

# Reef Check Australia South East Queensland Marketing & Communications Research Report

Reef Check Foundation  
& The Marketing Garage  
June 2010



**REEF CHECK**  
**AUSTRALIA**



**Australian Government**

**This report was supported and funded by the Australian Government.**

## INTRODUCTION

Reef Check Australia is a not-for-profit environmental organisation that engages the Australian community in coral conservation at a unique level. As part of a global network of volunteers who regularly monitor and report on reef health, RCA facilitates participation in genuine citizen science. The RCA program provides an important avenue for meaningful community involvement in coral reef issues, monitoring and conservation at both local and regional levels. RCA aims to protect and help rehabilitate Australia's valuable coral habitats through a successful recipe of community education which aims to raise awareness of key issues and scientific research that collects data to contribute to solutions. In addition to active participation in coral health monitoring, RCA tries to provide additional opportunities for the wider public to learn about and protect coral habitats.

In December 2009, RCA commissioned a study to gather data related to the knowledge, attitudes and behaviours of the South East Queensland [SEQ] community which may impact on coral reefs and other coral habitats. The study utilised a broad-scale, quantitative mail-out survey of 212 SEQ residents, with data collected from December 2009 to January 2010.

In initiating this research, Reef Check Australia hoped to receive insights on the following aspects:

- To find out the awareness of the existence of coral habitats in SEQ;
- To find out the awareness of activities that adversely affect coral habitats in SEQ;
- To find out levels of participations in sustainable behaviours in SEQ;
- To find out attitudes and beliefs associated with coral conservation and sustainable behaviours; and
- To find out levels of awareness of Reef Check Australia in SEQ.

The following is a marketing and communications plan which is supported by the research study report. The document incorporates ideas for raising awareness of the organisation and its key messages within the SEQ region. It draws on traditional marketing and communication methods however, but will also touch on Thematic Communication and Community Based Social Marketing [CBSM] techniques to achieve behavioural influencing objectives.

Encompassed within this document is a marketing and communications strategy that outlines objectives, key messages, stakeholder identification, strategies and tactics for implementation. This will be a dynamic document that will aim to raise awareness, motivate and encourage the local community to participate in sustainable behaviours that will have a positive impact on the health of coral habitats in South East Queensland.

## OBJECTIVES

The primary objectives of the marketing and communications plan will be reached through a combination of marketing and public relations activities. Given the current limited budget for this campaign, it is envisaged that it will be a public relations led strategy supported by limited marketing and other promotional activities including direct marketing and event production.

The objectives of the marketing and communications strategy are;

- To increase awareness of the existence of coral habitats in South East Queensland
- To increase awareness of activities that adversely affects coral habitats in South East Queensland
- To increase environmental stewardship towards South East Queensland coral habitats
- To increase awareness of sustainable behaviours that support coral conservation
- To increase uptake of sustainable behaviours that support coral conservation
- To increase awareness of Reef Check Australia within the South East Queensland area
- To increase revenue opportunities to support Reef Check Australia Activities

## KEY RESEARCH FINDINGS

The following represent the key research findings from the initial baseline report that have been utilised to inform the marketing and communications strategy.

### Awareness of RCA:

- The majority of survey respondents (86%) had not heard of RCA. Of the 11 percent of respondents indicating they had heard of the organisation, many learned of RCA through via television (38%), word of mouth (25%) or print media (17%).

### Coastal activities participation:

- Respondents indicated that they participated in 'Beach-going' (40%), 'fishing' (20%), 'Boating' (15%), 'Snorkelling' (non fishing) (14%), Surfing (9%) and 'Scuba-diving' (2%).

### Awareness of SEQ coral reefs:

- Almost one half of the respondents are aware that coral reefs exist off SEQ but had not visited them. One quarter of respondents did not know there are coral reefs off SEQ and a further one quarter had visited the SEQ coral reefs.

### Attitudes:

- 83% of respondents strongly agree that coral habitats are an essential part of Australia's natural environment.
- 59% strongly agree that the existence of coral habitats is important to them.
- 59% strongly agree that the survival of Australia's coral habitats is under threat.
- 87% strongly agree that they would like coral habitats to be around for the next generation.
- 64% strongly agree that every Australian is responsible for helping to protect Australia's coral habitats.
- 34% strongly agree that changing their everyday activities in small ways can help to protect coral habitats.

## Beliefs:

- Respondents believe that recreational fishing and spear fishing and tourism to reefs have a low or no impact on coral reefs. They believe climate change (62%), household chemical and detergent use (61%), commercial fishing (54%), coastal development (49%) and agriculture (42%) have a strong impact.
- Most respondents described the term “conservation” as protecting or preserving (64%) natural resources. 15% of respondents felt that conservation included protecting natural resources for future generations.

## Supporting activities:

- Respondents were most likely to purchase a gift or merchandise where a percentage of proceeds are donated to participate and support coral conservation (68% likely or very likely). The least likely support activities were regular financial donations, one-off or regular volunteering. One-off financial donations received almost an equal proportion of very likely to very unlikely.

## Sustainable behaviours:

- Three quarters of respondents always do their laundry on a cold cycle with the main reason being to save energy and protect the environment (56%).
- 42% of respondents often use reusable shopping bags with 33% always using them. 76% of these respondents doing so because it protects animals and the environment. When asked what the greatest influencing factor was on their decision to carry reusable bags, 24% stated that convincing evidence that choosing reusable bags can help the environment was most important. 21% said that paying for plastic bags would be most influential. 17% stated that a reminder sticker to take their reusable bags would be most important in influencing their decision.
- 60% of respondents always use energy efficient light bulbs, 27% often and 12% sometimes use them. Suggesting that a branding campaign on relevant products may be beneficial for raising awareness about the impacts of global climate change on coral habitats and the RCA brand.
- 36% of respondents always turn off electrical appliances at the switch, while 26% often do and 24% sometime do suggesting that CBSM reminder tools may be useful for this action.
- 25% of respondents always use green cleaning products, 33% often and 32% sometimes, suggesting this is a potential area of growth and partnership that may be worthwhile.

