



MARKET RESEARCH
CONSULTANTS

Yarra River Social Research

Draft Report

THE KLEIN PARTNERSHIP

Date November 2017

Version DRAFT

TKP Ref 5095



Research Objectives

Melbourne Water (MW) is leading the development of the Yarra Strategic Plan which requires an understanding of the community's values, concerns and hopes for the river and its surrounding land.

To achieve this, MW is undergoing a community and stakeholder engagement process to shape an overarching vision for the Yarra.

To assist in the deliberation and development of the themes, MW engaged TKP to quantitatively survey the community to provide insights regarding the current use and preferences for the river now and in the future.

Specifically:

- How they use the Yarra in activities, frequency, time of day and day of week?
- How they access the Yarra?
- The quality of that interaction?
- What they value in the Yarra?
- Their satisfaction with the various aspects of the Yarra?

Quantitative findings are required to reflect the views of the community for each of the 4 reaches of the river.

Summary of Methodology

The methodology comprised 2 components...

1. To understand all of Melbourne's attitudes and visitation to the Yarra, we initially invited respondents (aged 18+) in proportions representative of the Melbourne population (based on age, gender and postcode).

The first 1,546 respondents who started the survey completed the short screening section of the questionnaire. This section assessed whether they had visited the Yarra (which determined eligibility to qualify for the full survey), and profiled where they visited, how often they visited, their familiarity with the reaches of the Yarra and general attitudes toward the Yarra.

These responses populated the chapter in the report titled 'Melbourne's Perspective of the Yarra', which provides a broad understanding of the Yarra and its role within the Melbourne Community.

2. At the end of these initial questions, those who visited the Yarra continued on to the full survey, which comprised of a deeper exploration of usage and attitudes, focussing on one reach. Respondents who did not visit the Yarra took no further part.

Once we had sufficient sample to understand the broader context of the Yarra in Melbourne (ie n=1500), we targeted specific postcodes based on their proximity to the Yarra in order to efficiently build sufficient sample for each of the four reaches.

These responses populated the chapters in the report titled 'Yarra Visitors' Perspective of the Yarra' and 'Focussed Assessment of Each Reach of the Yarra'

Summary of Methodology



All Melbourne

Yarra Visitors

Why?	Understanding of ALL of Melbourne's usage and attitudes to the Yarra	Understanding of VISITORS usage and attitudes to the Yarra and specific reaches of the Yarra
Who?	Residents of Greater Melbourne aged 18+	Melbourne residents aged 18+ who have visited the Yarra River in the last 12 months
How Many?	n=1,546; 596 Yarra visitors, 950 Non-visitors	n=1,683; Reach 1 = 574, Reach 2 = 356, Reach 3 = 388, Reach 4 = 365
What?	5-minute online survey	15-minute online survey
Lines of Enquiry	<ol style="list-style-type: none"> <u>1. Screener Questions</u> <ul style="list-style-type: none"> • Visit Yarra • Reaches - Visit/Freq./Familiarity • Importance of the Yarra 	<ol style="list-style-type: none"> <u>1. Screener Questions</u> <u>2. Assessment of a specific reach:</u> <ul style="list-style-type: none"> • Usage – Activities, freq., time, quality <ul style="list-style-type: none"> • Access • What they value in the Yarra <ul style="list-style-type: none"> • Satisfaction
Where?	Greater Melbourne	Targeted postcodes based on proximity to the reaches of the Yarra
When?	24 th of October to 6 th November, 2017	

Methodology

Interpretation

Tests for statistical significance at a 95% confidence level have been conducted on particular subgroups of interest in this survey.

If no statistical significance has been highlighted, there are none associated with these subgroups.

If there is a statistically significant difference, we can be confident that this difference has not occurred by chance i.e. it reflects a genuine difference for that group compared to the population.

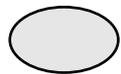
In the tables and graphs;



Indicates a result that is significantly higher



Indicates a result that is significantly lower



Indicate a result that is not significant at 95% but is notable or of interest

When interpreting results herein, the following margin of errors apply;

Statistical difference

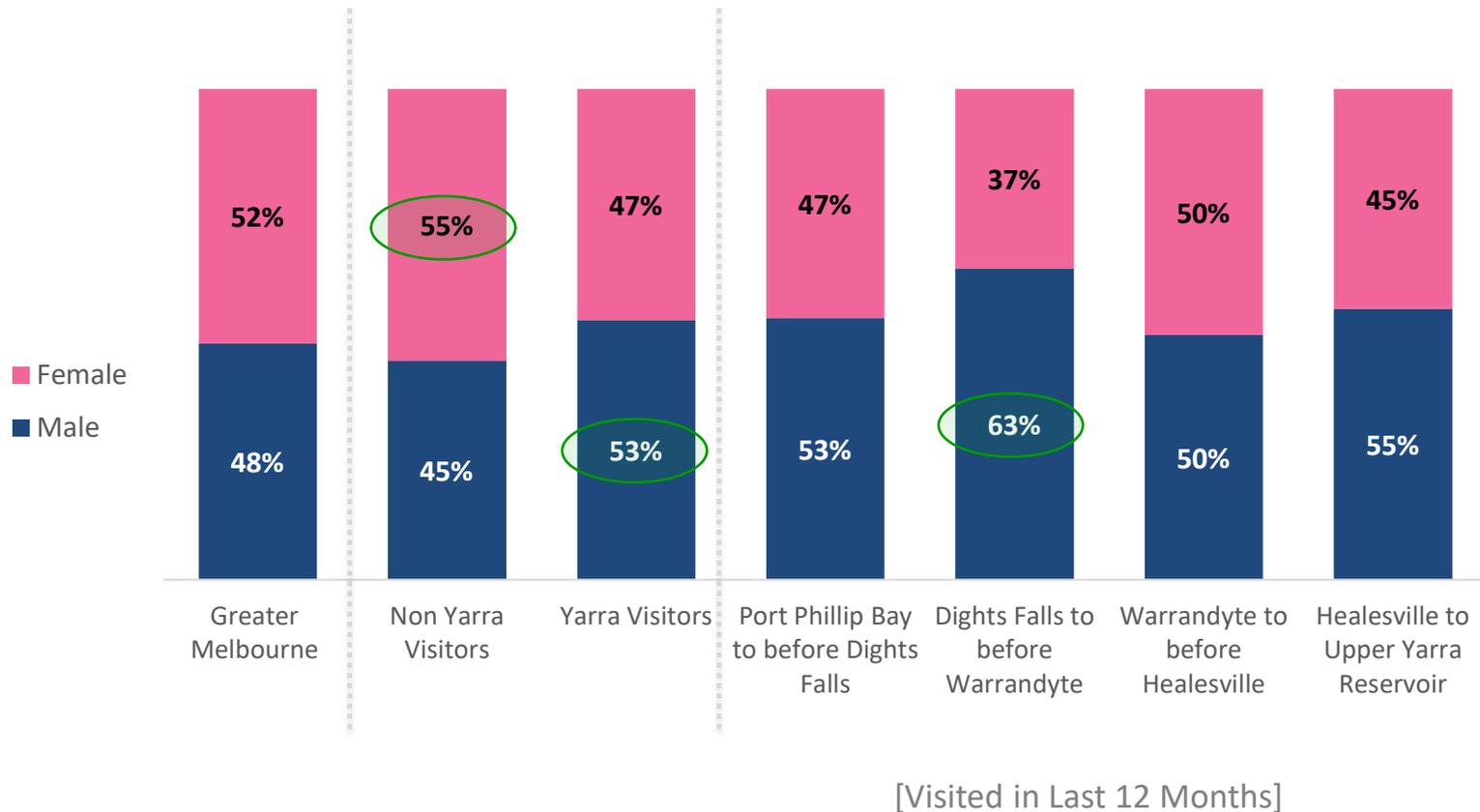
<i>n=200</i>	<i>+/- 7.2pts</i>
<i>n=400</i>	<i>+/- 3.7pts</i>
<i>n=1,000</i>	<i>+/- 3.1pts</i>
<i>n=1,500</i>	<i>+/- 2.5pts</i>

Melbourne's Perspective of the Yarra

To understand the usage and attitudes towards the Yarra amongst the general population of Melbourne (GREATER MELBOURNE), the following questions were asked of a randomly selected cross-section of the Melbourne population with results broken out by whether they have visited the Yarra in the past 12 months and which reaches they had visited.

Melbourne's Perspective of the Yarra

Gender



Visitors to the Yarra were more likely to be Male driven by Visitors to Reach 2.

The exception to this appeared to be Reach 3 which had a balance of Males and Female visitors.

Base: WEIGHTED Greater Melbourne n=1,546; Non Visitors n=950; Visitors n=596; Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S1. With what gender do you associate?

Melbourne's Perspective of the Yarra

Location - System



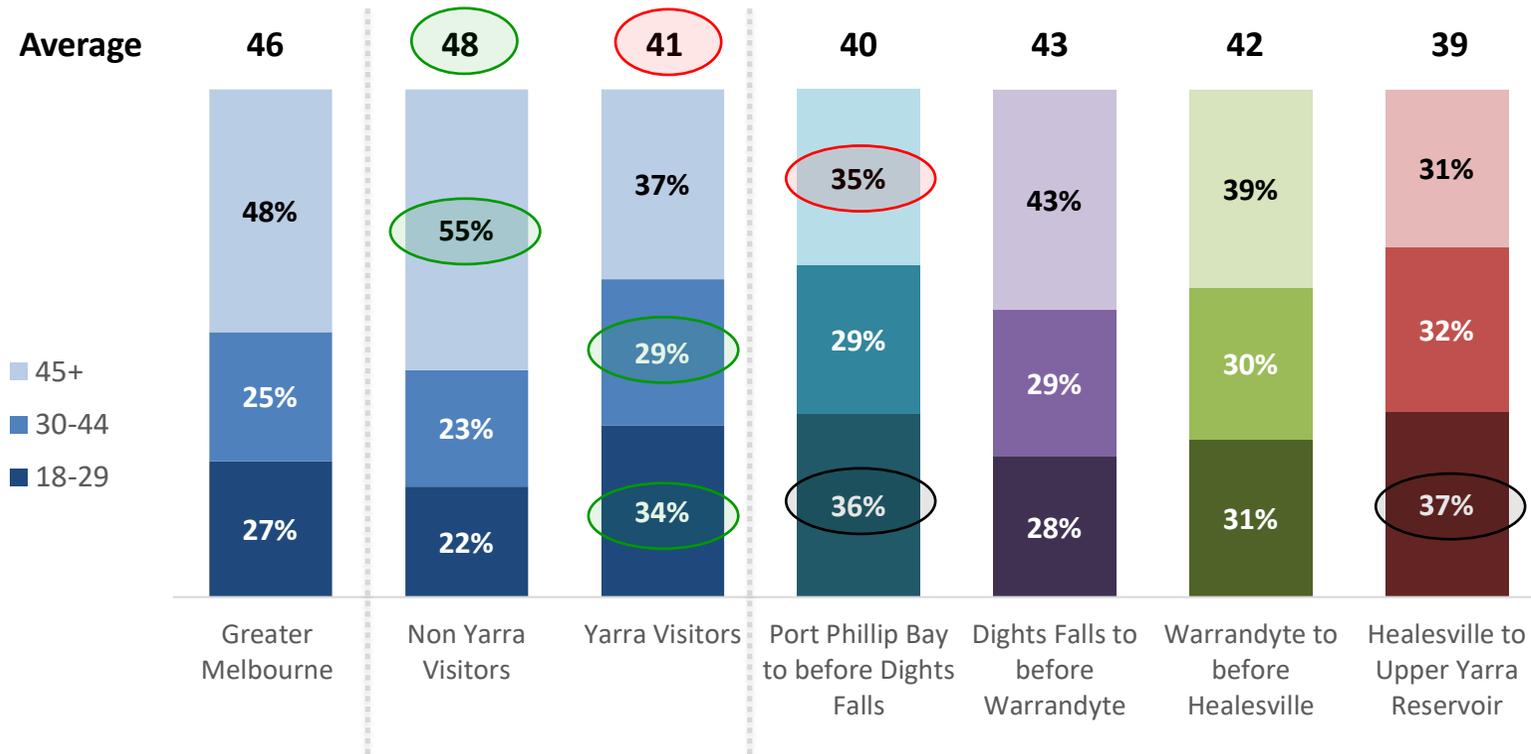
Column %	Yarra Visitors L12M			Reaches Visited in L12M			
	Greater Melbourne	Non Yarra Visitors	Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Yarra Lower	38%	33%	44%	47%	55%	34%	44%
Yarra Mid	12%	12%	13%	6%	18%	32%	19%
Yarra Upper	2%	1%	2%	0%	0%	3%	7%
Dandenong	24%	24%	24%	26%	22%	23%	21%
Werribee	13%	16%	10%	13%	2%	5%	6%
Peninsula	6%	8%	3%	4%	2%	0%	2%
Maribyrnong	2%	3%	2%	3%	1%	1%	0%
Other	2%	3%	1%	0%	0%	1%	0%

Visitors to the Yarra were more likely to live in the Yarra Lower system and less likely to live in Werribee or the Peninsula.

Melbourne's Perspective of the Yarra



Age



Visitors to the Yarra were younger than the general Melbourne population.

This trend was consistent with the other Melbourne waterways assessed.

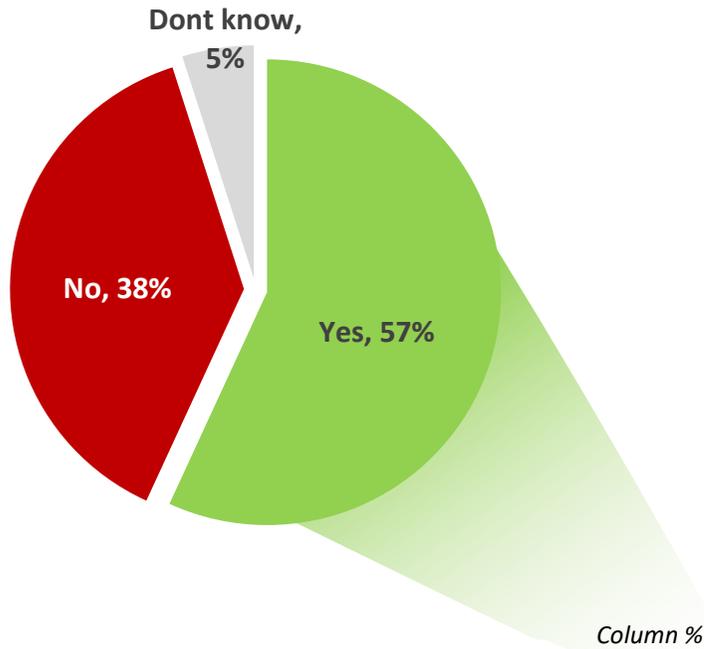
It was also consistent across all of the Yarra reaches.

[Visited in Last 12 Months]

Base: WEIGHTED Greater Melbourne n=1,546; Non Visitors n=950; Visitors n=596; Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S2. What postcode do you live in?

Melbourne's Perspective of the Yarra

Visited Waterway in Last 12 Months



57% of the Melbourne population had visited a waterway in the last 12 months with the Yarra the most common destination (42%).

People who had visited the Yarra appear more likely to visit the other major Melbourne waterways with 32% of those who have visited the Yarra also visiting the Maribyrnong River.

People who had visited Reach 3 or Reach 4 were more likely to have visited Dandenong Creek or the Werribee River; A function of being more 'exploratory'?

	Greater Melbourne	Yarra Visitors L12M		Reaches Visited in L12M			
		Non Yarra Visitors	Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Yarra River	42%	0%	100%	100%	100%	100%	100%
Maribyrnong River	17%	6%	32%	37%	33%	34%	38%
Dandenong Creek	14%	6%	25%	24%	23%	41%	45%
Merri Creek	11%	4%	20%	21%	41%	25%	24%
Werribee River	9%	4%	16%	19%	24%	24%	26%
Kororoit Creek	5%	2%	10%	11%	14%	11%	14%

Base: WEIGHTED Greater Melbourne n=1,546; Non Visitors n=950; Visitors n=596; Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S4. Have you visited any rivers or creeks in the greater Melbourne area in the past 12 months? If Visited n=820; S5. Which of the following rivers/creeks or their surrounding land – if any – have you visited in the past 12 months?

Melbourne's Perspective of the Yarra

Which Reaches Visited in Last 12 Months



Column %	Greater Melbourne	Yarra Visitors	Reaches Visited in L12M			
			Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Port Phillip Bay to before Dights Falls including the city and Southbank	31%	74%	100%	55%	45%	48%
Dights Falls to before Warrandyte	6%	15%	11%	100%	20%	20%
Warrandyte to before Healesville	11%	26%	16%	34%	100%	41%
Healesville to Upper Yarra Reservoir	10%	25%	16%	32%	39%	100%
Average number of Reaches Visited	0.6	1.4	1.4	2.2	2.0	2.1

Not surprisingly the reach with the highest incidence of visitation was Reach 1 with Reach 2 having significantly lower rates of visitation.

On average those who visited the Yarra had visited 1.4 reaches with those who visited the non-CBD reaches more likely to have visited multiple reaches.

Melbourne's Perspective of the Yarra

Familiarity With Reach



Residents of Melbourne claim to be significantly more familiar with Reach 1.

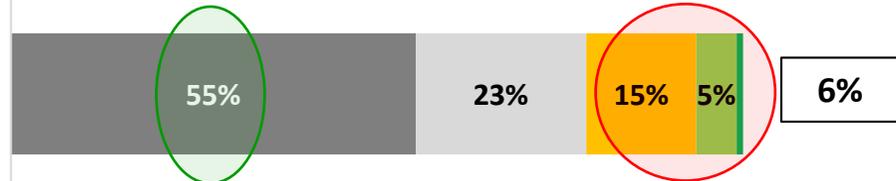
■ Not at all ■ Slightly ■ Moderately ■ Very ■ Extremely

Top 2

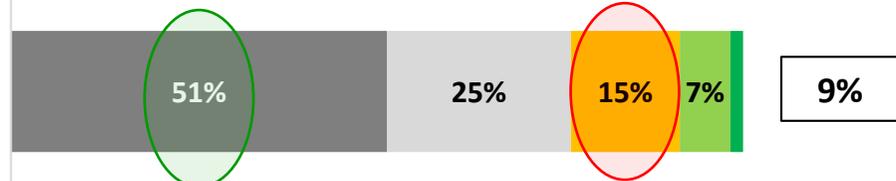
Port Phillip Bay to before Dights Falls including the city and Southbank



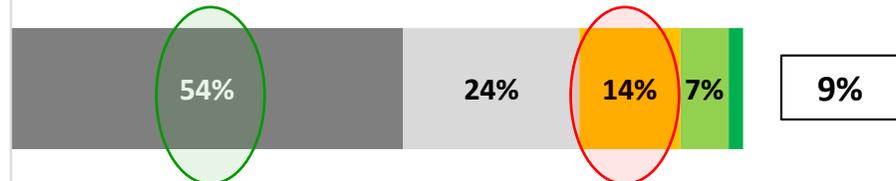
Dights Falls to before Warrandyte



Warrandyte to before Healesville



Healesville to Upper Yarra Reservoir



Melbourne's Perspective of the Yarra

Familiarity With Reach - Very / Extremely Familiar



Visitors to the non-CBD reaches were more likely to be familiar with the adjoining reaches.

