Visit cityofgoldcoast.com.au/haveyoursay

CITY OF GOLD COAST.

BOARD RENTALS SURF LESSON

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Have your Say website

CITY OF
GOLDCOAST.


Have your say

Home Sign In

Commercial Activities on Ocean Beaches Search Search

Commercial Activities on Ocean Beaches

City of Gold Coast is currently reviewing its approach to managing commercial activities on the city's ocean beaches. This review was identified as an action in the Ocean Beaches Strategy 2013-2023, adopted by the Council in August 2013.

After considering the outcomes of the Ocean Beaches consultation, a management plan will be developed to manage commercial activities, which requires a framework to:

- clarify how businesses operating on ocean beaches will be managed including establishing roles and responsibilities of managing commercial activities
- clarify the processes for regulating commercial activities on ocean beaches
- provide consistency of activities between bathing and foreshore reserves
- ensure a balance between business and non-business use of beaches
- ensure approval processes are commensurate with local law requirements
- address the increasing commercial demands of our ocean beaches
- ensure the health and safety for users of our ocean beaches
- ensure the cleanliness and health of our ocean beaches, and
- protect our ocean beach infrastructure and promote stewardship for the management of our ocean beaches.

What will be asked during consultation?

To have your say:

- read the summary document on commercial activities on ocean beaches ([pdf](#) | [word](#))
- visit a beach marquee (20-23 March)
- participate in the discussion forum
- complete the survey

Consultation runs from Monday 17 March to Friday 11 April 2014

We look forward to receiving your feedback

Summary Document - Commercial Activities on Ocean Beaches Management Plan




Table of Contents

- 1 Introduction
- 2 Objectives and scope
- 2.1 Objectives
- 2.2 Scope
- 2.3 Stakeholders

Commercial Activities on Ocean Beaches - Summary document - 17 Mar 2014

- Summary Document (word) | Commercial Activities on Ocean Beaches Management Plan (2.37 MB) (doc)
- Summary Document (pdf) | Commercial Activities on Ocean Beaches Management Plan (546 KB) (pdf)

COMPLETE THE SURVEY

Commercial Activities on Ocean Beaches

What will be asked during consultation?

During this consultation, we are seeking to determine if you are satisfied with the current level of activities and services on the city's ocean beaches.

BEACH MARQUEE days | look for the City of Gold Coast Marquee south of the following SLSCs:

- BROADBACH** | 7.30am - 11.30am | South of Harrawa SLSC
20 March 2014
- BURLEIGH HEADS** | 7.30am - 11.30am | NORTH of Burleigh SLSC
21 March 2014
- MARI BEACH** | 7.30am - 11.30am | South of Main Beach SLSC
22 March 2014
- COOLANGATTA** | 7.30am - 11.30am | South of Kirra SLSC
23 March 2014

Forum Showing all [See Open Discussions only](#)

22 Are there any particular ocean beaches you would like to see 'more', 'less' or the 'same' commercial activity on and why?

by Admin Sally 10 Mar 2014, 01:16 PM 110 views

5 Would you like to see any alternative activities on ocean beaches; and if so, please describe.

by Admin Sally 10 Mar 2014, 01:17 PM 49 views

11 Currently there is a range of commercial and non-commercial activities permitted on Gold Coast ocean beaches. These are listed below. Which of these activities would you like to see more or less of and why?

- Entertainment/promotional events
- Filming
- Hire of beach equipment from Surf Lifesaving Clubs
- Marriage ceremonies (non-commercial)
- Sky Divers at North Kirra beach
- Special Council events (e.g. Carols by Candlelight)
- Surfing competitions
- Surf Lifesaving Club Competitions
- Surf schools
- Surf Life Saving training (non-commercial)

by Admin Sally 10 Mar 2014, 01:15 PM 89 views

2 Are there any ocean beaches that Council should never permit commercial activities on; and if so, why do you think those beaches should not be permitted to have commercial activities.