## Relevance to marketing and communications strategy development

1. There is very limited awareness of RCA in SEQ. Significant efforts need to be placed on increasing awareness and brand exposure if RCA is to get further traction in this region.
2. Community service television commercial [TVC] advertising is working and efforts should be made to encourage stations to keep and if possible, increase the airing of these. Once increased brand awareness is achieved, RCA should investigate incorporating key messages into TVC in-line with campaigns to specifically target the SEQ audience.
3. Other mass media exposure also works. With a limited budget for paid advertising, RCA need to focus on a public relations led campaign to achieve communication objectives.
4. There is awareness of coral reefs off SEQ however some work is still required to increase this awareness.
5. Many people already know that climate change and other related activities impact coral reefs. They are educated to this fact and RCA will focus on actions to address this issue instead of awareness campaigns.
6. There is a high likelihood that people will purchase merchandise to support coral reef conservation. RCA will investigate other merchandise that may be more attractive and relevant to the SEQ audience in addition to distribution partners to increase sales and RCA revenue.
7. A high percentage of people already do their laundry in cold water and use reusable shopping bags.

RCA could encourage these behaviours to a wide audience and endeavour to reinforce the 'sustainability' message of cold water washing and the utilisation of reusable shopping bags by partnering with credible producers.

RCA will develop proposals that will articulate the benefits of being aligned with a credible community base NPO. These include being a good corporate citizen, assisting with the protection of our precious coral reefs and potentially increased sales volume.

RCA will do further work to identify prospective partners and develop professional proposals. This also supports the merchandise finding that people will purchase merchandise if a percentage is donated to an organisation such as RCA.

8. RCA will identify and approach coastal based organisations to partner to deliver key messages ie. Surf Lifesaving, Fishing groups etc

## KEY MESSAGES

To achieve objectives, Reef Check Australia has developed a series of key messages to ensure that communications are consistent. The key messages will support communication and behavioural change initiatives incorporated within this document and include;

- There are extensive coral habitats in South East Queensland and their health is under threat from water quality issues, climate change and direct human activities (i.e. anchor damage, aquarium trade, marine debris).
- Coral habitats are extremely important, providing homes and shelter for many marine organisms, supporting healthy fish life for commercial and recreational fishing, provide aesthetically pleasing locations to visit and provide numerous ecosystem health services.
- Reef Check Australia volunteer survey teams collect information about how the natural environment functions and how it reacts to human use.
- Reef Check Australia is a not-for-profit organisation that needs volunteers and financial support.
- Due to the environmental, economic and visual importance of South-East Queensland's coral, everyone is a stakeholder with something to lose.
- If we want to maintain coral habitats for future generations, then we each need to make minor changes in daily activities for the health of coral habitats. Together we can all make a difference.



## TARGET AUDIENCE

A multi-faceted awareness and education strategy will be implemented so that stakeholders receive appropriate and specific information tailored to that audience.

Education and awareness about all aspects of Reef Check Australia will form the basis of communication to stakeholders with the campaign to target action and behaviour in later phases.

Target audiences include:

### Reef users:

- Beach goers
- Boaters
- Fisher
- Surfers
- Recreational divers and snorkellers

### Business and Commerce:

- Tourists
- Tourist operators
- Local businesses
- Corporate sponsors
- Partner organisations

### Government:

- Local councils
- Other levels of government as implementation funding opportunities arise

### Schools

- Primary and high schools in the South East Queensland region
- Universities

### Local Media:

- Print
- Television
- Radio
- Online
- Outdoor
- Community

## IMPLEMENTATION

RCA boasts a brand that is recognised as a credible and successful not-for profit organisation around the world however there is much work to be done in the South East Queensland region.

It is important to strategically manage the RCA "brand" so that it is recognised by South-East Queensland residents for the key messages that Reef Check Australia want to communicate.

The marketing and communications plan will seek to leverage on the positive RCA brand identity to link with key messages. A key component to the strategy is to increase awareness of RCA to the target audience and further, to grow brand awareness within the SEQ community.

Utilising a mix of marketing and communication tools to complement a public relations led campaign, RCA will aim to engage corporate, government and community group partnerships to cost effectively achieve objectives.

The implementation strategy is expanded in more detail further within this document however, a general example of how partnerships may be developed include:

### Corporate and organisational partnership campaign

RCA key staff will approach organisations that boast patronage of key audience [as identified above and more specifically below] to work in collaboration to deliver key messages. Potential partners include:

- Boating Camping and Fishing stores [BCF] location included below.
- Surf Life Saving Queensland
- Cold power laundry detergent
- Coles / Woolworths: place collateral in cleaning product aisles
- Sunscreen - Banana Boat
- Quiksilver
- Planet Ark
- Seventh Generation

### Collateral development

- RCA key staff will develop collateral that supports the awareness campaign. This collateral also increases the credibility of RCA through professionally produced communications materials.

## Commercial opportunities

- RCA key staff will identify producers of products that are consistent with the organisations sustainability objectives to progress commercial partnerships. An example of this would include approaches to cold water, bio-degradable laundry product producers that would enjoy the benefits associated with being aligned with the RCA brand.

## Public relations:

When executed correctly, public relations can be an inexpensive way to get RCA's message to the wider community through the mass media, presence at community events and collaboration with schools, local councils and businesses.

Through recognising and utilising newsworthy angles RCA has the opportunity to utilise local and metropolitan media. Media releases and media alerts aid and inform journalists about activities and information regarding RCA. News stories are an extremely effective way of getting a message out to wider community in a credible and cost effective way. As the Marketing and Promotional plan is executed various different newsworthy angles will present themselves.

Media release ideas include:

- Human interest piece on an RCA volunteer: This will generate interest in inquiries about becoming an RCA volunteer while increasing the profile and positioning RCA as an exciting and vibrant organisation
- Updates and alerts on RCA's scientific findings
- Profiling dive sites
- Announcing new corporate partnerships
- Profiling partners and their involvement with RCA
- A feature article on 'What would happen if there was no reef? Or How long can the reef survive without a change in human behaviour?'

The use of print, television and radio media will generate the widest possible exposure. Developing good relationships with local media is important. It is important to include props where possible to gain maximum exposure such as photos and RCA should include their logo via banner bugs in the background where possible. The media component of the campaign will be frequent and on-going.

It is important that the timing of the activity strategically links with other communications initiatives to create an integrated approach to the campaign.

## IMPLEMENTATION IN MORE DETAIL

### Marketing and communications collateral

Collateral will be generated to support communications objectives. Collateral will include both traditional communication methods along with Thematic Communication and Community Based Social Marketing [CBSM] techniques that will endeavour to influence sustainable behaviour.

Information and details of stakeholders are included further within this document. Development of collateral is subject to budget constraints and may include:

- **Flyers - DL and/or A4**

To be distributed to tourism visitor centres and local boating, camping and fishing stores. The collateral will be used to communicate the awareness and behavioural message to recreational tourists, fishermen and boaters.

- **Stickers**

A CBSM approach to engaging with key stakeholders, the RCA stickers will be distributed to local businesses to stick on shop front windows saying they support RCA and sustaining a healthy coral reef. It is important to follow up businesses after distribution and confirm they have the stickers displayed.