% Very/Extremely Familiar	Yarra Visitors L12M		Reaches Visited in L12M				
	Greater Melbourne	Non Yarra Visitors	Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Port Phillip Bay to before Dights Falls including the city and Southbank	18%	9%	31%	38%	39%	21%	25%
Dights Falls to before Warrandyte	6%	3%	11%	8%	42%	22%	18%
Warrandyte to before Healesville	9%	4%	15%	8%	26%	44%	24%
Healesville to Upper Yarra Reservoir	9%	4%	14%	9%	15%	26%	45%

If a respondents has visited a reach the degree of familiarity does not vary.

Base: WEIGHTED Greater Melbourne n=1,546; Non Visitors n=950; Visitors n=596; Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S8. How familiar are you with the following sections of the Yarra?

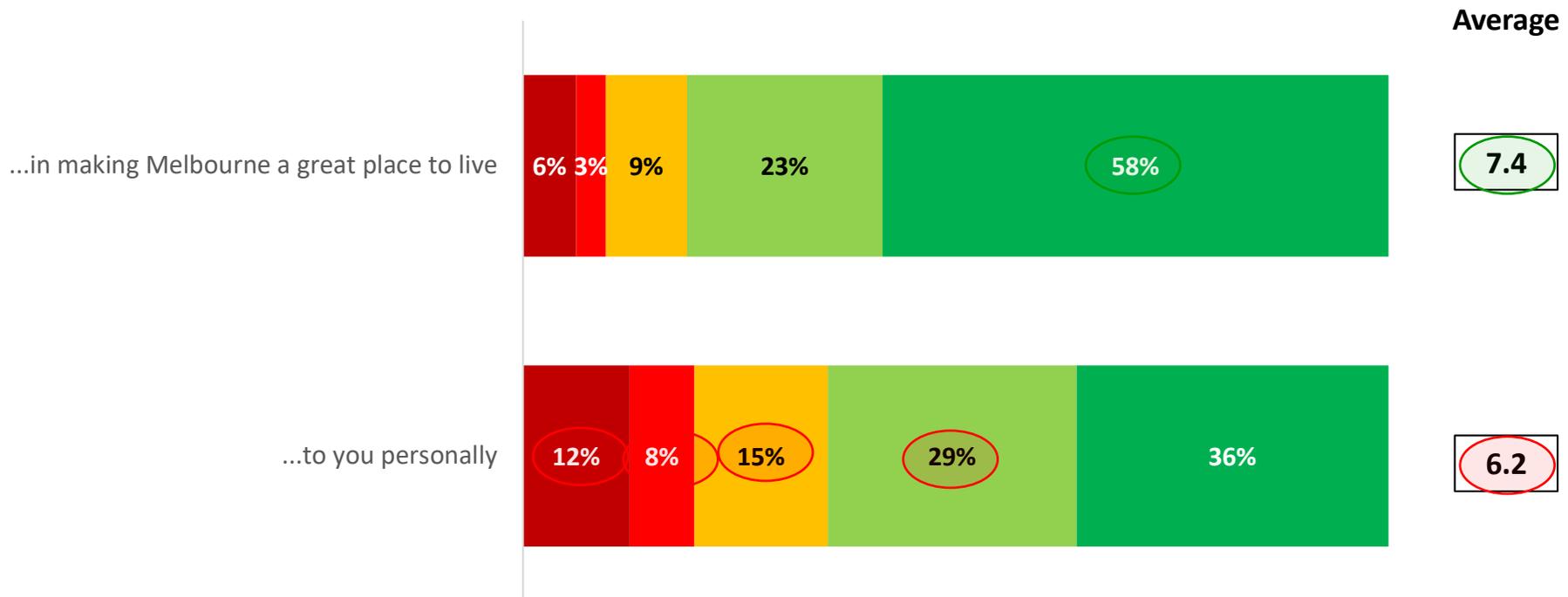
Melbourne's Perspective of the Yarra

Importance Of Yarra River & Land



58% of the residents of Melbourne believe that the Yarra is 'highly' important to Melbourne. Reflective of the fact that not everyone visits the Yarra, personal value is significantly less but still positive.

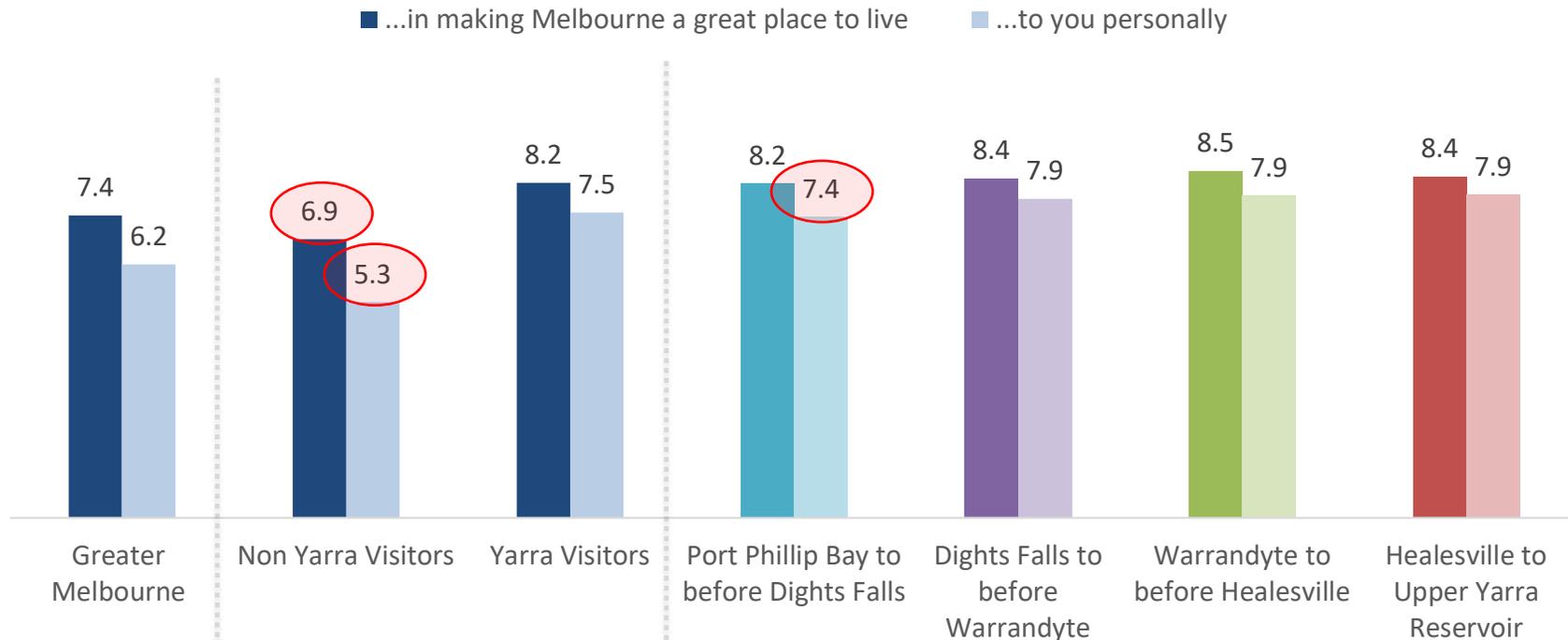
■ Not at all important 0-2 ■ 3-4 ■ 5 ■ 6-7 ■ 8-10 Extremely important



Base: WEIGHTED Greater Melbourne n=1,546; S5. How important or not is the Yarra River and its surrounding land... a) to you personally b) in making Melbourne a great place to live?

Melbourne's Perspective of the Yarra

Importance Of Yarra River & Land - Average (out of 10)



Non-visitors place less importance on the Yarra personally and for Melbourne generally in addition the differential between personal and community is also greater.

Yarra visitors place equivalent value on the Yarra for themselves and for Melbourne.

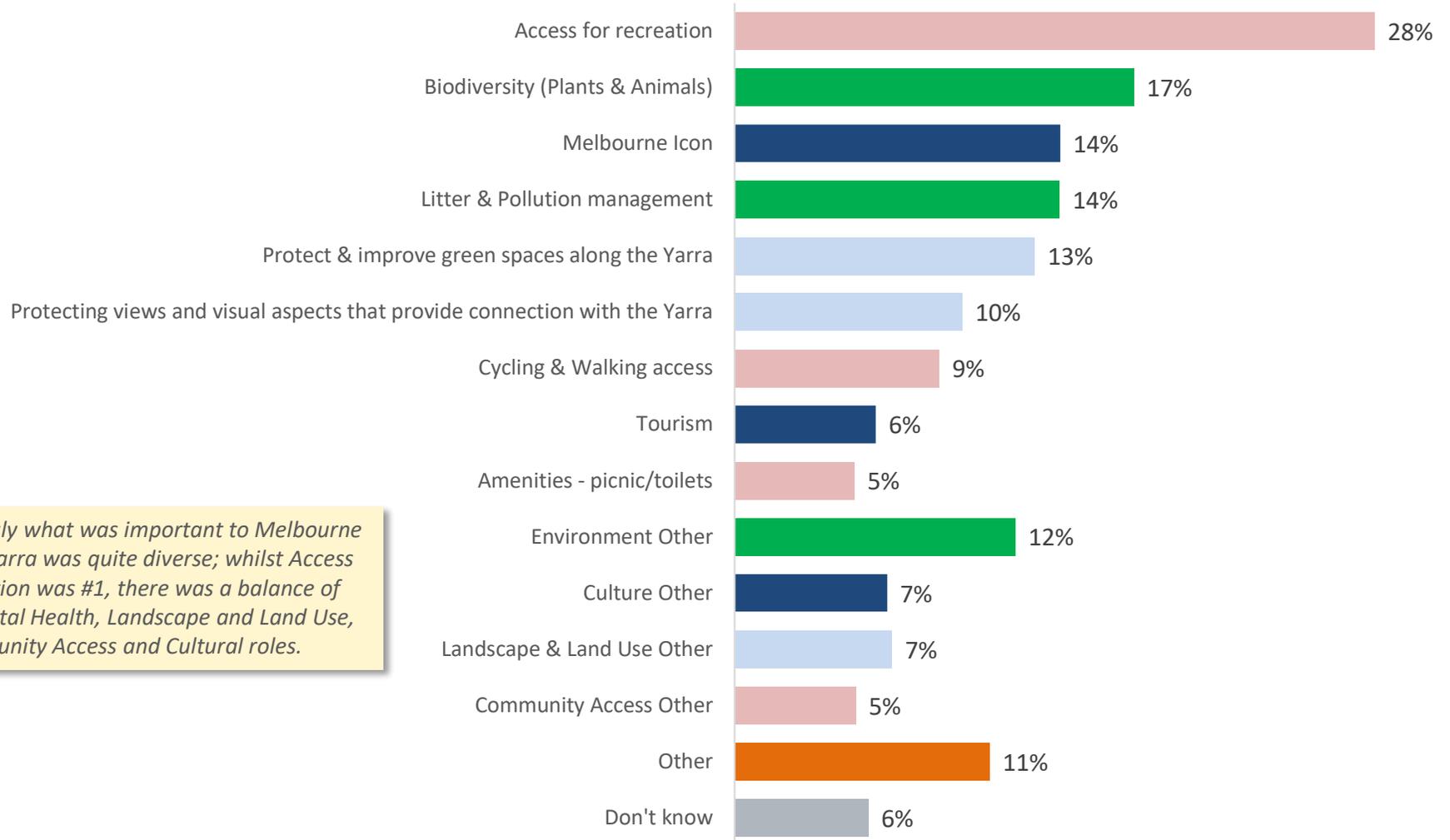
Visitors to Reach 1 placed less personal value than visitors to the other reaches but the difference between personal and liveability is consistent with the other reaches.

[Visited in Last 12 Months]

Base: WEIGHTED **Greater Melbourne** n=1,546; **Non Visitors** n=950; **Visitors** n=596; **Port Phillip Bay-Dights Falls** n=433; **Dights Falls-Warrandyte** n=91; **Warrandyte-Healesville** n=158; **Healesville-Upper Yarra Reservoir** n=140; S5. How important or not is the Yarra River and its surrounding land... a) to you personally b) in making Melbourne a great place to live?

Melbourne's Perspective of the Yarra

What's Important - Spontaneous



Spontaneously what was important to Melbourne about the Yarra was quite diverse; whilst Access for recreation was #1, there was a balance of Environmental Health, Landscape and Land Use, Community Access and Cultural roles.

Melbourne's Perspective of the Yarra



What's Important - Spontaneous

Interestingly non-visitors placed greater emphasis on litter and pollution management.

Generally the differences were not great.

Column %

	Greater Melbourne	Yarra Visitors L12M		Reaches Visited in L12M			
		Non Yarra Visitors	Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Access for recreation	28%	25%	29%	27%	38%	33%	32%
Biodiversity (Plants & Animals)	17%	17%	17%	15%	18%	26%	23%
Melbourne Icon	14%	14%	14%	17%	5%	10%	10%
Litter & Pollution management	14%	25%	7%	8%	7%	7%	4%
Protect & improve green spaces along the Yarra	13%	11%	14%	12%	14%	17%	17%
Protecting views and visual aspects that provide connection with the Yarra	10%	13%	8%	9%	6%	7%	7%
Cycling & Walking access	9%	6%	11%	10%	12%	11%	9%
Tourism	6%	6%	6%	6%	5%	6%	7%
Amenities - picnic/toilets	5%	4%	6%	6%	5%	2%	4%
Environment Other	12%	5%	16%	16%	14%	14%	22%
Culture Other	7%	5%	7%	9%	7%	12%	8%
Landscape & Land use Other	7%	6%	7%	6%	6%	6%	7%
Community Access Other	5%	7%	4%	4%	8%	4%	4%
Other	11%	6%	14%	16%	11%	11%	10%
Don't know	6%	9%	4%	5%	4%	2%	3%

Base: WEIGHTED Greater Melbourne n=1,071; Non Visitors n=475; Visitors n=596; Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S9. What is important to you about the Yarra River and its surrounding land, and its role within Melbourne? OPEN

Melbourne's Perspective of the Yarra

Importance of Aspects of the Yarra

Differences in importance did not differ significantly by visitation or by reach visited.

	Yarra Visitors L12M		
	Greater Melbourne	Non Yarra Visitors	Yarra Visitors
<i>% Very/Extremely Important</i>			
Controlling the Water quality in the Yarra by storm water and pollution management	88%	87%	88%
Protecting the Yarra River from inappropriate development occurring on its banks	86%	84%	88%
Protecting green spaces along the river's corridor	85%	83%	86%
Managing environmental flows, that is water released from reservoirs to maintain the health of rivers.	83%	83%	83%
Land and river management to ensure permitted land uses do not impact on the river	82%	84%	81%
The biodiversity of plants and animals along the Yarra River corridor	81%	80%	81%
Protecting important views and visual aspects of the Yarra that provide a connection with the River	76%	70%	80%
Sites of heritage value are identified and protected	73%	71%	74%
Ensuring the river is easily accessible for people of all abilities	72%	72%	73%
More amenities along the Yarra River e.g. toilets, picnic areas, rubbish bins	66%	66%	66%
Improving access to the Yarra River corridor for recreational uses	61%	58%	63%
Increasing the open space along the Yarra River	60%	57%	63%
Upgrading or increasing bicycle and walking access along river	58%	56%	60%
Recognition and protection of Traditional Owner areas of cultural significance	55%	53%	56%

Base: **WEIGHTED Greater Melbourne** n=1,073; **Non Visitors** n=477; **Visitors** n=596; S10. When thinking about the Yarra River and its surrounding land, in your opinion how important are the following...

Yarra Visitors' Perspective of the Yarra

The following section records the feedback from Melbourne residents who had visited a reach of the Yarra in the last 12 months.

Yarra Visitors' Perspective of the Yarra

Frequency Of Visit



Average per yr

29

15

16

13

Visitors to Reach 1 visit the reach most frequently; on average 29 times per yr. This was a function of more people visiting weekly or more frequently (21%) and less people visiting annually or less (10%)

Less than once a year

Annually

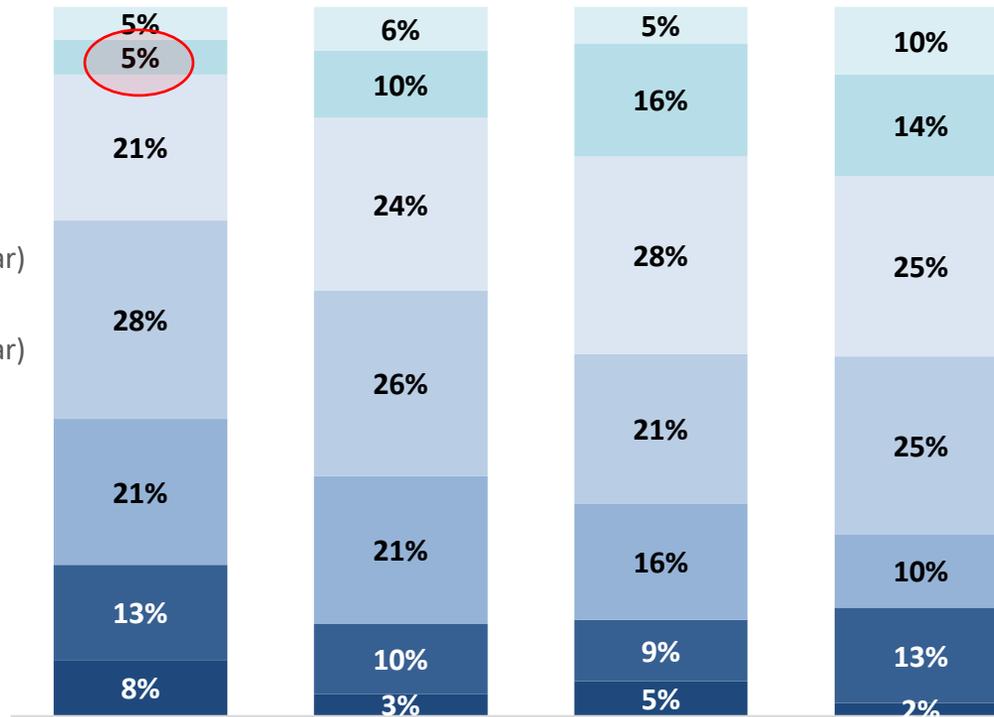
Every 4-6 months (2 to 3 times a year)

Every 2-3 months (4 to 6 times a year)