by Admin Sally 10 Mar 2014, 01:18 PM 31 views

16 Do you have any other comments relating to commercial activity on ocean beaches?

by Admin Sally 10 Mar 2014, 01:25 PM 62 views

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Beach marquee examples



Kurrawa



Burleigh



Main Beach



Coolangatta

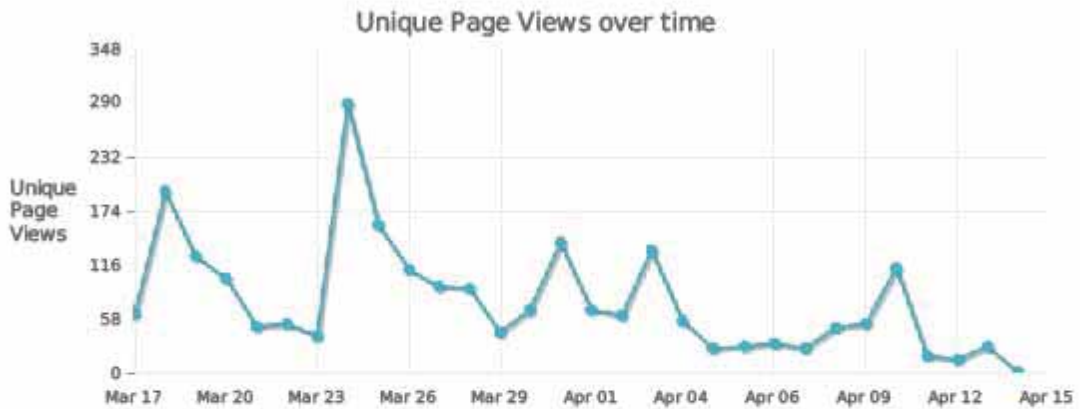
Website visits

Summary - GC have your say

Period: 17 Mar 2014, 12:00 AM - 15 Apr 2014, 11:59 PM

Projects: Commercial Activities on Ocean Beaches

Note that tabular data shows only the first 20 rows.



People who are

Community Users	Aware	Informed	Engaged
1600	1470 100%	301 20%	57 4%
Unique Pageviews	Actions (median)	Contributions (median)	
1	1	1	

Information - GC have your say

Period: 17 Mar 2014, 12:00 AM - 15 Apr 2014, 11:59 PM

Projects: Commercial Activities on Ocean Beaches

Note that tabular data shows only the first 20 rows.

Library

Visitors	Unique Pageviews	Unique Pageviews (Median)
51	75	1

FAQs

Visitors	Unique Pageviews	Unique Pageviews (Median)
23	33	1

Key Dates

Visitors	Unique Pageviews	Unique Pageviews (Median)
27	45	1

Website forum activity reports

Forums - GC have your say

Period: 17 Mar 2014, 12:00 AM - 15 Apr 2014, 11:59 PM

Projects: Commercial Activities on Ocean Beaches

Note that tabular data shows only the first 20 rows.

Unique Pageviews	Contributors	Comments
523	57	84
Votes	Agrees	Disagrees
176	120	56

Name	Unique Pageviews	Contributors	Comments	Votes	Agrees	Disagrees
Currently there is a range of commercial and non-commercial activities permitted on Gold Coast ocean beaches. These are listed below. Which of these activities would you like to see more or less of and why?	90	19	16	9	5	4
Are there any particular ocean beaches you would like to see 'more', 'less' or the 'same' commercial activity on and why?	151	27	32	97	63	34
Would you like to see any alternative activities on ocean beaches; and if so, please describe.	123	13	11	14	7	7
Are there any ocean beaches that Council should never						

<p>permit commercial activities on; and if so, why do you think those beaches should not be permitted to have commercial activities.</p>	48	6	3	4	3	1
<p>Do you have any other comments relating to commercial activity on ocean beaches?</p>	111	25	22	52	42	10

Facebook (examples)

 **City of Gold Coast** shared a link.
March 21

Here's your chance to have your say on commercial activities on our #beaches! WATCH the video to find out more!

#goldcoast #beach #surf



Beach Survey

The City is asking residents to have their say into a review of commercial activities on our beaches. The feedback will help determine what sort of business...

Unlike · Comment · Share 2

You and 10 others like this.

 **City of Gold Coast** changed their cover photo.
March 25



Have your say

Commercial activities on ocean beaches

Would you like to hire sun umbrellas and lounges on the beach or would you like to see more surfing competitions on the Gold Coast? Perhaps you don't want to see any change at all!

Have your say on what type of business activities you would like to see on our beaches.

Visit cityofgoldcoast.com.au/haveyoursay

CITY OF
GOLD COAST

Like · Comment · Share 3

22 people like this.

 **City of Gold Coast**
April 2

Would you like to hire sun umbrellas and lounges on the beach? Or perhaps you'd like to see more surfing competitions? Time is running out to have your say on what type of business activities you would like to see on our beaches. Find out more at: www.cityofgoldcoast.com.au/haveyoursay. #goldcoast #beach #surf #australia



Like · Comment · Share 12