- **Signage**

Working with local councils to erected signage at boat ramps. The signage utilises thematic communication to engage the fishing community who research shows make up 35% of reef users.

Additionally, RCA will contact billboard companies to canvass the idea of providing in-kind billboards to communicate key messages. Billboards are an effective way to raise awareness of the organisation and key messages.

- **Merchandise**

RCA currently sells some merchandise that contributes to the funding of the organisations. RCA will look at additional merchandise that may be sold on-line and stocked by retail partners and compliment the activities their customers are involved. This is mainly outdoor and water related so RCA will look at branded merchandise such as Frisbees. This initiative will raise revenue as well as awareness amongst this audience.

- **Education Kits**

RCA has operated school based programs previously. RCA will identify education kits or activities that are specific for SEQ schools. They will include contact details for teachers so they can contact RCA and leave feedback or request further information or to request a talk from RCA staff.

### **Guerrilla marketing**

Guerrilla marketing is an alternative, unique, low cost and highly effective. It starts a positive word-of-mouth campaign, is very appealing to local media and creates fresh, positive hype around the product - in this case RCA.

The "ex HMAS Brisbane" Dive Site presents a unique opportunity to effectively market directly to divers via a guerrilla marketing campaign. It would require attaching sustainable marketing collateral to the sunken ship. Divers would then have the opportunity to discover the box, or "treasure" and open it to reveal some material they could take with them i.e. a sponge with the RCA logo on it. Not only does this create massive awareness in the diving and tourist community but creates a fantastic word-of-mouth campaign that would reach the target audience in a credible form.

The wreckage is located off Sunshine Coast Regional Council. Most dive tourist operators that conduct trips to the wreckage also operate from here.

### **Direct Mail**

Establishing databases of potential supporters is a cost effective way to spread the Reef Check message. By sourcing large databases, Reef Check can tailor messages to that particular audience in regards to the various messages such as volunteering opportunities, donation campaigns and general awareness information.

Databases may be sourced from sectors such as local council, universities, chamber of commerce and other medium to large scale employers and organisations.

The following information consists of contact information relevant to the implementation of marketing and communication 'ideas' and may assist with initial efforts.

#### VISITOR CENTRES:

Location	Phone
Corporate office - Brisbane	(07) 3535 3535
Caboolture	1800 833 100
Caloundra (Bulcock St)	(07) 5420 8718
Caloundra (Caloundra Rd)	(07) 5420 6240
Caloundra (Kawana)	(07) 5420 8006
Gympie (CBD)	(07) 5483 6656
Gympie	(07) 5483 6411
Maroochydore	(07) 5459 9050
Brisbane airport Domestic	(07) 3305 9233
International	(07) 3406 3190
Redcliff	(07) 3283 3577
Manly	(07) 3348 3524
Surfers Paradise	1300 309 440

#### MEDIA:

Outlet	Phone
Channel 7 (switchboard)	(03) 3369 7777
WIN TV	(07) 5409 4771
Channel 10 - Sunshine coast	(07) 5479 0410
ABC local radio - Sunshine and Cooloola Coasts Qld	(07) 5475 5000
ABC local radio - Gold Coast	(07) 5595 2917
ABC local radio - Brisbane	(07) 3377 5222
Sea FM / Mix FM Sunshine coast	(07) 5443 8444
Gold Coast	(07) 5591 5000

Publication	Phone	Email
Courier Mail	1300 30 40 20	<a href="mailto:cos@thecouriermail.com.au">cos@thecouriermail.com.au</a>
Brisbane Times	Via Website	<a href="http://www.brisbanetimes.com.au/contact">www.brisbanetimes.com.au/contact</a>
Caboolture Shire Herald	(07) 5431 7200	<a href="mailto:editorial@cabooltureshireherald.com.au">editorial@cabooltureshireherald.com.au</a>
Caloundra CityNews		
Caloundra Weekly		
Gold Coast Bulletin	(07) 5584 2000	<a href="mailto:editorial@gcb.newsltd.com.au">editorial@gcb.newsltd.com.au</a>
Gold Coast Mail	(07) 5523 6400	<a href="mailto:editor@tweednews.com.au">editor@tweednews.com.au</a>
Gympie Times	(07) 5480 4210	<a href="mailto:editor@gympietimes.com.au">editor@gympietimes.com.au</a>
Noosa News	(07) 5440 8000	<a href="mailto:noosa@scnews.com.au">noosa@scnews.com.au</a>

Sunshine Coast Daily	(07) 5430 8000	news@thedaily.com.au
Wynnum Herald	(07) 3117 7300	editorial@wynnumherald.com.au

#### BCF Store Locations:

Location	Address	Phone
Corporate	PO Box 344, STRATHPINE, QLD 4500	(07) 3482 7500
Caloundra	39 Caloundra Road	(07) 5438 9400
Cannon Hill	1177 Wynnum Road	(07) 3890 2744
Capalaba	140 Redland Bay Road	(07) 3245 2220
Keperra	Crn Settlement & Samford Roads	(07) 3851 4625
Labrador	Crn of Brisbane Rd & Oxley Drive	(07) 5500 5700
Loganholme	Hyperdome Home Centre Pacific Hwy & Bryants Rd	(07) 3801 3900
Maroochydore	32 Wises Road	(07) 5479 2390
Morayfield	343 Morayfield Road	(07) 5433 0499
Noosa	28 Eenie Creek Road	(07) 5440 5866
Underwood	Cnr Compton and Ewing Road	(07) 3808 2405
Virginia	2043 Sandgate Road	(07) 3216 5077

#### Sunshine Coast Journalists

##### Local 7

- Ben Terry - 0413 671 514
- Andrew Denney - 0401 187 612
- Katie Blowers - 0419 724 572

##### Local 10

- Nicolas Boot - 0428 103 289
- Murray McCloskey - 0411 267 457

##### WIN

- Tegan George (head of news) georget@winqld.com.au - 5409 4771
- Michelle Zydower - 5409 4770

## POTENTIAL AREAS OF INVESTIGATION (June 2010)

- Magnets for washing machines to remind people to wash with a full load, on cold, with sponsorship brand of cold water powder
- Plastic bag fees at major grocery store chains, proceeds donated to RCA
- Adopt a Reef program
- Educational signage that highlights special organisms and corals at local reefs
- Neoprene products
- Branded stickers
- Branded reusable bags (Envirosax, Onya or Stuffit)
- CBSM prompts to remind people to take reusable bags (door hangers and/or vinyl peel stickers for car)
- Media campaigns featuring local coral habitats
- Branding opportunities with cold water washing powder and/or green cleaning products
- CBSM prompt for reminders to turn off appliances at switch
- Plush toy or other fundraising item for sale
- Education campaigns about the impacts of plastic bags in major shopping centres



# **REEF CHECK AUSTRALIA**

**SEQ**

May 2010

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# **1. INTRODUCTION**

This report presents the findings of a recently completed survey of a sample of South-East Queensland residents collected during December 2009 through to January 2010. The purpose of the survey was to gather data related to the knowledge, attitudes and behaviours of residents which may impact coral habitats.