Once a month

Once a week

More than weekly



Port Phillip Bay to before Dights Falls

Dights Falls to before Warrandyte

Warrandyte to before Healesville

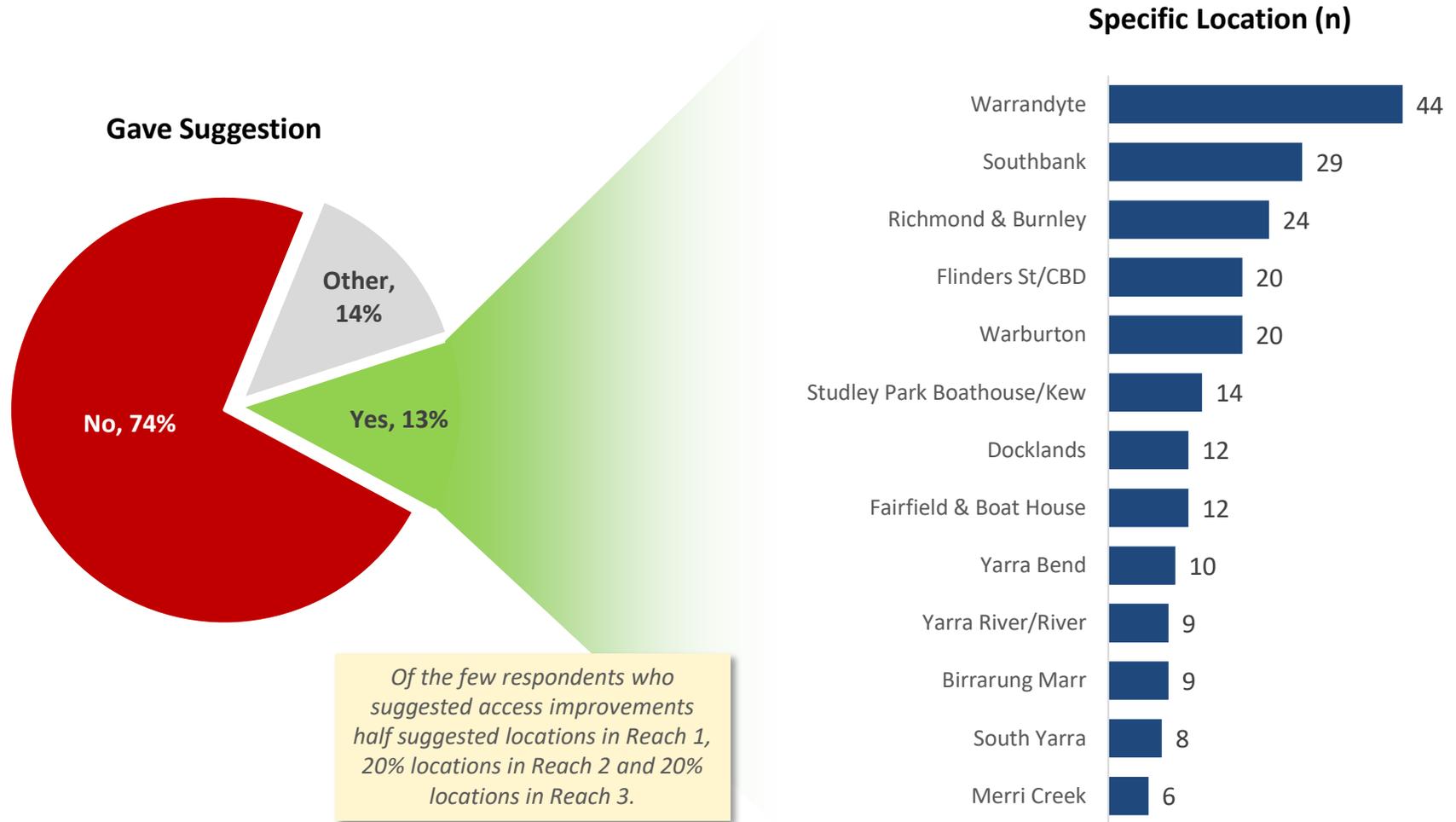
Healesville to Upper Yarra Reservoir

Average calculation:
 365= Every day
 156= More than once a week but not everyday
 52= Once a week
 12= Once a month
 5= Every 2-3 months
 2.5= Every 4-6 months
 1= Annually
 0.5= Less than once a year

Base: WEIGHTED Reach Visitors: Port Phillip Bay-Dights Falls n=433; Dights Falls-Warrandyte n=91; Warrandyte-Healesville n=158; Healesville-Upper Yarra Reservoir n=140; S7. How frequently do you visit the Yarra between <REACH>?

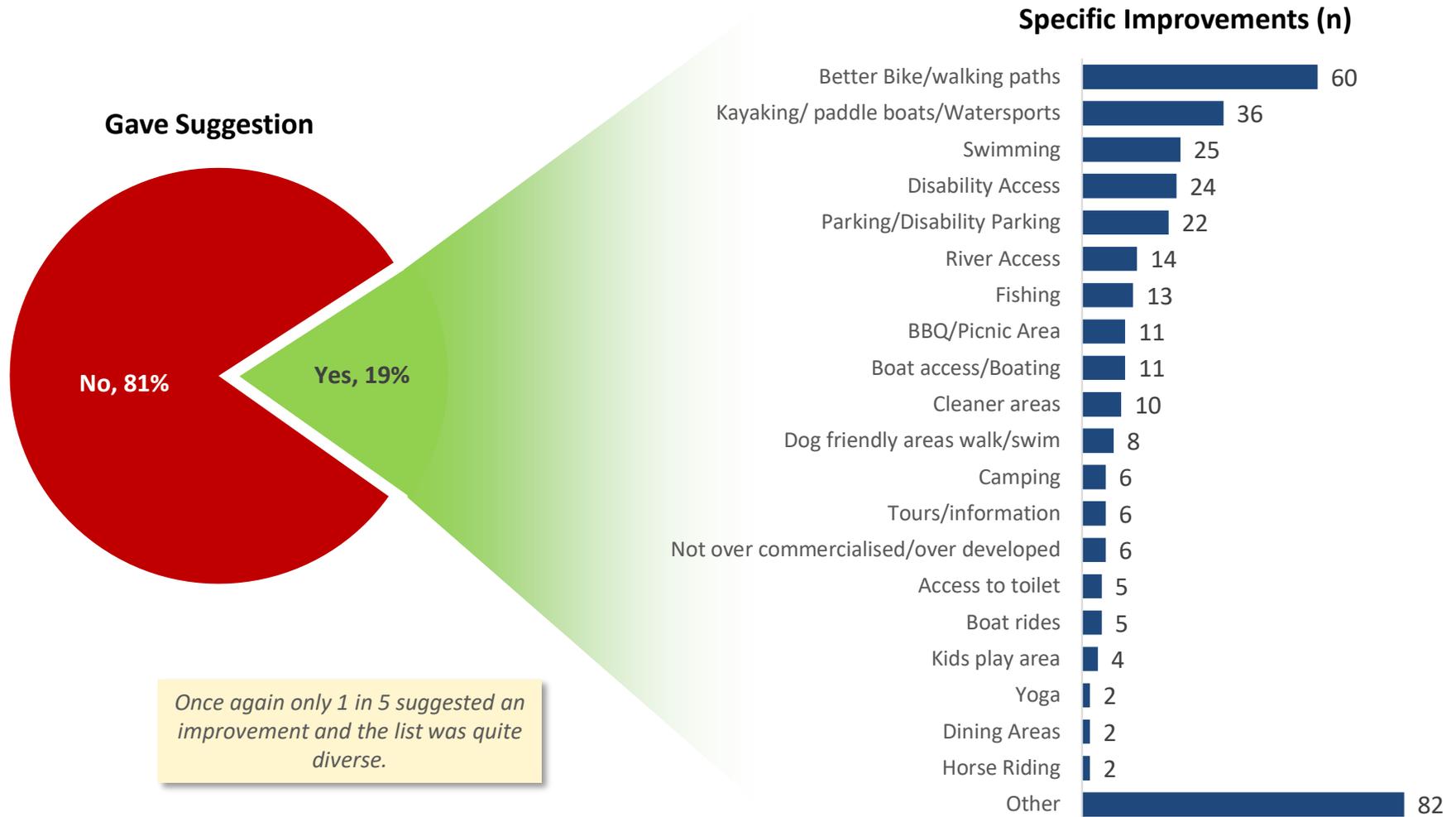
Yarra Visitors' Perspective of the Yarra

Access To The Yarra Improvement Suggestions



Yarra Visitors' Perspective of the Yarra

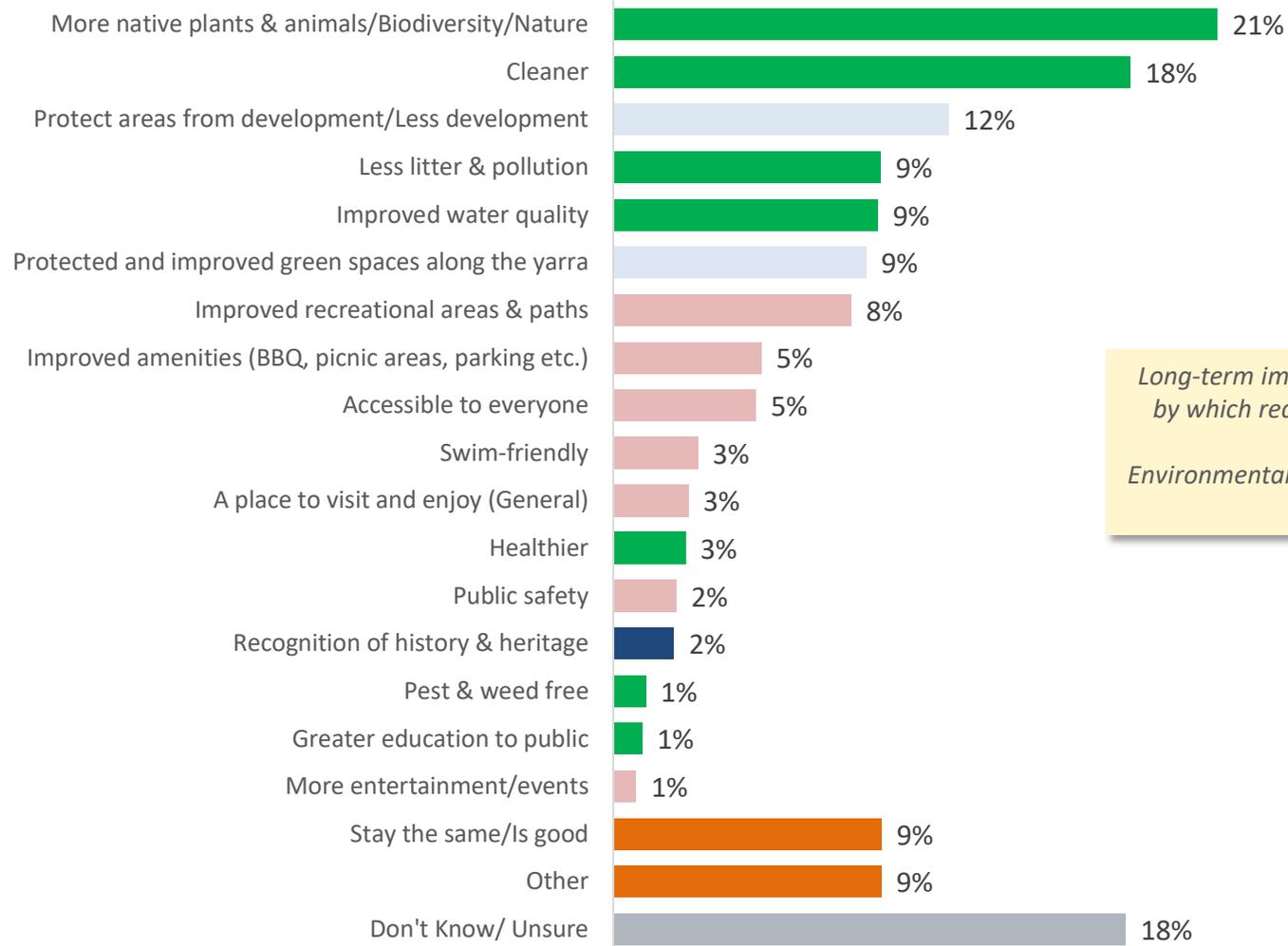
Activities On The Yarra - Improvement Suggestions



Yarra Visitors' Perspective of the Yarra



Ideal Perception Of The Yarra - Improvement Suggestions



Long-term improvements did not vary by which reaches respondents visit.

Environmental Health improvements do dominate.

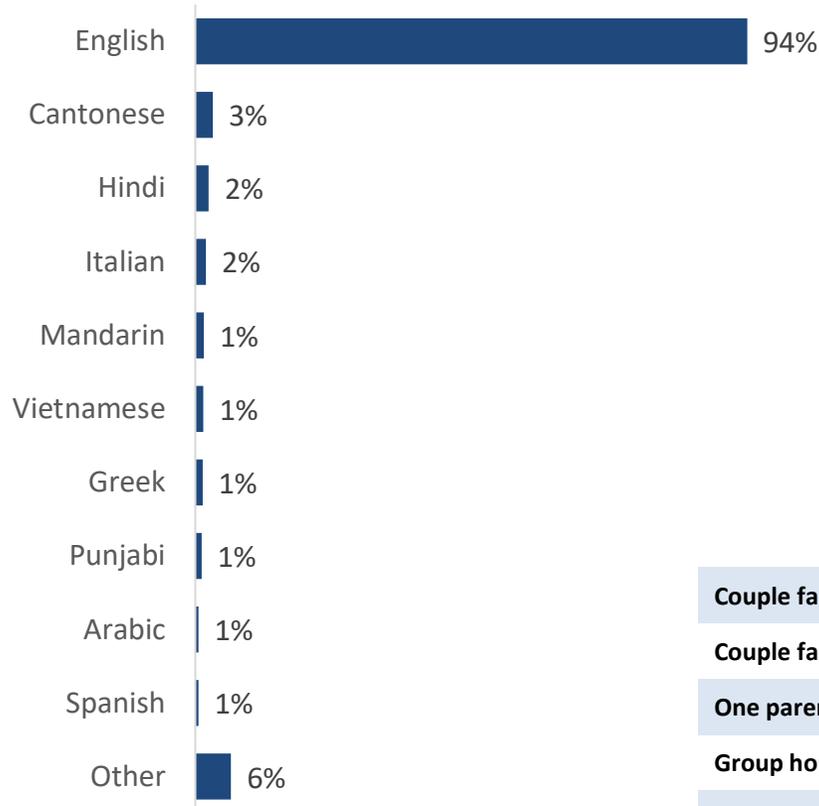
Yarra Visitors' Perspective of the Yarra

Demographics

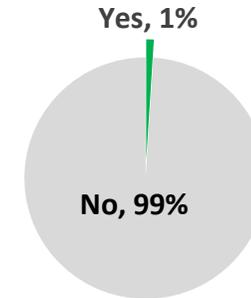


Ethnicity or Household structure did not vary across the reaches visited.

Language spoken at home



Aboriginal / Torres Strait Island



Household Composition

Column %	Reaches Visited in L12M				
	Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
Couple family with children	39%	39%	44%	46%	39%
Couple family with no children	28%	28%	27%	25%	27%
One parent family with children	6%	6%	5%	7%	7%
Group household	11%	12%	8%	11%	14%
Lone person household	15%	16%	16%	12%	13%

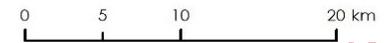
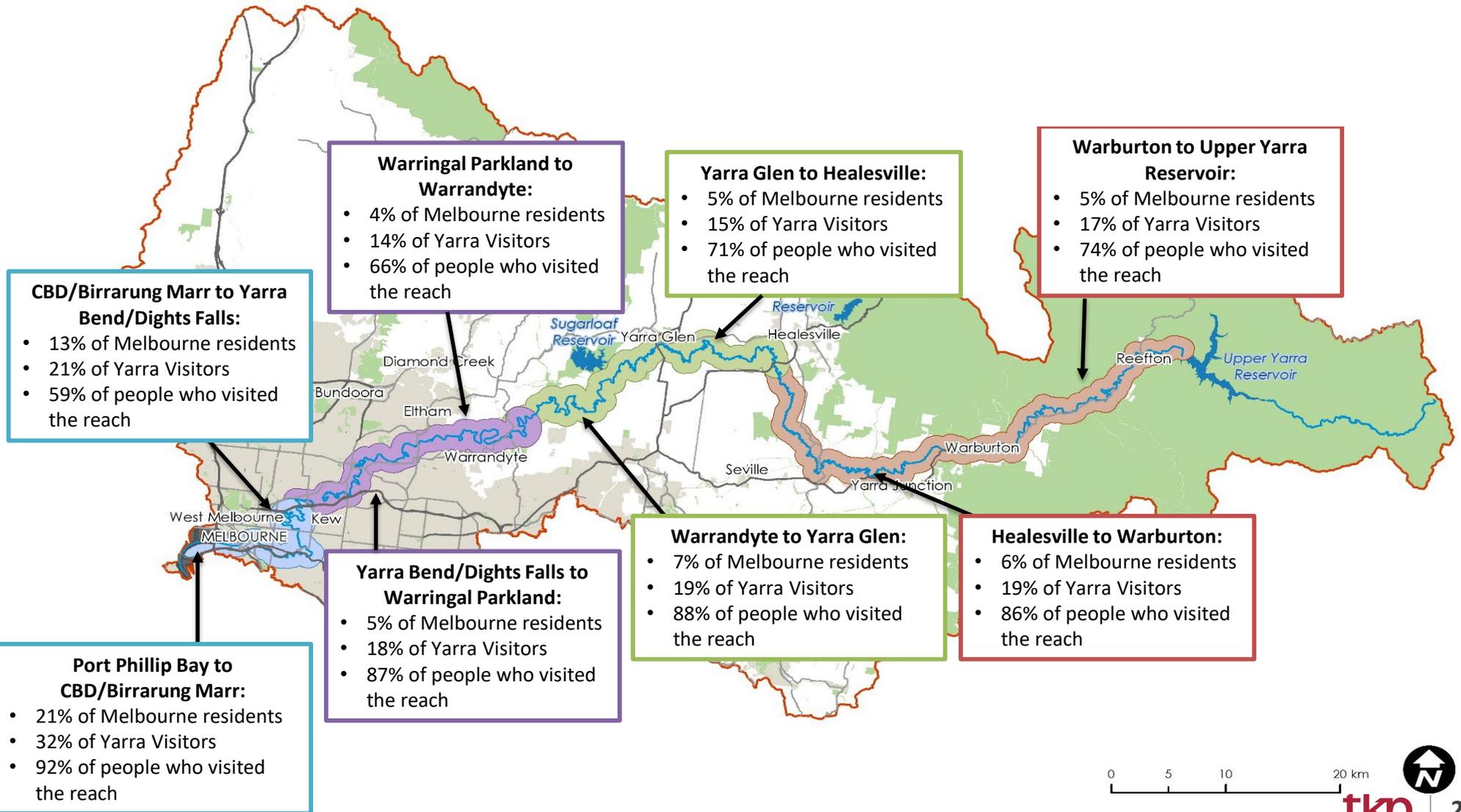
Base: WEIGHTED Reach Visitors n=1,683; Port Phillip Bay-Dights Falls n=1,069; Dights Falls-Warrandyte n=406; Warrandyte-Healesville n=582; Healesville-Upper Yarra Reservoir n=492; Q16. What language/s do you speak at home? Q18. Are you Aboriginal and/or Torres Strait Islander? Q19. What best describes your household?