## **1.1. BACKGROUND AND STUDY PURPOSE**

Reef Check Australia (RCA) has commissioned this study to understand South-East Queensland resident's knowledge and behavioural patterns associated with Coral Conservation. It is hoped such insights will assist RCA to target more effective strategies and campaigns towards protection of Coral Reefs.

## **1.2. REPORT STRUCTURE**

Section 2 of this report outlines methodological approaches and considerations used to collect and analyse primary data.

Section 3 of the report presents results of the survey of South-East Queensland residents.

Appendix A provides detailed table on locational data of respondents (e.g. postcode) and Appendix B provides graphs of significant cross-tabulations.

## 2. METHODOLOGY

This section presents the study approach used for the surveys of South-East Queensland (SEQ) Residents.

### 2.1. SURVEY

A **quantitative** mail survey of 212 SEQ residents was collected during December 2009- January 2010.

In initiating this research, Reef Check Australia hoped to receive insights on the following four aspects:

- To find out the awareness of the existence of coral (reefs) in SEQ;
- To find out the awareness of activities that adversely affect coral (reefs) in SEQ;
- To find out levels of participations in sustainable behaviours in SEQ; and
- To find out levels of awareness of Reef Check Australia in SEQ.

#### 2.1.1.SAMPLING PROCEDURE

There are three broad steps in selecting a sample. These are:

- 1) **Step 1: defining the population.** For this study, we take this to be:
  - a) Extent and Sample Units: SEQ residents aged 18 or over;
  - b) Place: South-East Queensland – encompassing Brisbane, Sunshine Coast and Gold Coast;
  - c) Time: December 2009 and January 2010;
- 2) **Step 2: identify the sample frame** from which the sample will be selected. As this was an intercept survey, the sample frame was to be all adult residents of SEQ residents; and
- 3) **Step 3: decide on sample size and sampling procedure** (See 2.2).

For the survey, a **random sampling procedure** was adopted.

#### 2.1.2.SURVEY IMPLEMENTATION

For the purposes of this study the most cost effective method for collection of quantitative data on south-east Queensland residents was through Mail. Three-thousand surveys were randomly mailed to residents of SEQ. At the conclusion of the data collection period, a total of 212 completed surveys were received. This represents a response rate of 7.1%.

To improve the response rate, participants were offered the opportunity to be entered into a prize package (one of three \$100 cash prizes, a \$500 cash prize and either a family trip to Sea World & tropical reef snorkel OR a Family pass with behind the scene tour & Seal Swim at Underwater World).

### 2.2. SAMPLE SIZE

From an efficacy standpoint, it is important that survey results provide an accurate reflection of community sentiment toward the issues in question. The accuracy of survey results are usually described in terms of the 'confidence' the consultant has that the results as presented will fall within

a given range or error margin for the community as a whole. It is standard practice to use a 95% confidence interval.

The margin of error will decline as sample size increases but at an increasing cost in terms of administering the survey.

For the mail survey, a sample size of 212 will yield an estimated maximum margin of sampling error of +/- 6.7% at 95% confidence. As this is a relatively small sample size it is cautioned that the reader keep this in mind when interpreting the results. Future surveys implemented should aim to ideally collect 400 or more to have more faith that the reported results are indicative for the population as a whole. Further, the problem of sample bias is highlighted as those persons who respond may have a particular interest in the topic and therefore are not representative of the population. Bias can be improved in mail- out surveys by following up non-respondents and checking their responses for bias.

### **2.3. DATA CLEANING AND ENTRY**

Data collected by mail surveys was manually entered into a database by RCA staff and was subsequently cleaned and imported into SPSS for analysis by the consultant.

### **2.4. ANALYSIS**

SPSS software was used to analyse all survey data. Frequency and descriptive data are presented in this report graphically. Cross-tabulations are presented graphically in the appendix. Please note, only **significant** cross-tabulations (at 5% and 10% confidence interval level) are displayed.

### **3. SURVEY RESULTS**

The results of this survey are accurate at the 95% confidence level +/- 6.7%. Due to non-responses in some questions, the sample size may be smaller.

#### **3.1. DEMOGRAPHIC PROFILE OF RESPONDENTS**

Respondents were represented proportionately more by females (60%) than males [Figure 1].

One-third of the respondents were aged 60 or more years (32%), followed by one-quarter aged between 50-59 years (25%) and 40-49 years (15%) each [Figure 2] [n=83]. Respondents aged between 18-39 years represented one-fifth of all respondents.

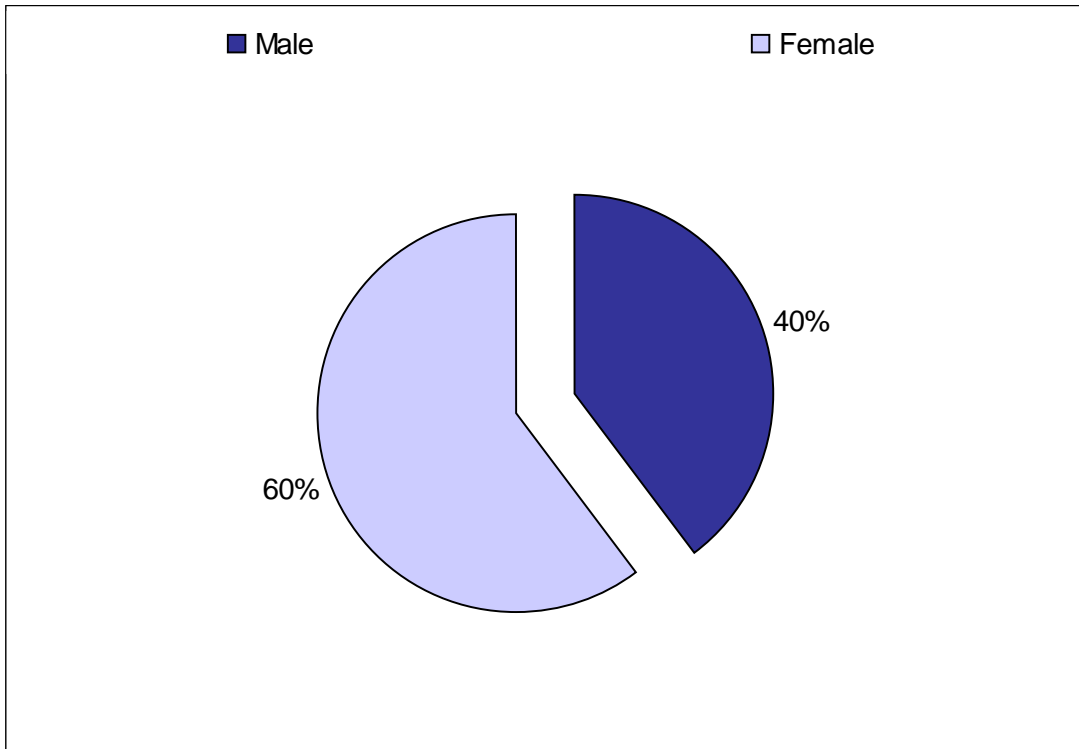
Family characteristics of the respondents reflected the age profile of respondents with two-thirds of all respondents indicating 'Couple-some or all children at home' (36%) and 'Couple-all children left home' (28%) [Figure 3] [n=83].

One-third of all respondents were employed full-time (34%), followed by 'Retired' (24%), 'Employed-Part time' (18%) and 'Self-employed' (13%).

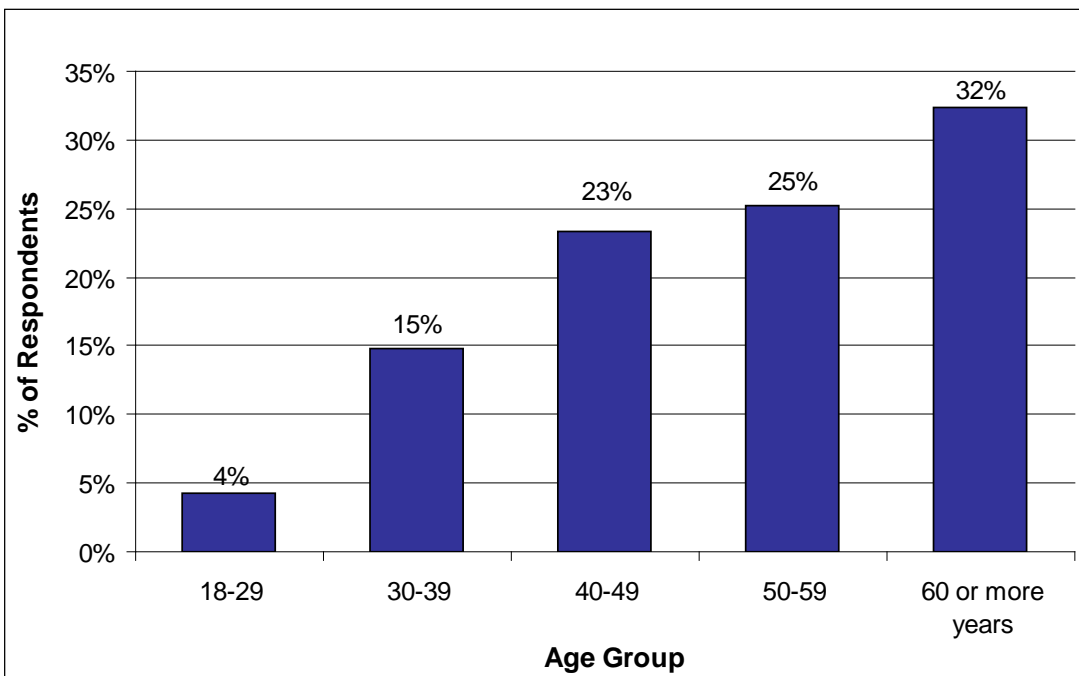
Two-fifths of all respondents were 'Paying off a mortgage' (42%), followed by 'Fully own your home' (39%).