Focussed Assessment of Each Reach of the Yarra

The following section records the feedback from respondents who had visited a specific reach in the last 12 months.

Respondents were allocated to ONE reach at random and asked questions specifically about that ONE reach.

Sub-Reach Visitation in Last 12 Months



Ways Of Interaction With Reach

Main Way

The main way visitors interacted with the Yarra at the different reaches were more similar than different with Recreation and Entertainment/Sightseeing dominating.

Column %	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
Recreation	46%	37%	59%	48%	44%
Entertainment/Sightseeing	32%	37%	19%	33%	35%
Local resident	8%	7%	10%	8%	8%
Commuting e.g. to/from work or school	5%	8%	1%	5%	3%
Work on or near the river	4%	5%	3%	2%	5%
Environmental projects	3%	4%	3%	1%	3%
Visiting family / friends	0%	0%	0%	1%	0%
Agricultural purposes	1%	1%	2%	0%	1%
Walking / Cycling	0%	0%	0%	0%	0%
Operate a business on or near the river	0%	0%	1%	0%	0%
Other	2%	1%	2%	1%	3%

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=574; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q2. Which of the following describe the ways in which you interact with the Yarra River between <REACH>?

Ways Of Interaction With Reach



All Ways

Once again, the ways in which visitors interact with the Yarra by reach were not dramatically different.

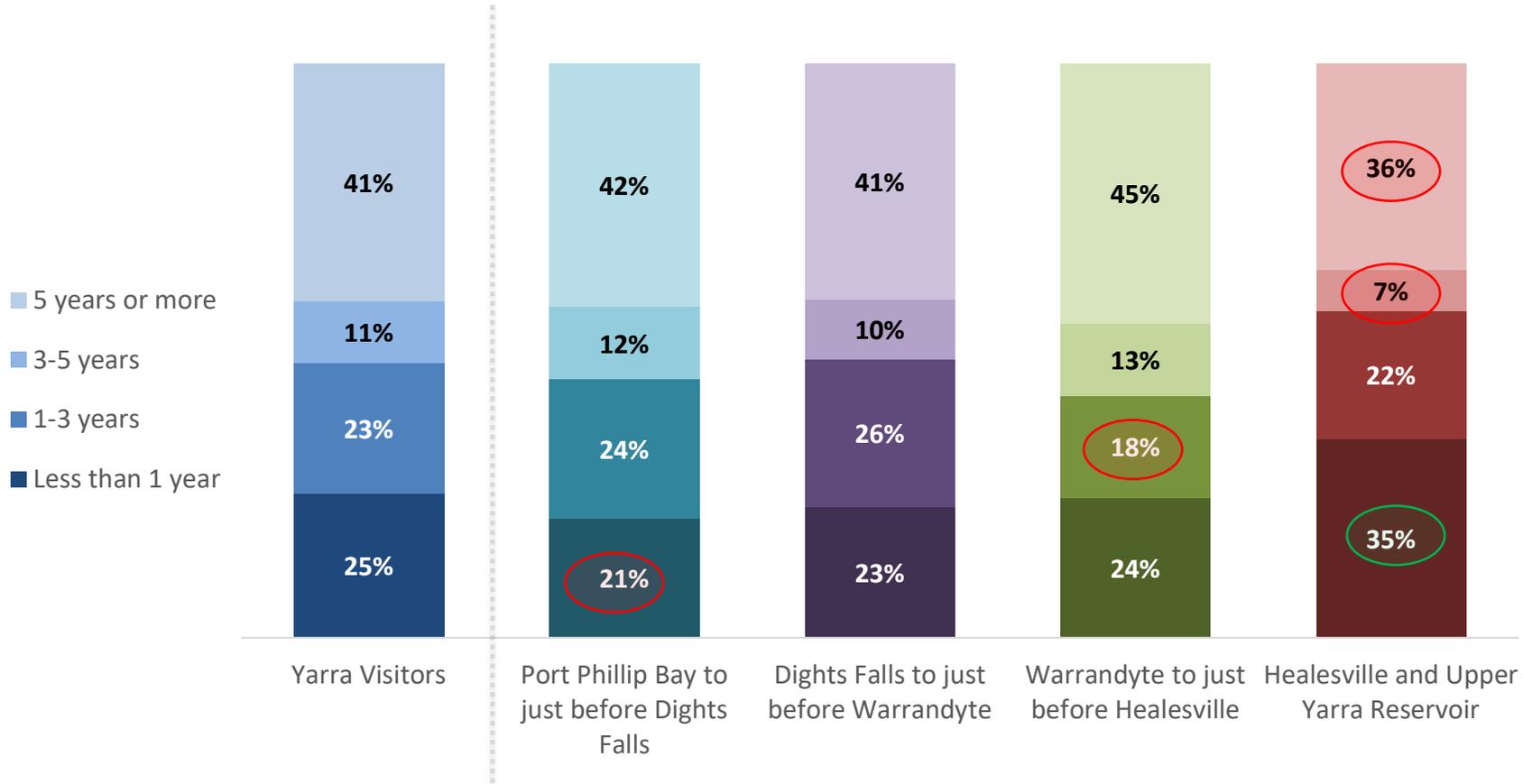
	Column %	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
Recreation		77%	71%	81%	83%	77%
Entertainment/Sightseeing		70%	71%	62%	75%	72%
Local resident		16%	12%	25%	13%	16%
Commuting e.g. to/from work or school		12%	20%	5%	9%	9%
Work on or near the river		11%	12%	10%	7%	13%
Environmental projects		7%	7%	9%	4%	8%
Walk / Dog walking		1%	1%	2%	1%	0%
Operate a business on or near the river		2%	2%	1%	0%	4%
Agricultural purposes		2%	2%	4%	2%	1%
Visit friends / family		0%	0%	0%	1%	1%
Cycle		0%	1%	1%	0%	0%
Other		2%	2%	3%	2%	2%
None		17%	20%	16%	17%	15%

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=574; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q2. Which of the following describe the ways in which you interact with the Yarra River between <REACH>?

Familiarity with Reach

Length of Time

Visitors to Reach 4 were less likely to have been visiting the reach for more than 3 years (43%).



Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=576; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; n=As above; Q3. How long have you interacted with the Yarra River between <REACH>?

Time Of Interaction by Reach

Grouped

Visiting during the day on the weekend was the most common time across all reaches with significant differences across the different reaches.

	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
<i>Column %</i>					
Weekend during the day time	71%	65%	73%	76%	74%
Saturday dusk/evening	35%	43%	28%	25%	37%
Saturday morning	33%	26%	34%	36%	41%
Sunday morning	31%	26%	33%	33%	37%
Weekday during the day	30%	30%	35%	26%	29%
Sunday dusk/evening	27%	29%	29%	21%	28%
Weekend Nighttime	24%	36%	14%	18%	22%
Weekday At dusk	24%	34%	22%	16%	19%
Weekday Morning	22%	21%	25%	22%	23%
Weekday at Night time	12%	21%	9%	3%	11%

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=574; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q4. At what times and on what days of the week do you normally interact with the Yarra River between <REACH>? MULTIPLE

Time Of Interaction

Port Phillip Bay to just before Dights Falls

%	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	11%	11%	11%	10%	14%	26%	26%
During the day time	12%	13%	13%	16%	18%	55%	52%
Dusk/evening	12%	12%	13%	14%	28%	43%	29%
Night time	3%	4%	4%	4%	17%	33%	17%

Dights Falls to just before Warrandyte

%	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	10%	10%	11%	8%	10%	34%	33%
During the day time	13%	14%	16%	13%	14%	55%	56%
Dusk/evening	9%	10%	14%	13%	15%	28%	29%
Night time	2%	4%	3%	2%	6%	9%	10%

Time Of Interaction

Warrandyte to just before Healesville

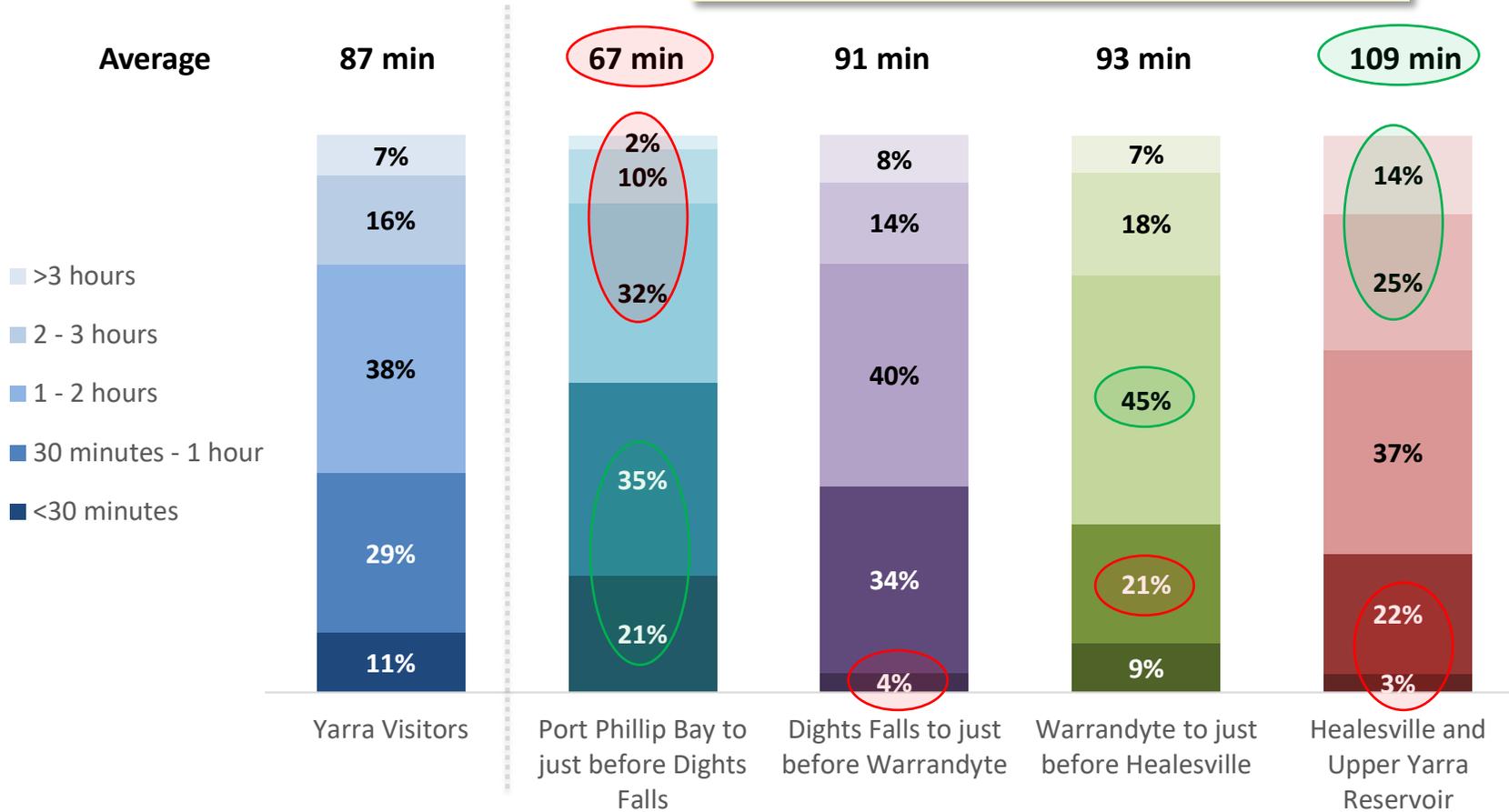
%	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	7%	9%	9%	9%	9%	36%	33%
During the day time	7%	9%	11%	10%	12%	61%	59%
Dusk/evening	5%	4%	5%	5%	9%	25%	21%
Night time	2%	0%	0%	1%	2%	12%	11%

Healesville and Upper Yarra Reservoir

%	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Morning	10%	9%	10%	11%	10%	41%	37%
During the day time	13%	11%	12%	13%	14%	61%	54%
Dusk/evening	4%	3%	5%	4%	12%	37%	28%
Night time	3%	2%	2%	2%	7%	19%	9%

Duration Of Interaction By Reach

Visitation to Reach 1 was notably shorter with one in 5 spending less than 30 minutes on average on each visit.



Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=576; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q5. On a typical visit, how many hours would you normally spend interacting with the Yarra between <REACH>?

Mode Of Access To Reach

Column %	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
I drive and park my car	64%	40%	66%	87%	80%
I catch public transport	26%	52%	14%	6%	16%
I walk to the Yarra	22%	31%	23%	8%	20%
I cycle to the Yarra	11%	9%	21%	8%	7%
I carpool	0%	0%	0%	0%	0%
I use my motorcycle	0%	0%	0%	0%	0%
Other	1%	1%	1%	2%	2%

The method of access to the Yarra differs significantly by reach.

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=574; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q6. How do you get to the Yarra and the surrounding land between <REACH>?

Purpose Of Visiting Reach

Main Reason

Column %	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
Walk or jog	34%	41%	36%	26%	29%
Visit Cafés / Restaurants	13%	17%	6%	15%	11%
Nature appreciation	12%	10%	8%	13%	18%
Picnic or BBQ	11%	9%	7%	16%	16%
Ride my bike	7%	6%	16%	5%	3%
I walk my dog	7%	3%	11%	11%	6%
Reflect, meditation, relaxation	5%	6%	5%	6%	3%
Bird watching / Feeding	2%	1%	1%	0%	4%
Other	8%	8%	9%	8%	9%

Whilst Walk/Jog was the #1 activity at the Yarra across all reaches, the #2 activity varies significantly.

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,389; Port Phillip Bay-Dights Falls n=468; Dights Falls-Warrandyte n=301; Warrandyte-Healesville n=321; Healesville-Upper Yarra Reservoir n=299; Q7. What do you usually do when you do to the Yarra between <REACH>? MAIN

Purpose Of Visiting Reach

Total Reasons

Whilst not prominent as a main reason, Nature Appreciation is a significant activity at all reaches of the Yarra.

Column %	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
Walk or jog	51%	54%	52%	49%	50%
Nature appreciation	34%	26%	36%	37%	44%
Visit Cafés/Restaurants	33%	36%	19%	40%	34%
Picnic or BBQ	29%	20%	27%	34%	40%
Reflect, meditation, relaxation	22%	22%	21%	25%	22%
Ride my bike	15%	12%	23%	12%	15%
I walk my dog	14%	8%	18%	21%	16%
Bird watching /feeding	10%	6%	11%	9%	16%
Fish	5%	3%	5%	3%	8%
Swim	3%	1%	3%	6%	5%
Camp	3%	0%	2%	3%	7%
Canoe, row or Boat	4%	4%	7%	2%	3%
Environmental activities	2%	0%	3%	3%	3%
Work/Farm	2%	1%	1%	1%	3%
Other	4%	5%	5%	5%	2%

Base: WEIGHTED Allocated to reach based on visitation in L12M: Yarra Visitors n=1,683; Port Phillip Bay-Dights Falls n=574; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q7. What do you usually do when you do to the Yarra between <REACH>? MAIN AND OTHER

Purpose Of Visiting Reach

Other Reasons Beyond Main Reason



Those mainly visiting for a walk or a jog were less likely to also visiting to appreciate nature, for a picnic or BBQ, to walk their dog.

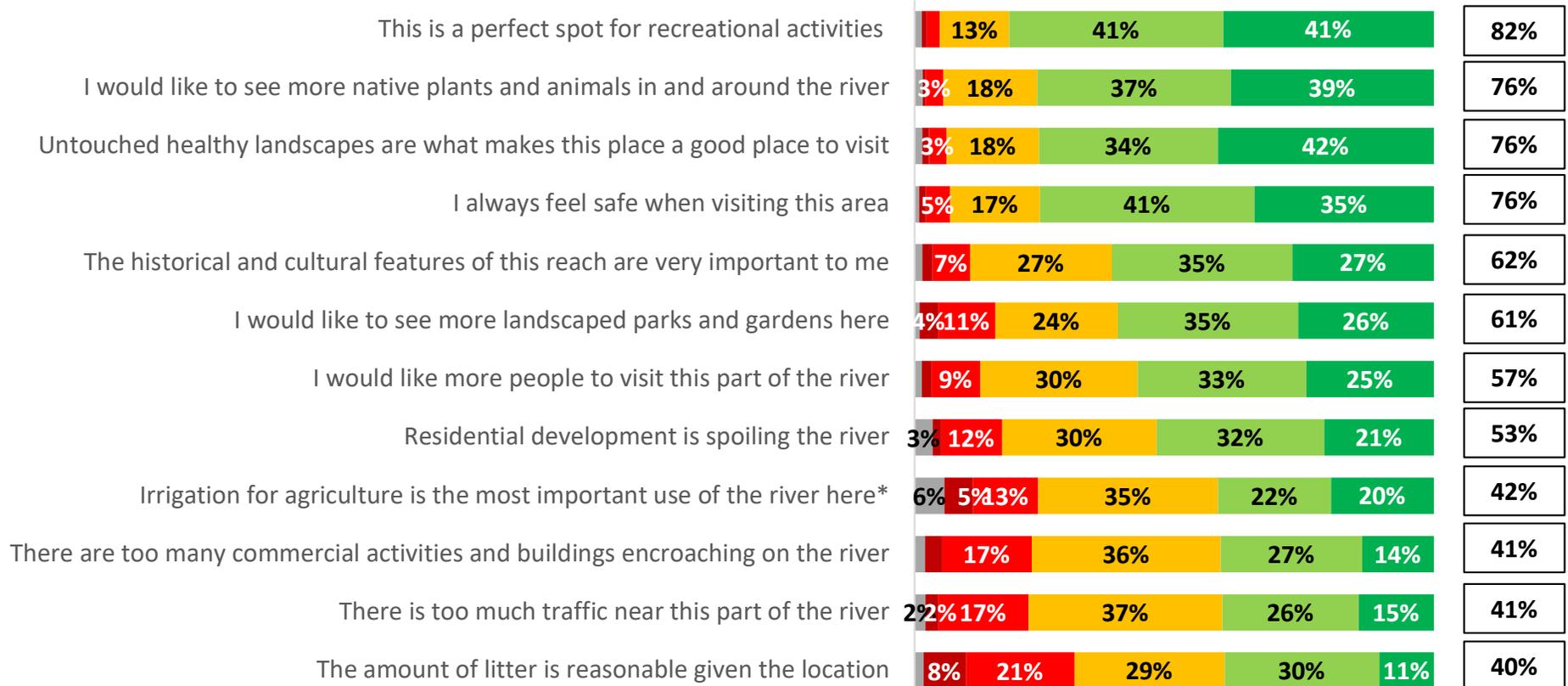
		Main Reason							Row n	
		Walk or jog	Picnic or BBQ	Visit Cafés / Restaurants	Nature appreciation	Reflect, meditation, relaxation	Ride my bike	I walk my dog		Other
All Reasons	Column %									
	Walk or jog	100%	42%	56%	57%	47%	36%	59%	27%	923
	Nature appreciation	36%	37%	33%	100%	45%	35%	35%	29%	632
	Visit Cafés/Restaurants	38%	35%	100%	28%	40%	17%	30%	26%	603
	Picnic or BBQ	29%	100%	19%	35%	21%	32%	24%	33%	528
	Reflect, meditation, relaxation	24%	25%	20%	39%	100%	15%	22%	20%	432
	Ride my bike	16%	10%	7%	15%	10%	100%	10%	11%	208
	I walk my dog	13%	13%	9%	12%	5%	17%	100%	10%	250
	Bird watching /feeding	8%	13%	10%	22%	11%	6%	14%	22%	166
	Fish	4%	4%	0%	5%	3%	4%	4%	26%	63
	Swim	2%	3%	0%	3%	3%	2%	2%	19%	52
	Camp	3%	3%	0%	3%	1%	1%	1%	14%	42
	Canoe, row or Boat	2%	5%	2%	2%	4%	17%	1%	18%	59
	Other	5%	5%	8%	5%	8%	8%	8%	42%	130
Column n		476	183	178	167	83	78	102	122	

Base: WEIGHTED Allocated to reach based on visitation in L12M n=As above; Q7. What do you usually do when you do to the Yarra between <REACH>? MAIN AND OTHER

Attitudes Towards Reach



■ Don't Know
 ■ Strongly Disagree
 ■ Somewhat Disagree
 ■ Neutral
 ■ Somewhat Agree
 ■ Strongly Agree
 Total Agree



Safety does not appear to be an issue.