**Figure 1 Respondent Gender**

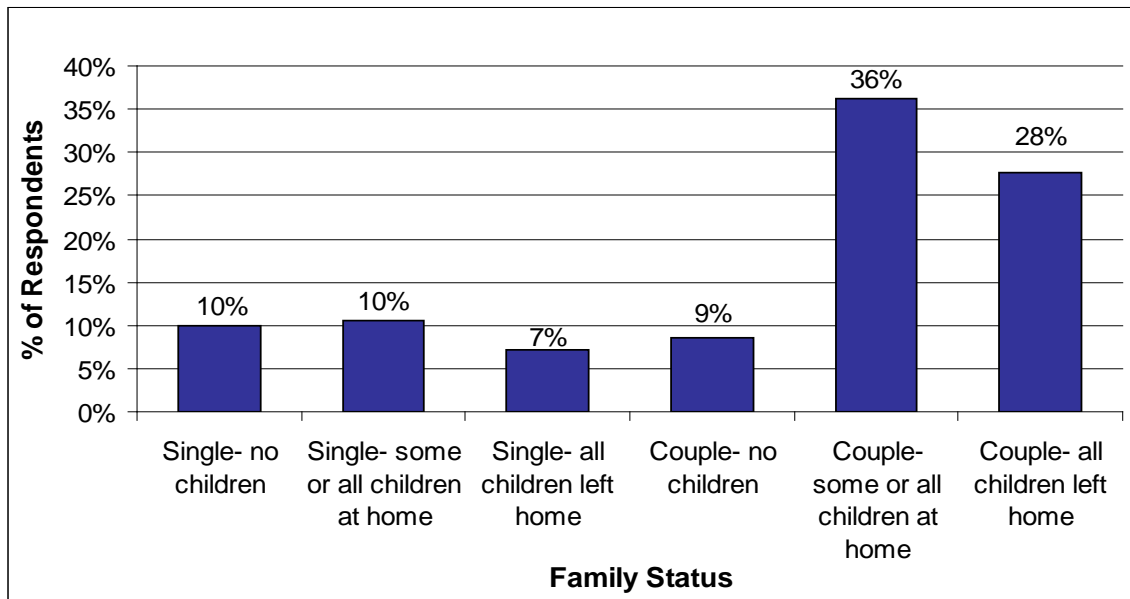


**Figure 2 Respondent Age**

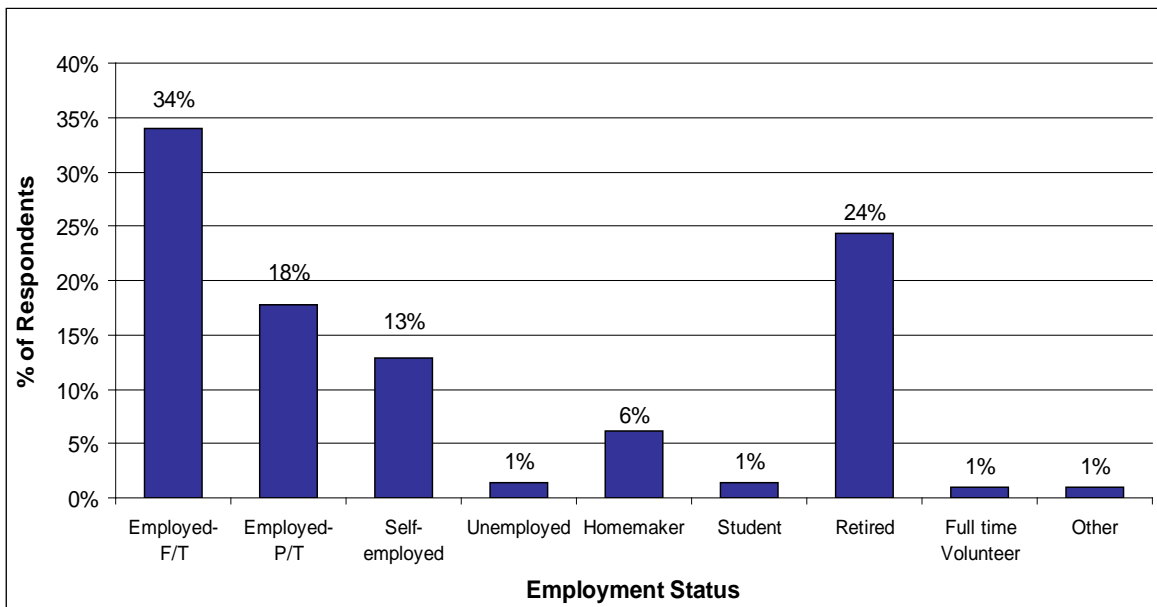




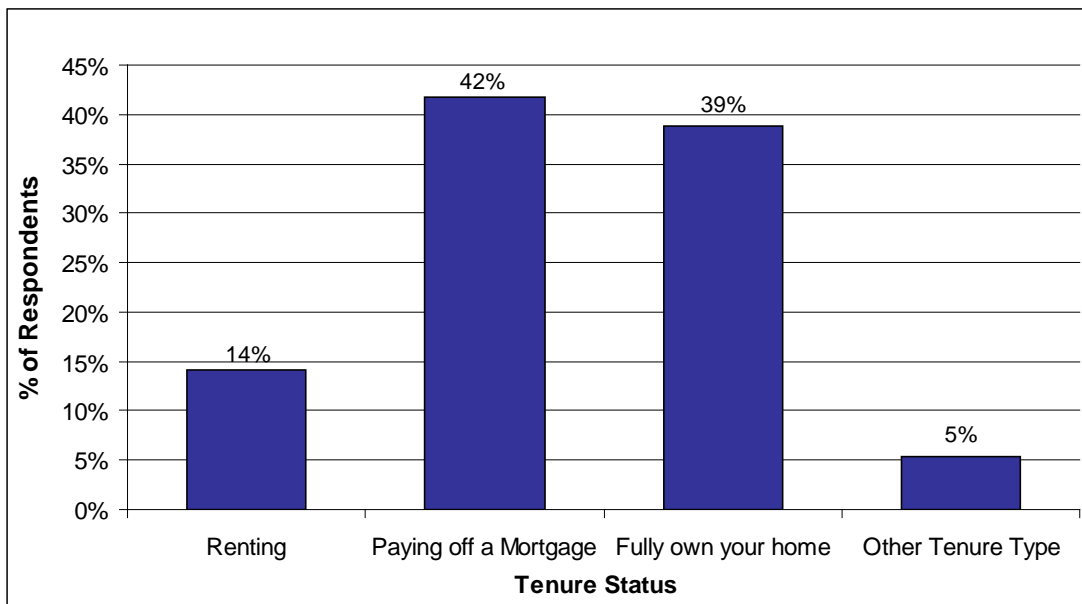
**Figure 3 Family Characteristic of Respondent**



**Figure 4 Employment Status of Respondent**



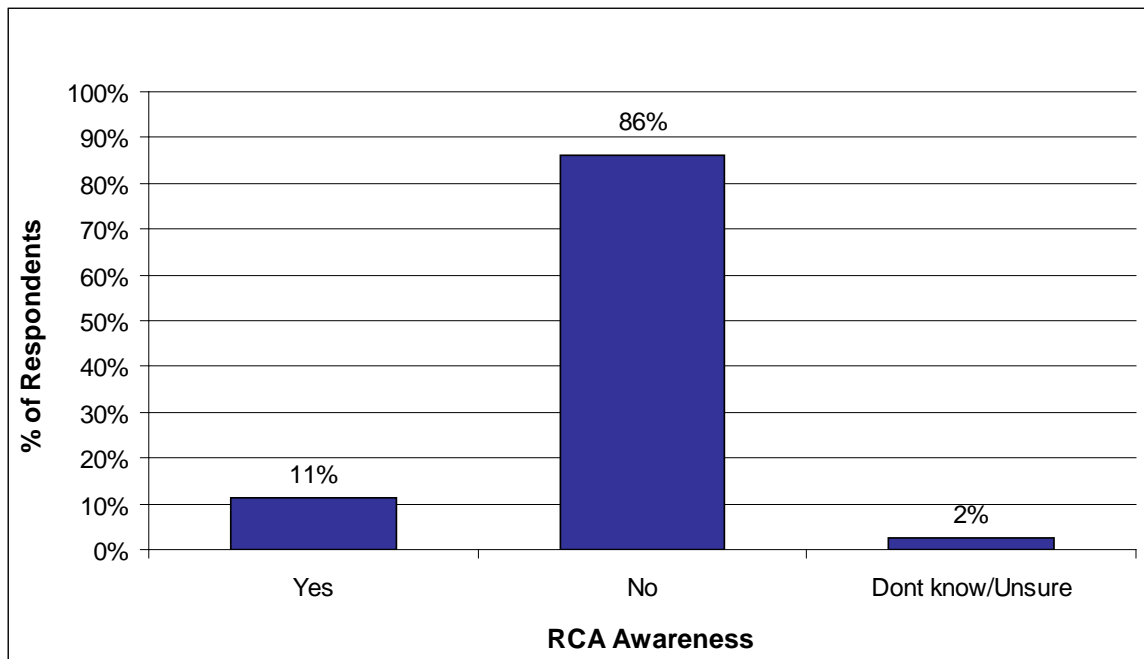
**Figure 5 Tenure Status of Respondent**



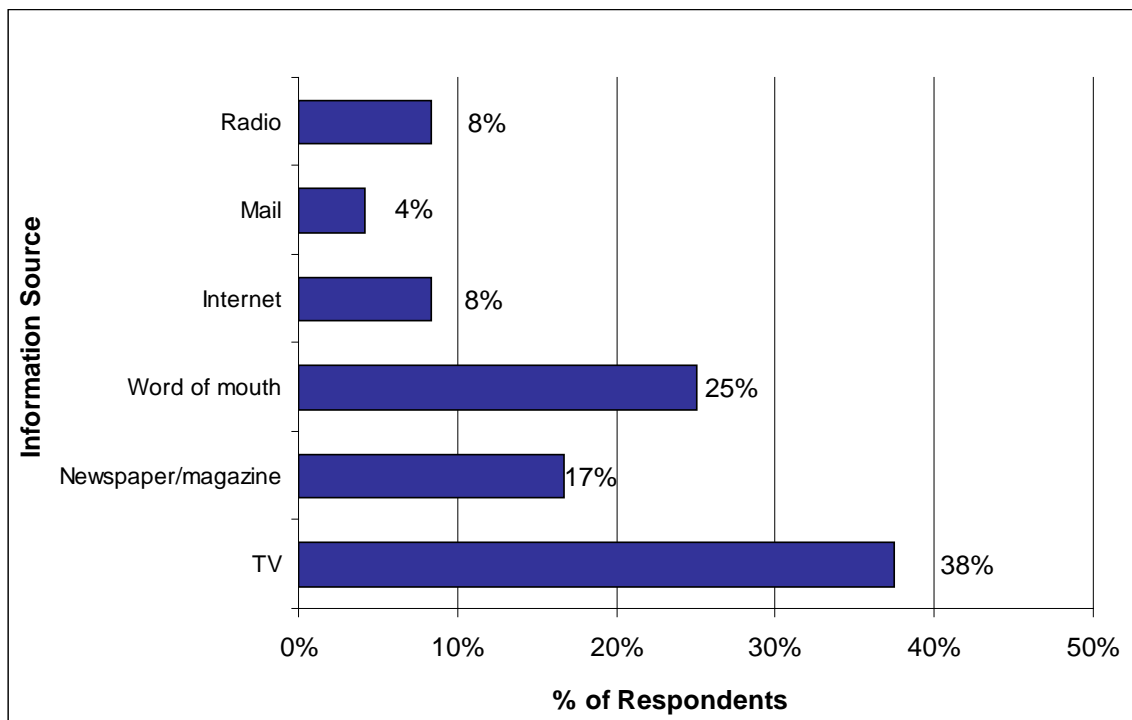
### 3.2. BACKGROUND

Respondents were asked questions regarding their awareness of the organisation of Reef Check Australia. The majority of Respondents (86%) had not heard of the organisation, with 11% of respondents indicating they had [Figure 6]. Of those respondents who indicated 'Yes' they were aware of the organisation they were then asked to indicate their main source of information on the organisation of which 'TV' (38%) was the most frequent response followed by 'Word of Mouth' (25%), 'Newspaper/magazine' (17%), Internet (8%) and Radio (8%) and Mail (4%) [Figure 7].

**Figure 6 RCA Awareness**



**Figure 7 Information Source**



### **3.3. SOUTH-EAST QUEENSLAND CORAL REEFS AND TREATS TO CORAL REEFS**

Respondents were asked several questions regarding their behaviour and knowledge surrounding coral conservation.

Firstly respondents were asked to indicate whether they participated in a number of coastal activities. 'Beach-going' received the most responses by respondents, followed by 'fishing' (20%) 'Boating' (15%), 'Snorkelling (non fishing)' (14%), Surfing (9%) and 'Scuba-diving' (2%).

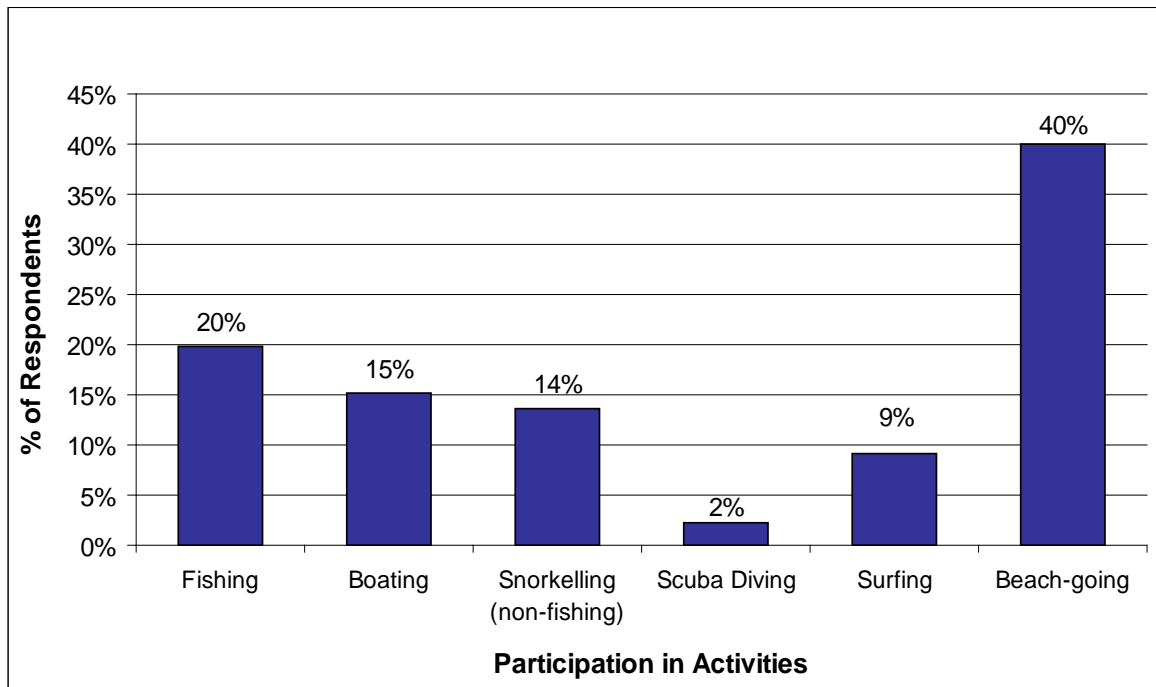
Respondents were presented four statements reflecting their level of awareness of the existence of coral off the coast of South East Queensland:

1. I am not aware that there is coral off the coast of SEQ;
2. I am aware that corals exist off SEQ but have not visited them;
3. I am aware that corals exist off SEQ and have visited them; and
4. Don't know/Unsure.