**Only asked for Warrandyte to just before Healesville & Healesville and Upper Yarra Reservoir (n=753)*

Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; Q9. How strongly or not do you agree with the following statements with regards to the place on the Yarra River between <REACH> that you visit?

Attitudes Towards Reach

Somewhat / Strongly Agree

Their aspirations did vary by reach but the order of magnitude was not dramatic.

Somewhat / Strongly Agree %

	Yarra Visitors	Port Phillip Bay to just before Dights Falls	Dights Falls to just before Warrandyte	Warrandyte to just before Healesville	Healesville and Upper Yarra Reservoir
This is a perfect spot for recreational activities	82%	78%	86%	83%	82%
I would like to see more native plants and animals in and around the river	76%	77%	77%	74%	77%
Untouched healthy landscapes are what makes this place a good place to visit	76%	69%	75%	83%	82%
I always feel safe when visiting this area	76%	69%	80%	77%	83%
The historical and cultural features of this reach are very important to me	62%	55%	65%	62%	70%
I would like to see more landscaped parks and gardens here	61%	68%	49%	57%	64%
I would like more people to visit this part of the river	57%	52%	56%	53%	69%
Residential development is spoiling the river	53%	54%	52%	48%	59%
Irrigation for agriculture is the most important use of the river here*	42%	n/a	n/a	34%	48%
There are too many commercial activities and buildings encroaching on the river	41%	44%	39%	37%	42%
There is too much traffic near this part of the river	41%	47%	34%	41%	38%
The amount of litter is reasonable given the location	40%	37%	42%	40%	45%

*Only asked for Warrandyte to just before Healesville & Healesville and Upper Yarra Reservoir (n=753)

Base Allocated to reach based on visitation in L12M n=1,683; Port Phillip Bay-Dights Falls n=576; Dights Falls-Warrandyte n=356; Warrandyte-Healesville n=388; Healesville-Upper Yarra Reservoir n=365; Q9. How strongly or not do you agree with the following statements with regards to the place on the Yarra River between <REACH> that you visit?

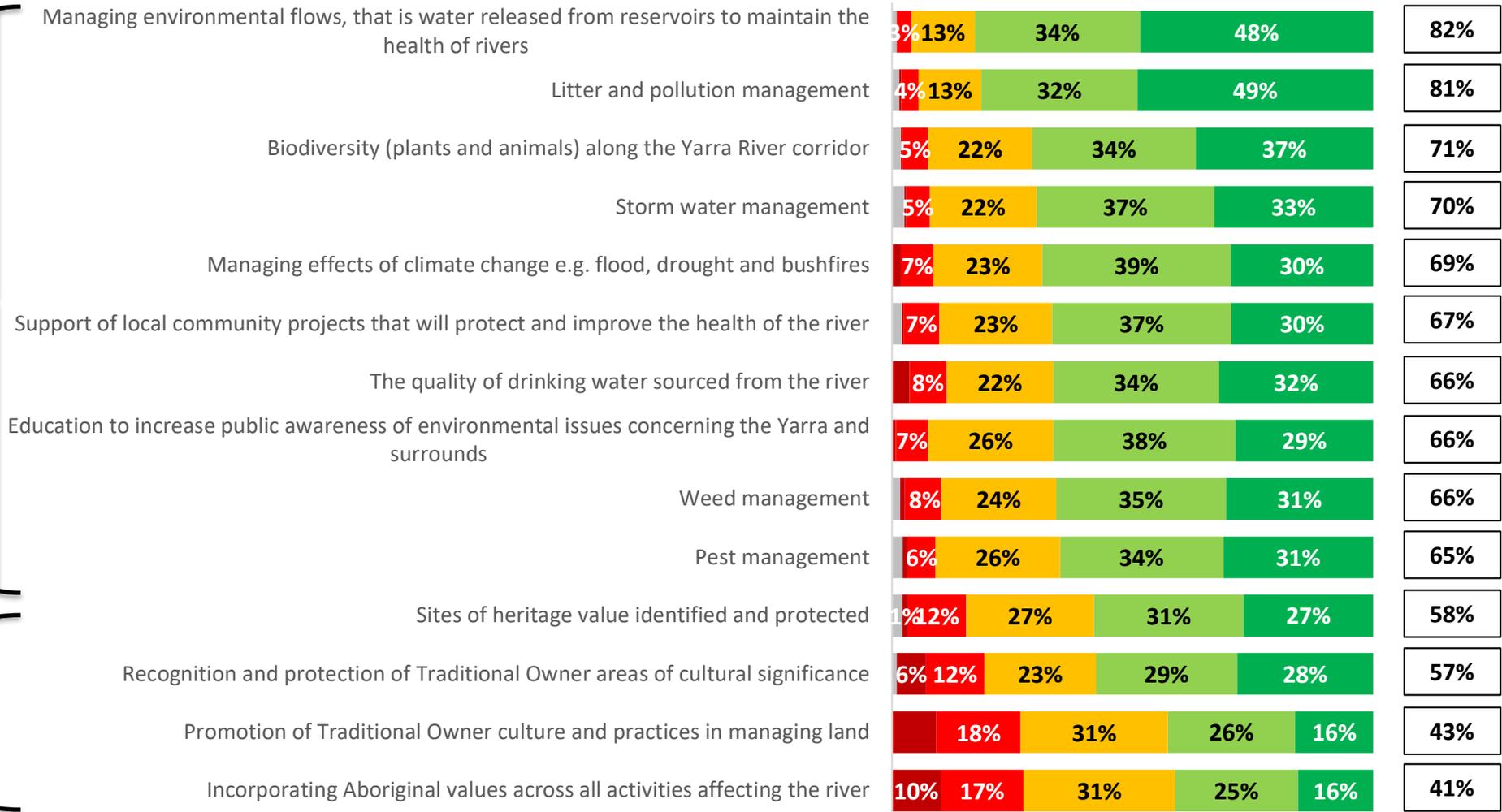
Importance – All Reaches ...1

■ Dont know
 ■ Not important at all
 ■ Slightly important
 ■ Moderately important
 ■ Very important
 ■ Extremely important

Top 2

Environmental Health

Culture & Heritage

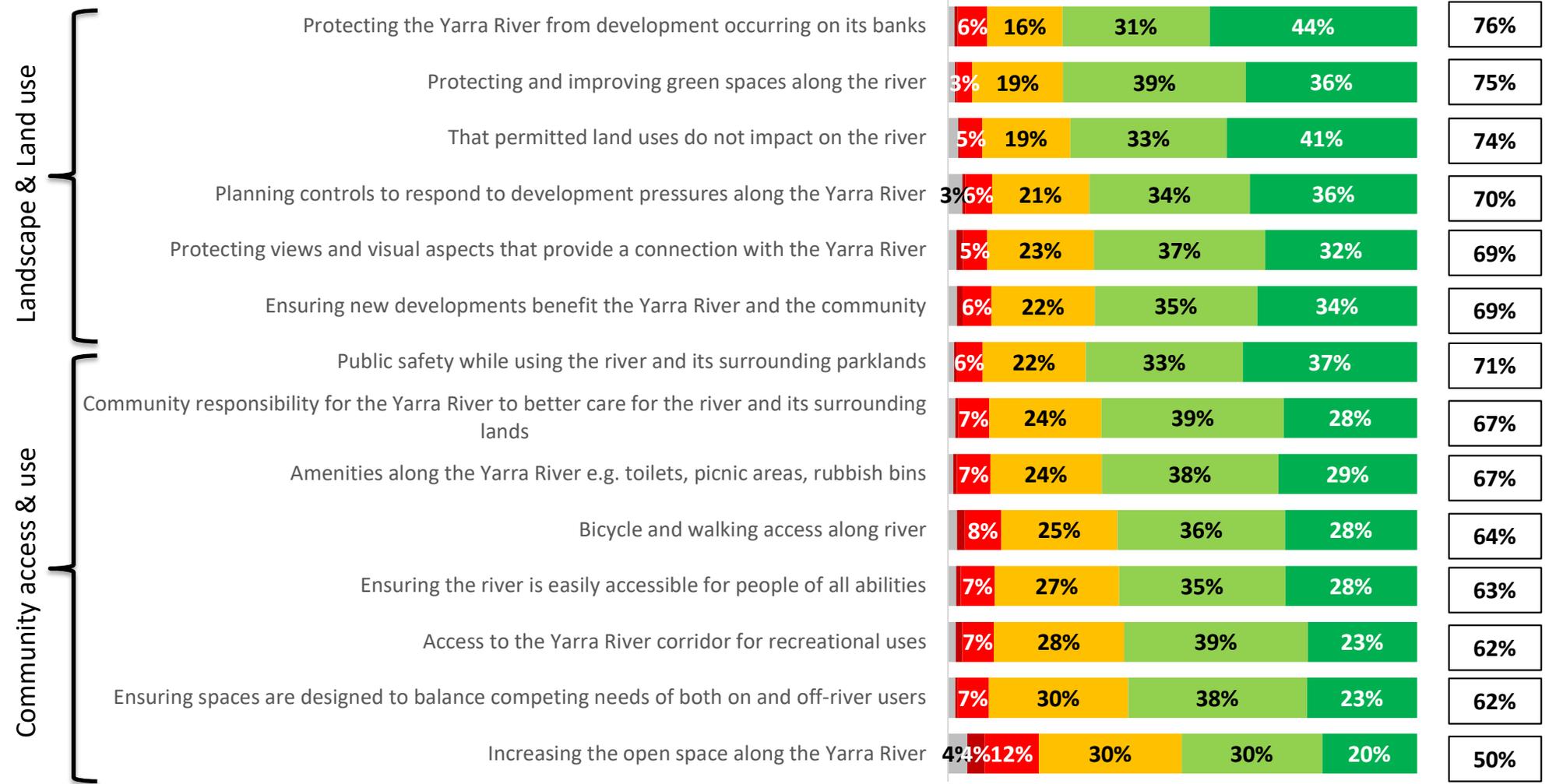


Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q10. How important are each of these to you?

Importance – All Reaches ...2

■ Dont know
 ■ Not important at all
 ■ Slightly important
 ■ Moderately important
 ■ Very important
 ■ Extremely important

Top 2



Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q10. How important are each of these to you?

Importance by Reach

Visitors to Reach 4 or Reach 3 placed greater emphasis on most aspects.

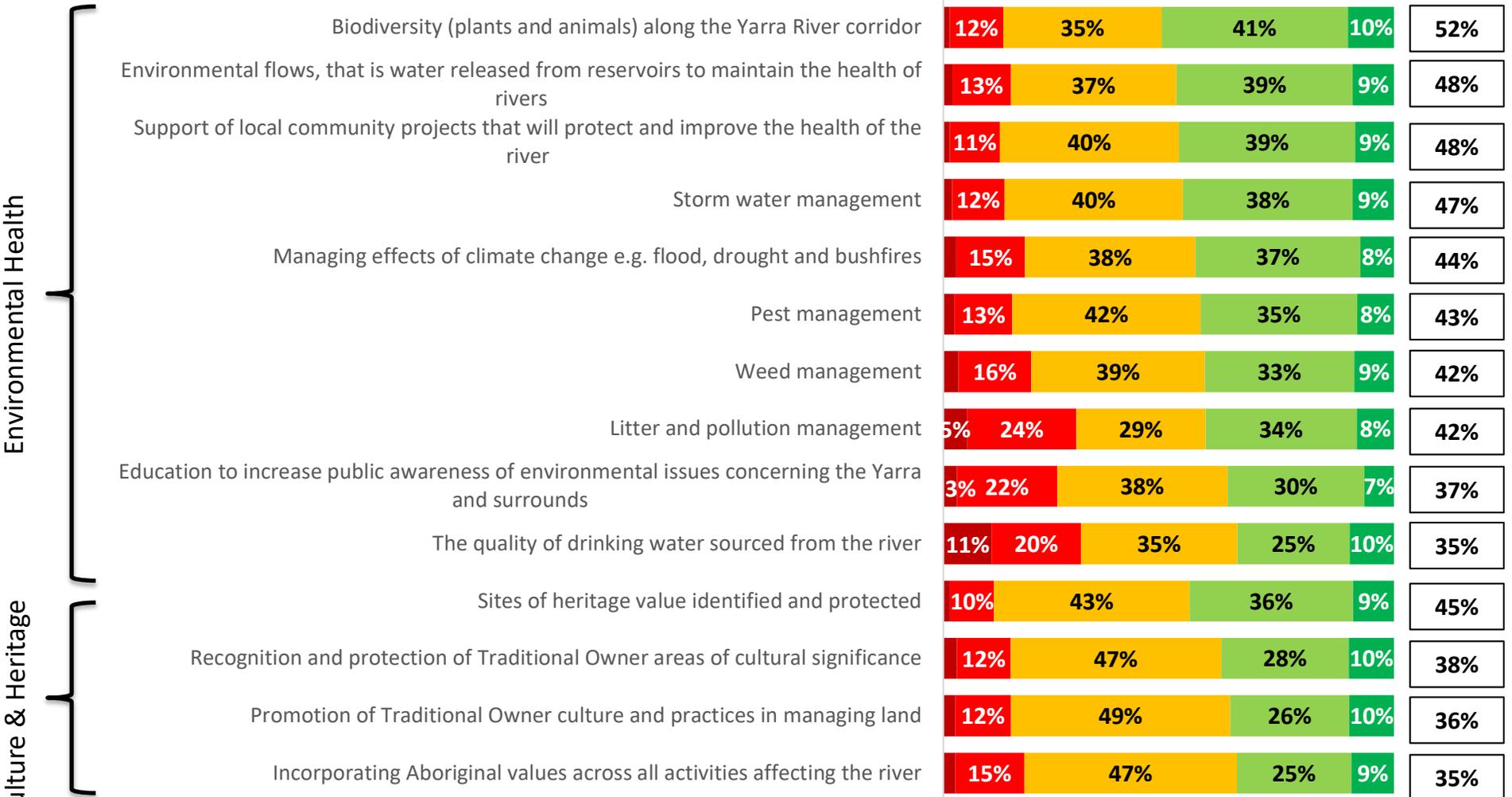
		Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
		<i>Very/Extremely Important %</i>				
Environmental Health	Managing environmental flows, that is water released from reservoirs to maintain the health of rivers	82%	80%	82%	86%	84%
	Litter and pollution management	81%	79%	80%	82%	82%
	Biodiversity (plants and animals) along the Yarra River corridor	71%	69%	73%	77%	73%
	Storm water management	70%	70%	71%	71%	74%
	Managing effects of climate change e.g. flood, drought and bushfires	69%	69%	68%	69%	73%
	Support of local community projects that will protect and improve the health of the river	67%	66%	65%	72%	68%
	The quality of drinking water sourced from the river	66%	64%	68%	69%	73%
	Education to increase public awareness of environmental issues concerning the Yarra and surrounds	66%	66%	63%	71%	72%
	Weed management	66%	65%	68%	67%	67%
	Pest management	65%	64%	68%	68%	70%
Landscape & Land use	Protecting the Yarra River from development occurring on its banks	76%	76%	75%	81%	75%
	Protecting and improving green spaces along the river	75%	75%	75%	80%	74%
	That permitted land uses do not impact on the river	74%	73%	73%	76%	72%
	Planning controls to respond to development pressures along the Yarra River	70%	68%	73%	75%	68%
	Protecting views and visual aspects that provide a connection with the Yarra River	69%	69%	72%	73%	69%
	Ensuring new developments benefit the Yarra River and the community	69%	69%	69%	69%	67%
Community access & use	Public safety while using the river and its surrounding parklands	71%	70%	72%	74%	72%
	Community responsibility for the Yarra River to better care for the river and its surrounding lands	67%	67%	69%	71%	72%
	Amenities along the Yarra River e.g. toilets, picnic areas, rubbish bins	67%	67%	68%	69%	67%
	Bicycle and walking access along river	64%	65%	68%	66%	63%
	Ensuring the river is easily accessible for people of all abilities	63%	64%	64%	64%	63%
	Access to the Yarra River corridor for recreational uses	62%	62%	66%	63%	64%
	Ensuring spaces are designed to balance competing needs of both on and off-river users	62%	62%	64%	62%	65%
	Increasing the open space along the Yarra River	50%	53%	47%	50%	51%
Culture & Heritage	Sites of heritage value identified and protected	58%	58%	58%	64%	62%
	Recognition and protection of Traditional Owner areas of cultural significance	57%	55%	55%	53%	64%
	Promotion of Traditional Owner culture and practices in managing land	43%	43%	45%	45%	48%
	Incorporating Aboriginal values across all activities affecting the river	41%	41%	45%	45%	49%

Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; **Port Phillip Bay-Dights Falls** n=576; **Dights Falls-Warrandyte** n=356; **Warrandyte-Healesville** n=388; **Healesville-Upper Yarra Reservoir** n=365; Q10. How important are each of these to you?

Satisfaction – All Reaches ...1

■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

Total Satisfied

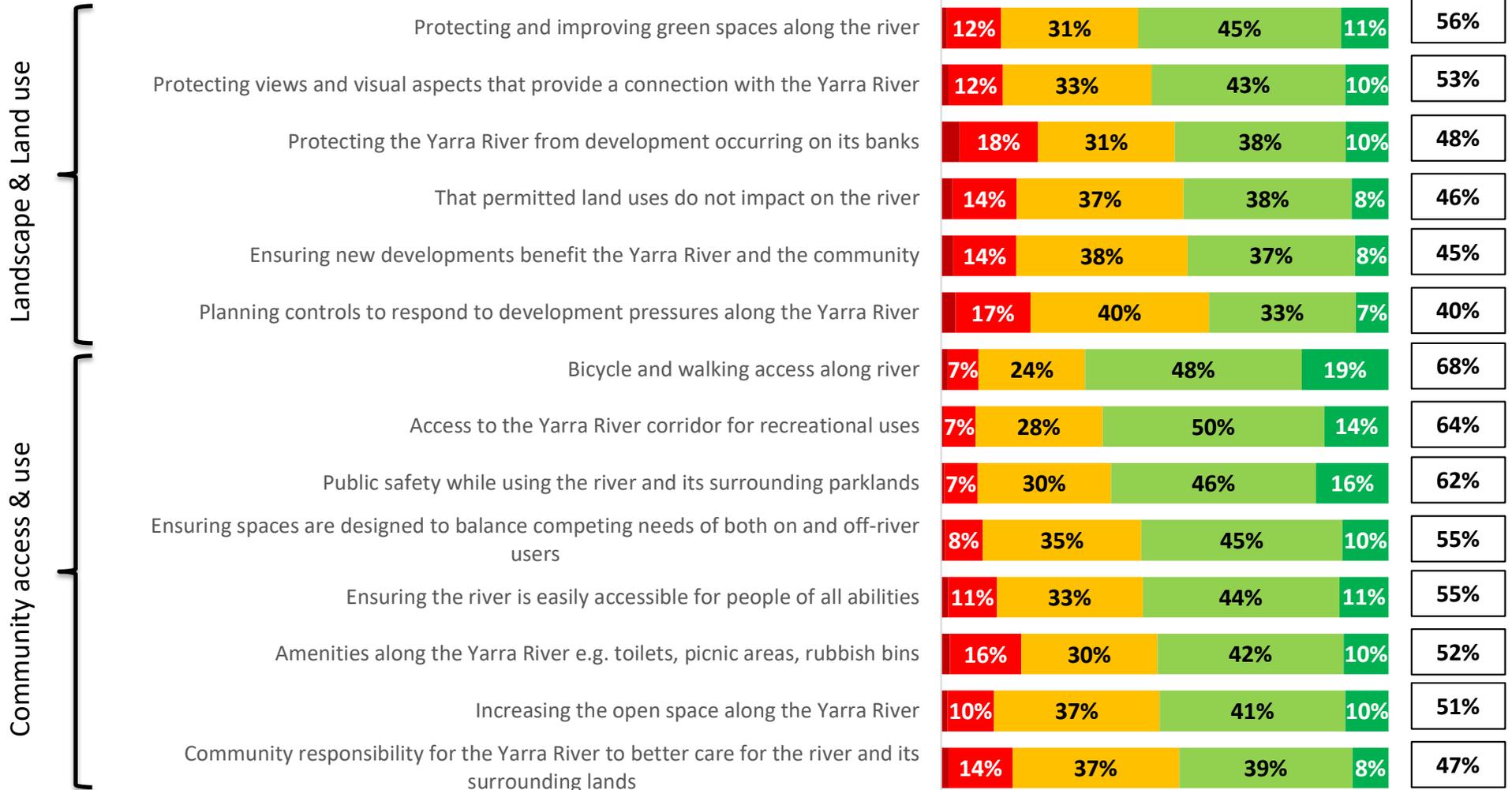


Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; Q11. How satisfied are you with...?

Satisfaction – All Reaches ...2

■ Very Dissatisfied
 ■ Somewhat Dissatisfied
 ■ Neutral
 ■ Somewhat Satisfied
 ■ Very Satisfied

Total Satisfied



Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q11. How satisfied are you with...?

Satisfaction by Reach

Visitors to Reach 4 or Reach 3 were also more satisfied with most aspects of the Yarra at that location.

		Yarra Visitors	Port Phillip Bay to before Dights Falls	Dights Falls to before Warrandyte	Warrandyte to before Healesville	Healesville to Upper Yarra Reservoir
		<i>Somewhat/Very %</i>				
Environmental Health	Biodiversity (plants and animals) along the Yarra River corridor	52%	49%	57%	56%	59%
	Environmental flows, that is water released from reservoirs to maintain the health of rivers	48%	48%	55%	52%	51%
	Support of local community projects that will protect and improve the health of the river	48%	45%	50%	52%	53%
	Storm water management	47%	46%	53%	51%	48%
	Managing effects of climate change e.g. flood, drought and bushfires	44%	43%	48%	48%	46%
	Pest management	43%	42%	48%	44%	49%
	Weed management	42%	41%	47%	42%	46%
	Litter and pollution management	42%	40%	43%	44%	45%
	Education to increase public awareness of environmental issues concerning the Yarra and surrounds	37%	37%	39%	40%	43%
	The quality of drinking water sourced from the river	35%	34%	39%	40%	45%
Landscape & Land use	Protecting and improving green spaces along the river	56%	55%	55%	59%	60%
	Protecting views and visual aspects that provide a connection with the Yarra River	53%	51%	55%	59%	60%
	Protecting the Yarra River from development occurring on its banks	48%	46%	49%	50%	53%
	That permitted land uses do not impact on the river	46%	44%	53%	53%	48%
	Ensuring new developments benefit the Yarra River and the community	45%	43%	43%	48%	50%
	Planning controls to respond to development pressures along the Yarra River	40%	40%	42%	42%	44%
Community access & use	Bicycle and walking access along river	68%	67%	71%	68%	64%
	Access to the Yarra River corridor for recreational uses	64%	62%	65%	68%	65%
	Public safety while using the river and its surrounding parklands	62%	60%	68%	65%	66%
	Ensuring spaces are designed to balance competing needs of both on and off-river users	55%	54%	58%	57%	58%
	Ensuring the river is easily accessible for people of all abilities	55%	53%	56%	56%	59%
	Amenities along the Yarra River e.g. toilets, picnic areas, rubbish bins	52%	49%	55%	55%	57%
	Increasing the open space along the Yarra River	51%	51%	54%	53%	54%
	Community responsibility for the Yarra River to better care for the river and its surrounding lands	47%	44%	49%	52%	52%
Culture & Heritage	Sites of heritage value identified and protected	45%	44%	50%	47%	51%
	Recognition and protection of Traditional Owner areas of cultural significance	38%	40%	45%	37%	45%
	Promotion of Traditional Owner culture and practices in managing land	36%	38%	41%	36%	42%
	Incorporating Aboriginal values across all activities affecting the river	35%	34%	38%	38%	43%

Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; **Port Phillip Bay-Dights Falls** n=576; **Dights Falls-Warrandyte** n=356; **Warrandyte-Healesville** n=388; **Healesville-Upper Yarra Reservoir** n=365; Q11. How satisfied are you with...?

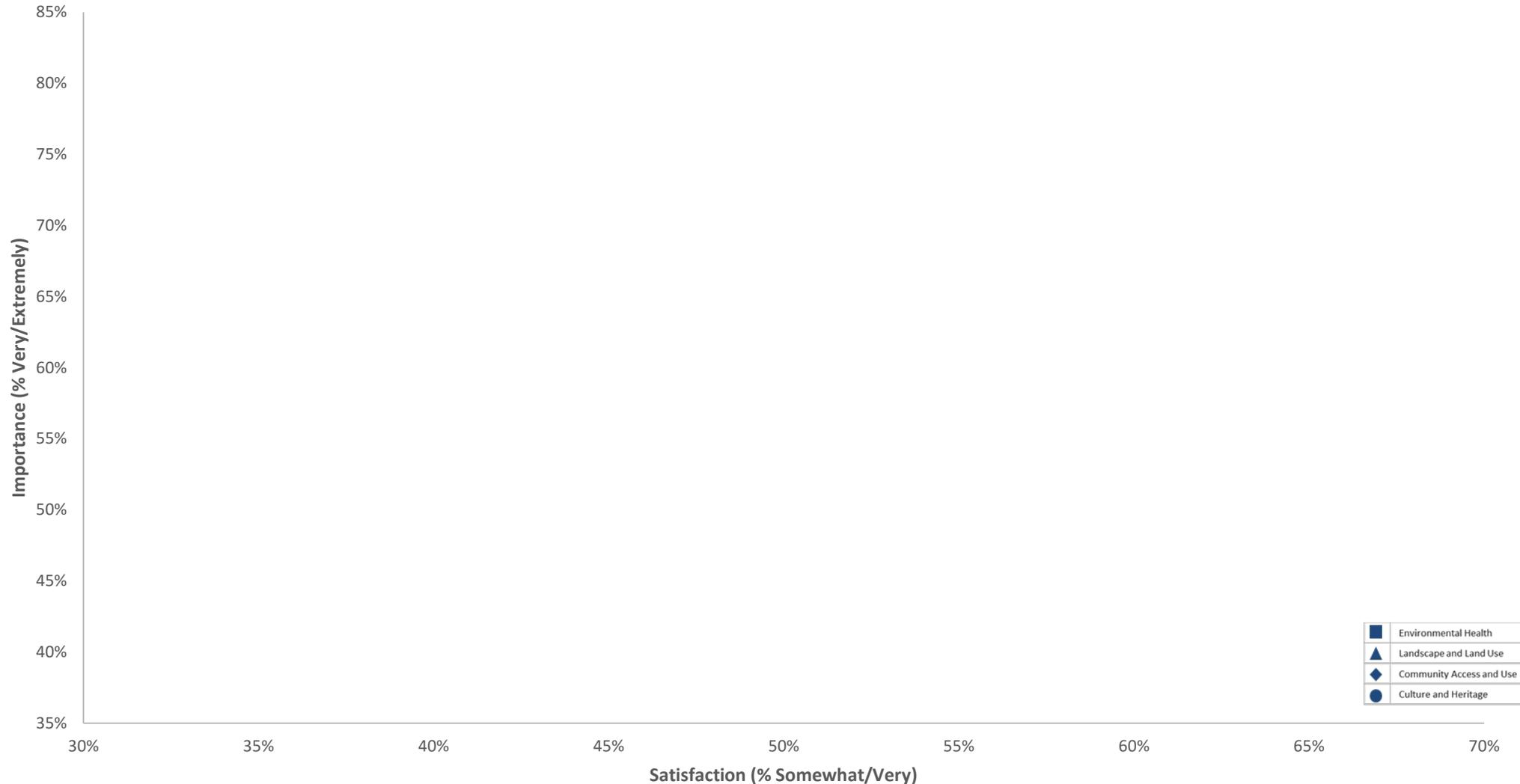
Importance:Satisfaction Matrix

Statement Abbreviations for Scatterplots

Full Statement	Abbreviated statement
Environmental flows, that is water released from reservoirs to maintain the health of rivers (Yarra Total)	Environmental Flows
Managing effects of climate change e.g. flood, drought and bushfires (Yarra Total)	Climate change (Yarra Total)
Education to increase public awareness of environmental issues concerning the Yarra and surrounds (Yarra Total)	Education (Yarra Total)
The quality of drinking water sourced from the river (Yarra Total)	Drinking water (Yarra Total)
Incorporating Aboriginal values across all activities affecting the river (Yarra Total)	Incorporating Aboriginal values (Yarra Total)
Promotion of Traditional Owner culture and practices in managing land (Yarra Total)	Promoting Traditional Owner Culture (Yarra Total)
Biodiversity (plants and animals) along the Yarra River corridor	Biodiversity
Pest management	Pest mgmt
Weed management	Weed mgmt
Storm water management	Storm Water mgmt
Litter and pollution management	Litter & Pollution
Support of local community projects that will protect and improve the health of the river	Local community projects
Protecting the Yarra River from development occurring on its banks	Protection from Development
Planning controls to respond to development pressures along the Yarra River	Planning controls
Ensuring new developments benefit the Yarra River and the community	Benefits of new developments
That permitted land uses do not impact on the river	Controls on permitted land uses
Protecting views and visual aspects that provide a connection with the Yarra River	Protecting views
Protecting and improving green spaces along the river	Green spaces
Access to the Yarra River corridor for recreational uses	Access to Yarra
Increasing the open space along the Yarra River	Increasing open space
Ensuring the river is easily accessible for people of all abilities	River accessibility for all abilities
Bicycle and walking access along river	Bicycling and walking
Ensuring spaces are designed to balance competing needs of both on and off-river users	Balance needs of river users
Amenities along the Yarra River e.g. toilets, picnic areas, rubbish bins	Amenities
Public safety while using the river and its surrounding parklands	Public safety
Community responsibility for the Yarra River to better care for the river and its surrounding lands	Community responsibility
Sites of heritage value identified and protected	Protection of sites of heritage value
Recognition and protection of Traditional Owner areas of cultural significance (Yarra Total)	Trad Owners

Importance:Satisfaction Matrix

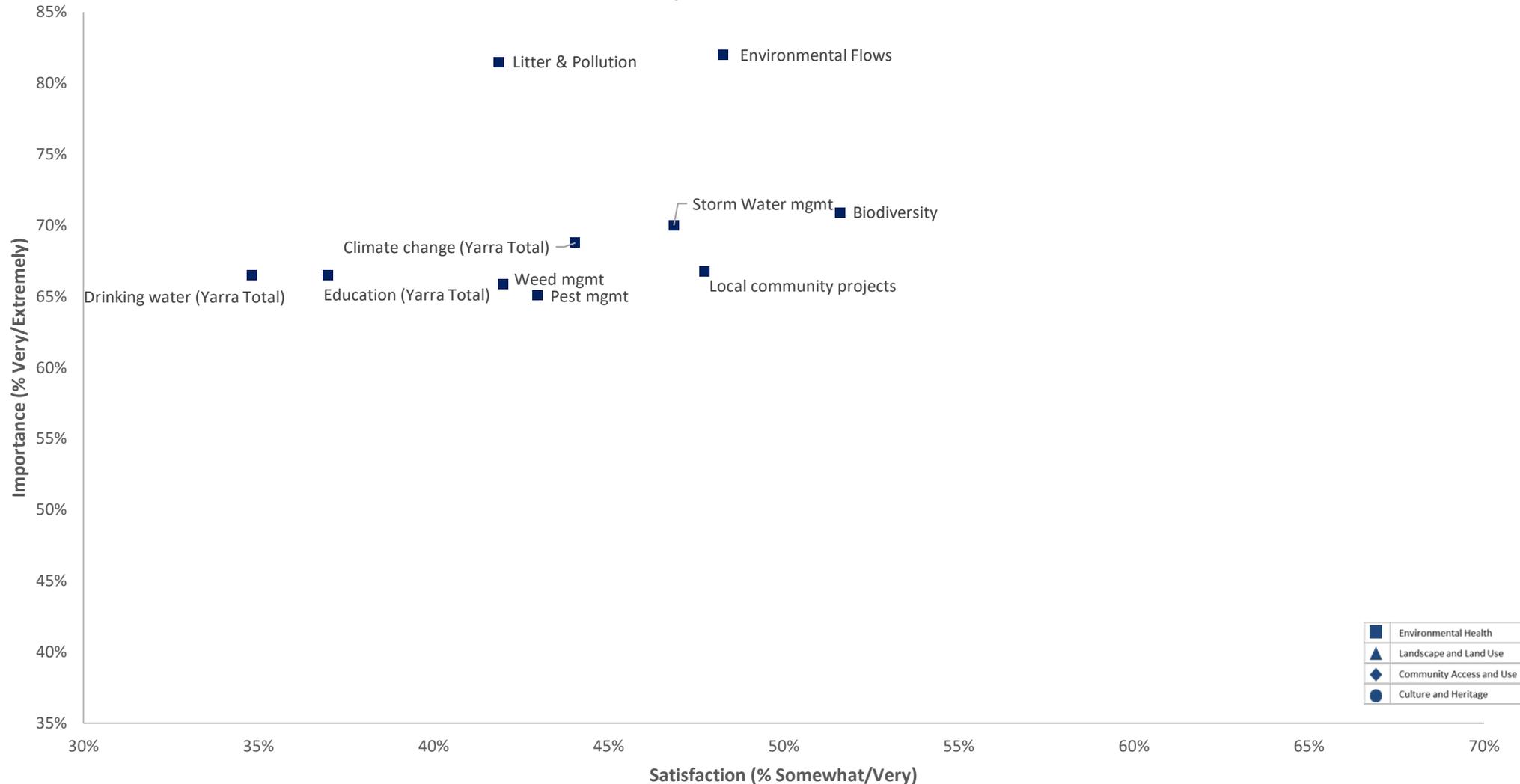
Total



Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

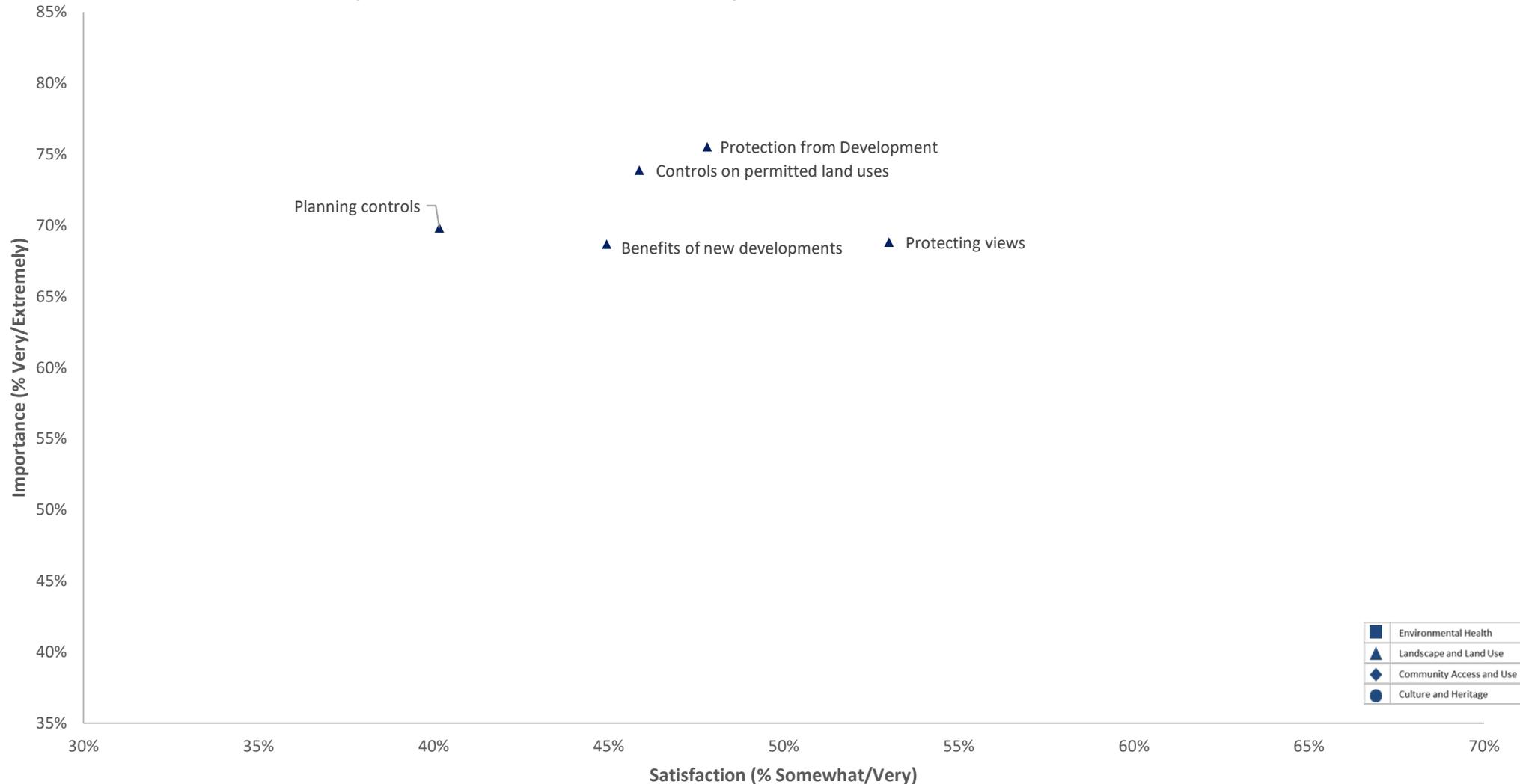
Total – Environmental Health Aspects



Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

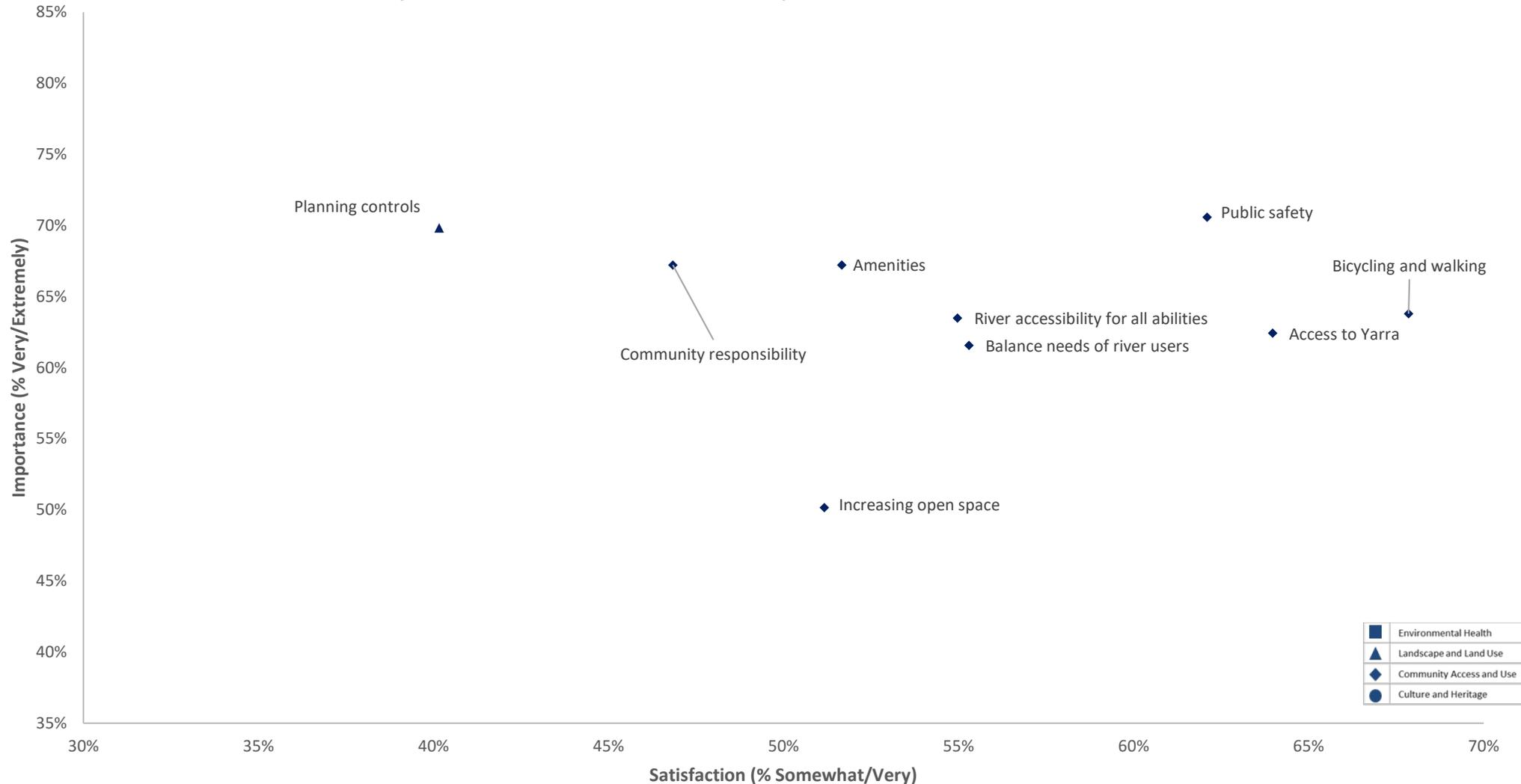
Total - Landscape and Land Use Aspects



Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

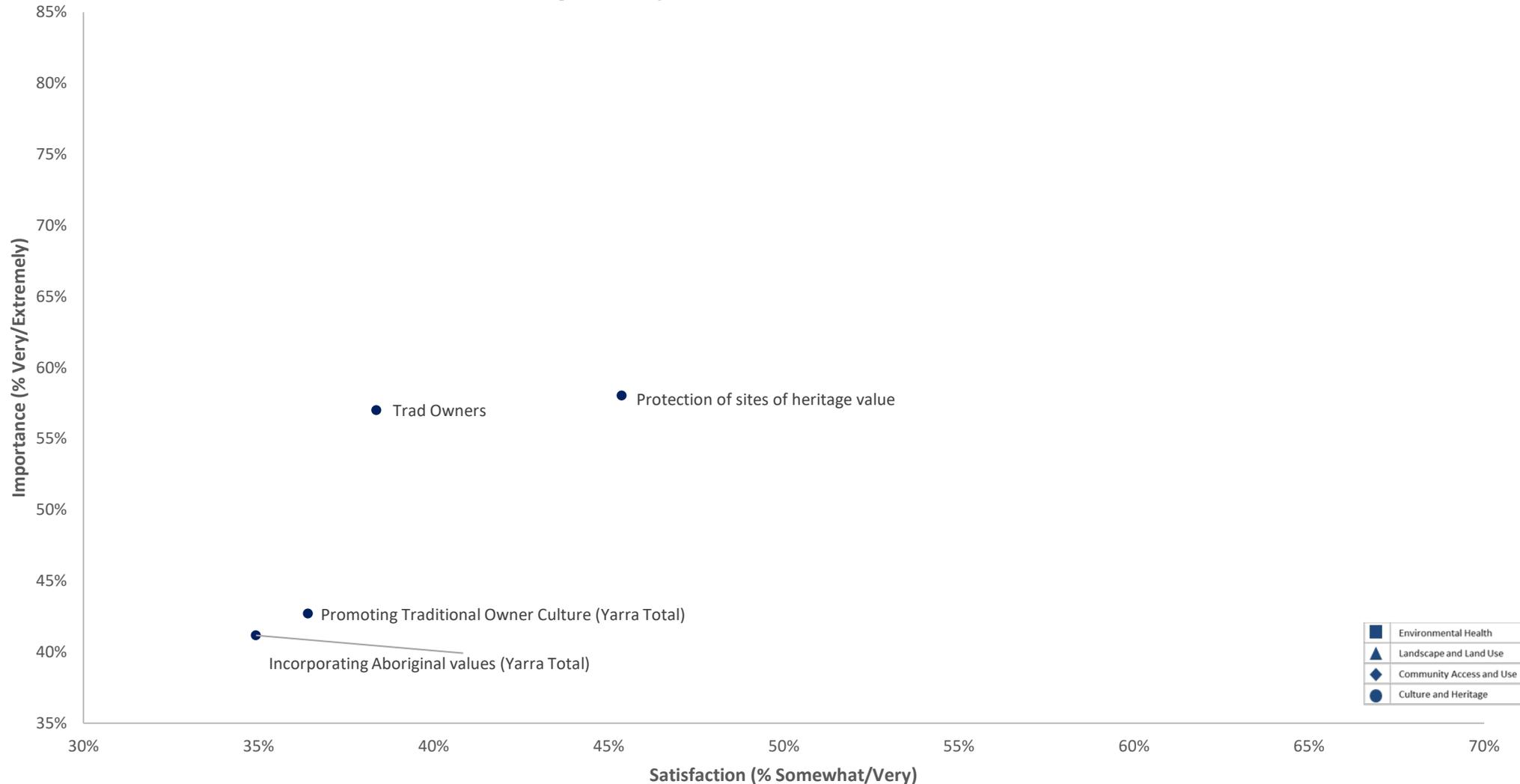
Total – Community Access and Use Aspects



Base: **WEIGHTED Allocated to reach based on visitation in L12M** n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

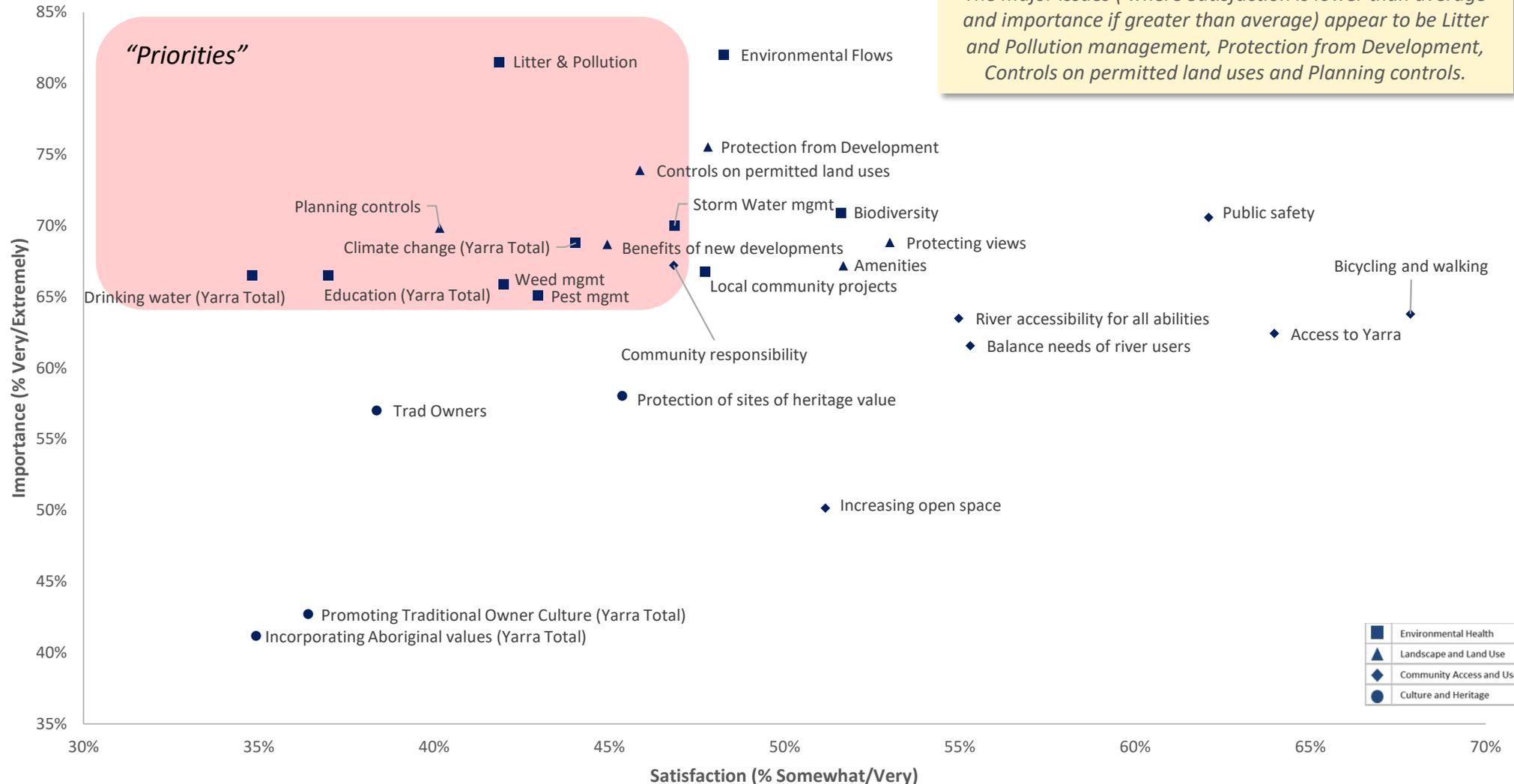
Total – Culture and Heritage Aspects



Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

Total



The major issues (where Satisfaction is lower than average and importance if greater than average) appear to be Litter and Pollution management, Protection from Development, Controls on permitted land uses and Planning controls.

Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,683; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

Explanatory Notes

The following charts summarise for each reach satisfaction and importance compared to the feedback given across all reaches of the Yarra.

The vertical axis plots for each attribute importance within that reach relative to the importance across all reaches.

- This has been calculated by subtracting from the reach the average of all reaches.
- The measure was Very or Extremely Important.
- Above the axis conveys greater than average importance and below the axis less than average importance.

The horizontal axis plots satisfaction with an attribute for that reach relative to satisfaction across all reaches.

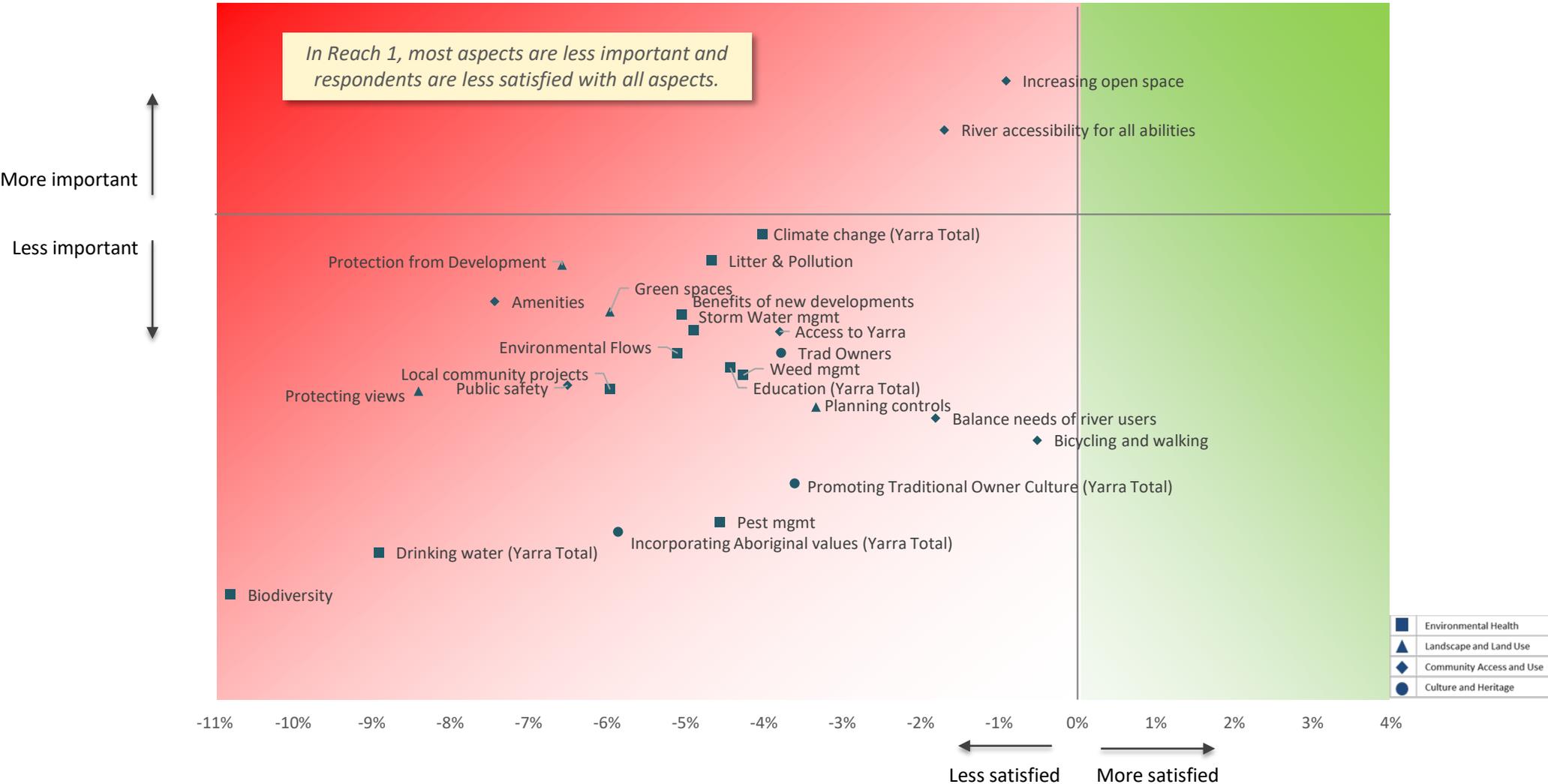
- Once again, this has been calculated by subtracting from the reach the average of all reaches.
- The measure was Somewhat or Very Satisfied.
- Being positioned to the right of the axis conveys greater than average satisfaction and to the left conveys less than average satisfaction.

For example; Statements in the upper left quadrant, represent attributes for that reach where visitors to that reach place greater emphasis and are less satisfied.

The chart does not communicate issues or opportunities but differences in emphasis by reach.

Importance:Satisfaction Matrix

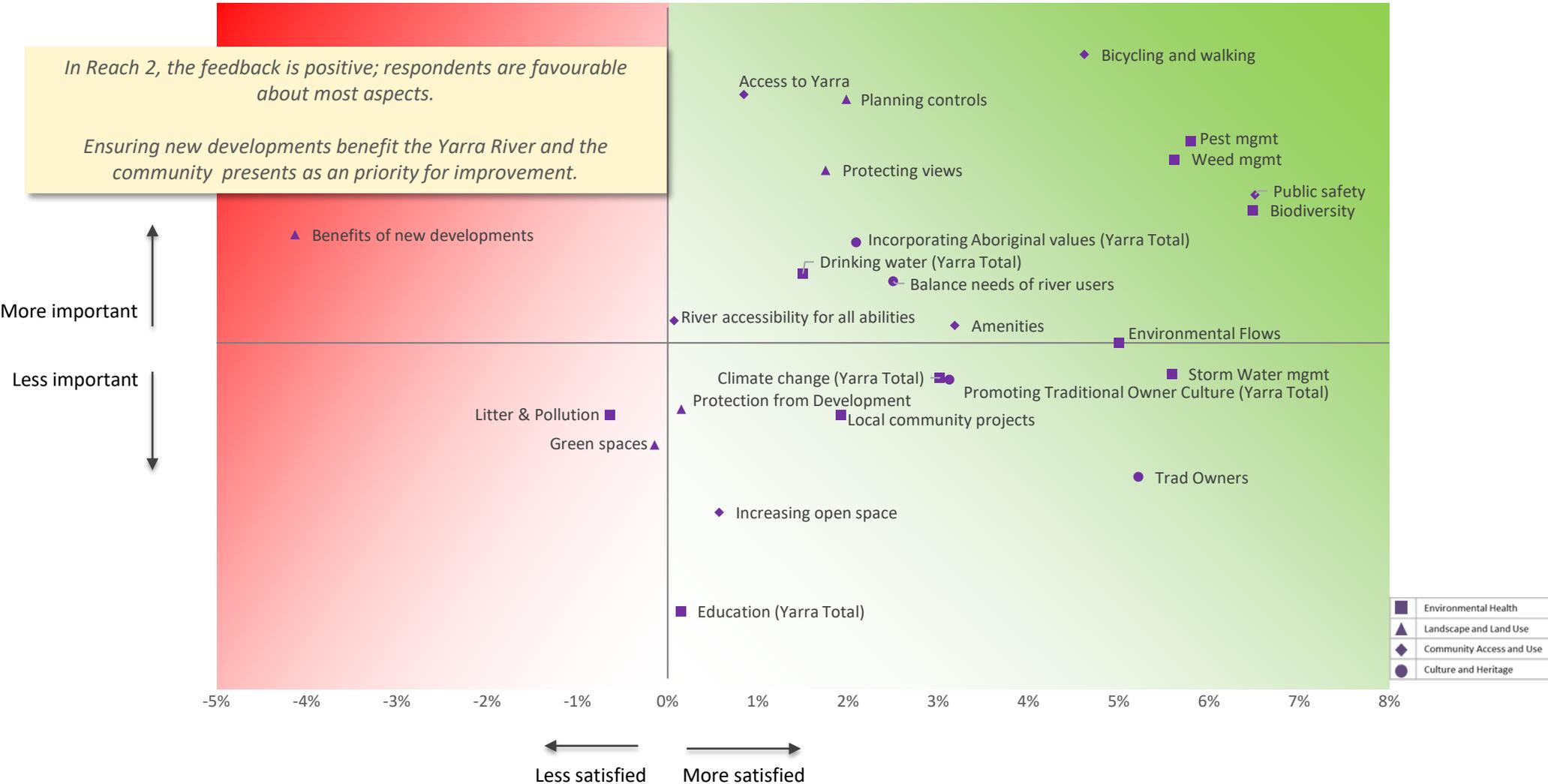
Reach One – Percentage Difference to Average



Base: WEIGHTED Allocated to reach based on visitation in L12M n=574; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

Reach Two – Percentage Difference to Average

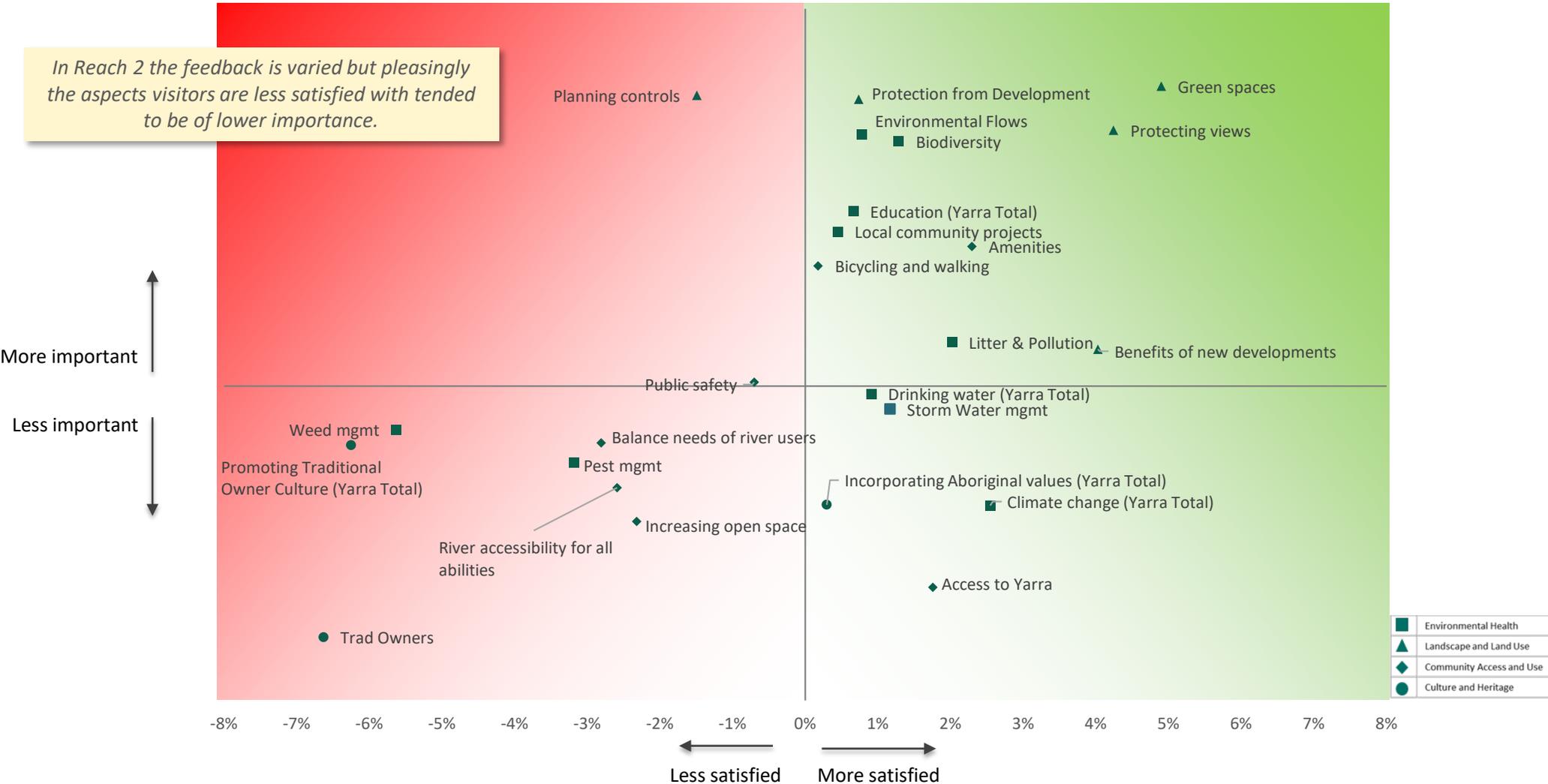


Base: WEIGHTED Allocated to reach based on visitation in L12M n=356; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

Reach Three – Percentage Difference to Average

In Reach 2 the feedback is varied but pleasingly the aspects visitors are less satisfied with tended to be of lower importance.

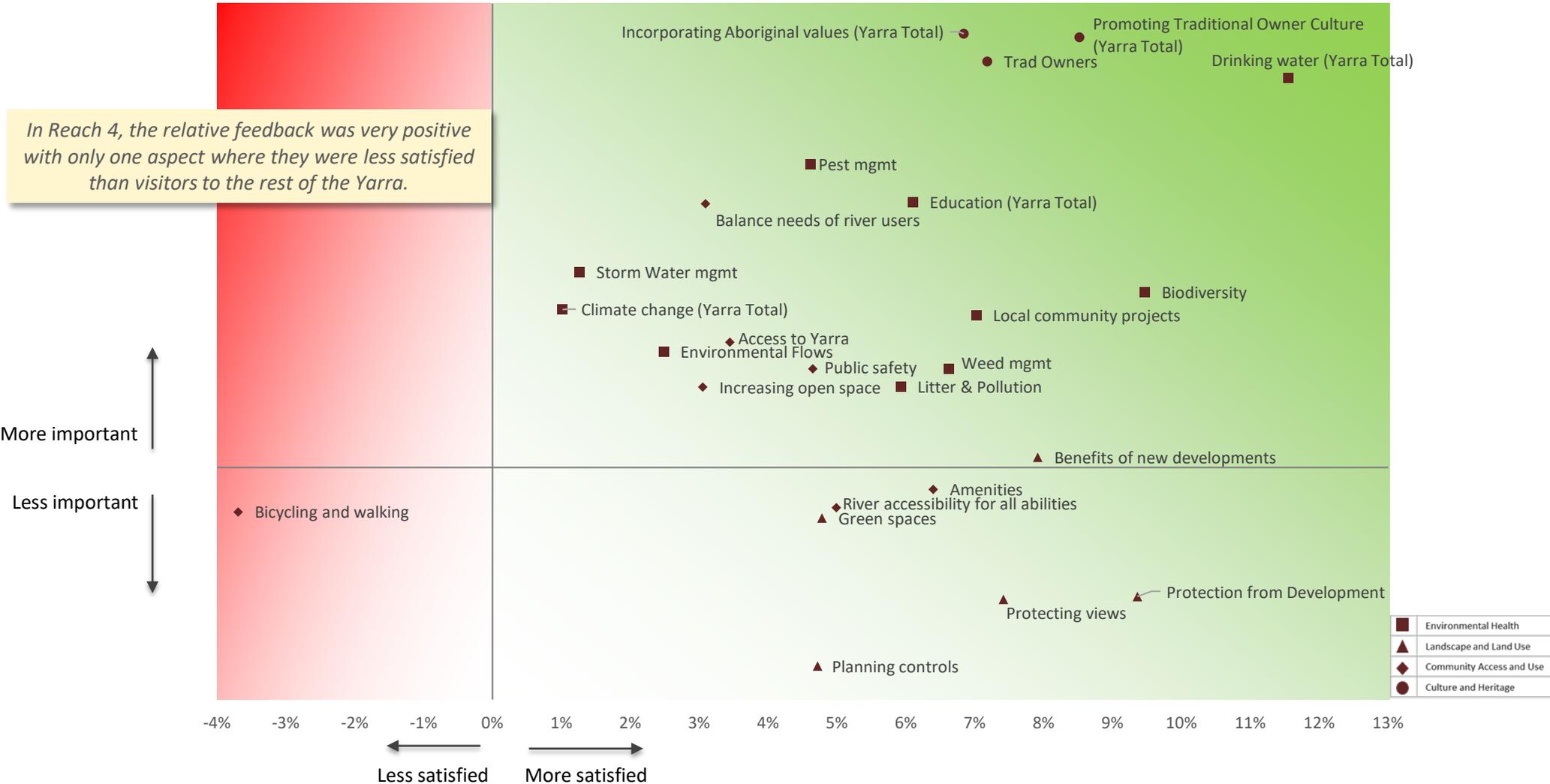


Base: WEIGHTED Allocated to reach based on visitation in L12M n=388; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Importance:Satisfaction Matrix

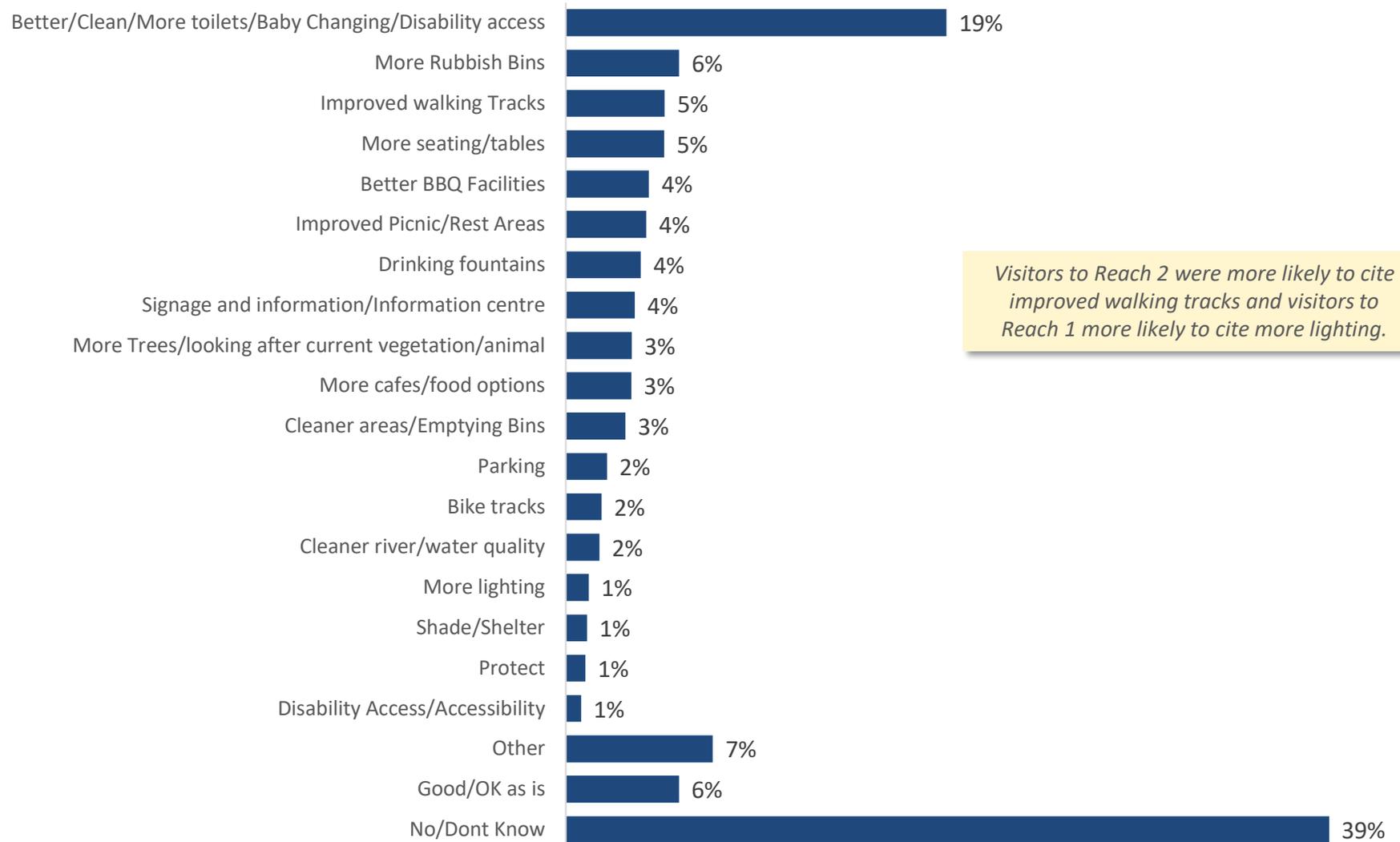
Reach Four – Percentage Difference to Average

In Reach 4, the relative feedback was very positive with only one aspect where they were less satisfied than visitors to the rest of the Yarra.

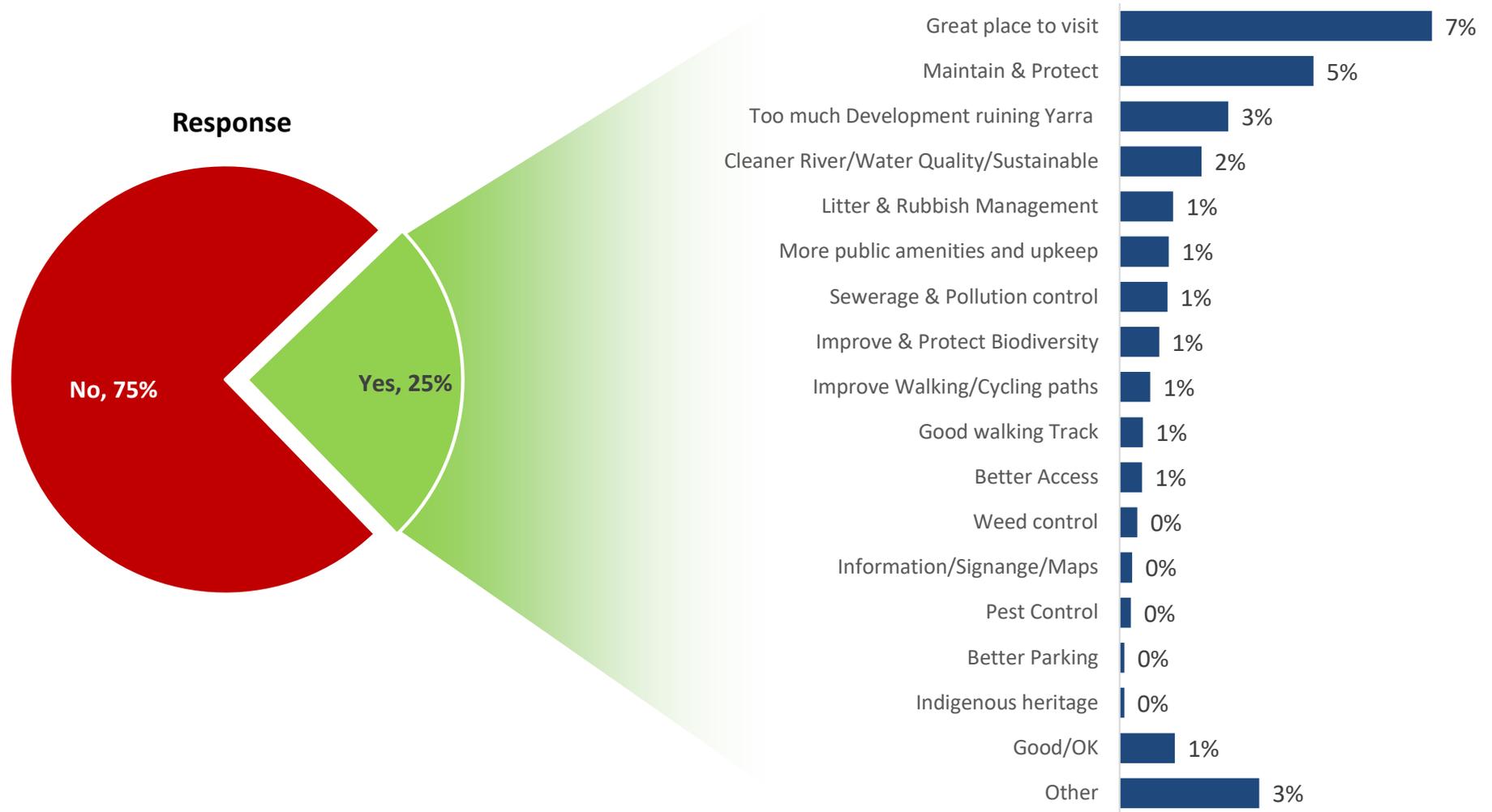


Base: WEIGHTED Allocated to reach based on visitation in L12M n=365; Q10. How important are each of these to you? Q11. How satisfied are you with...?Q11. How satisfied are you with...?

Improvement Suggestions



Any Other Comments



Base: WEIGHTED Allocated to reach based on visitation in L12M n=1,546; Q12. Do you have any other comments about the Yarra between <REACH>? OPEN



MARKET RESEARCH
CONSULTANTS

THE KLEIN PARTNERSHIP

1/19 Grey Street, St Kilda
VIC 3182, Australia

T. 03 9536 8333

www.tkp.com.au