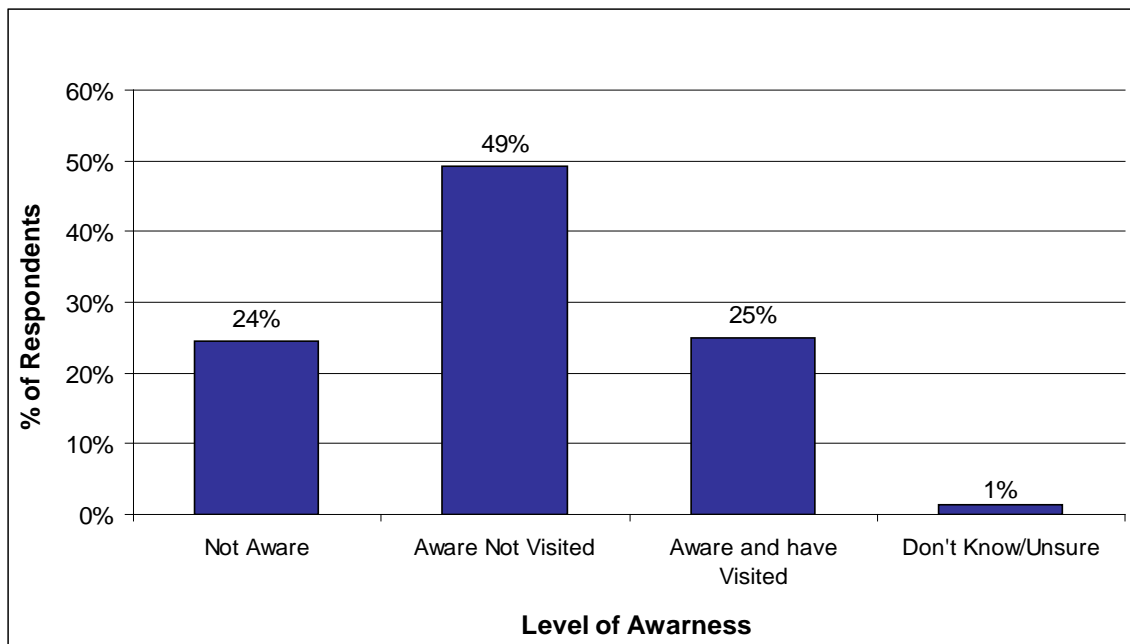
Half of all respondents indicated statement two that they 'were aware that corals exist off SEQ but had not visited them' (49%). Statement one (24%) and three (25%) were represented by one-quarter each of respondents [Figure 9].

Respondents were asked to indicate the level of impact they believed several factors would have on coral. Factors which respondents believed would have a strong impact on coral were 'Climate Change (62%), 'Household chemical and detergent use' (61%), 'Commercial Fishing' (54%), 'Coastal Developments (49%) and 'Agriculture' (42%). Factors which were respondents believed had a Low Impact to No Impact, included 'Recreation al fishing and spear fishing' (44%) and 'Tourism to Reefs' (37%) [Figure 10].

**Figure 8 Participation in Activities**

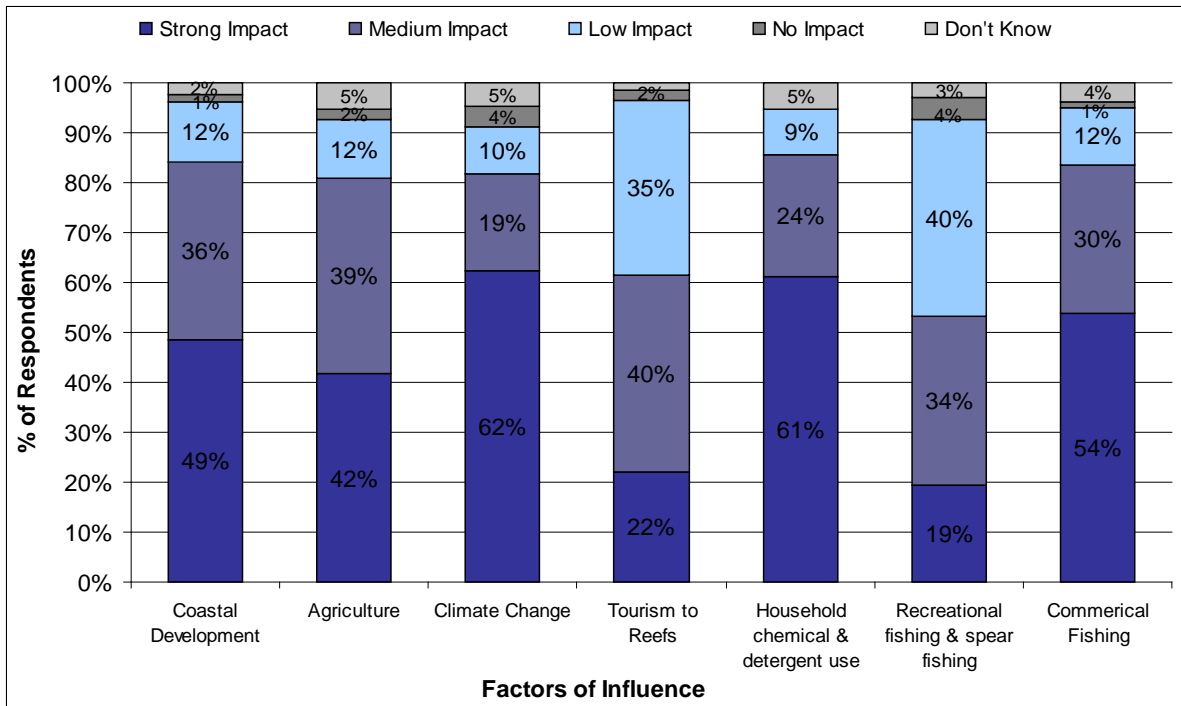


**Figure 9 Level of Awareness**





**Figure 10 Factors of Influence**



### **3.4. SUPPORT FOR CORAL REEF CONSERVATION AND ENVIRONMENTAL RESPONSIBILITY**

Respondents were asked several questions relating to their support of coral conservation and environmental responsibility.

The majority of responses by respondents were for 'Signed a Petition of Support', followed by 'Financial Donation' (23%), 'Provided in-kind support' (12%) and 'Volunteered –one off' (3%).

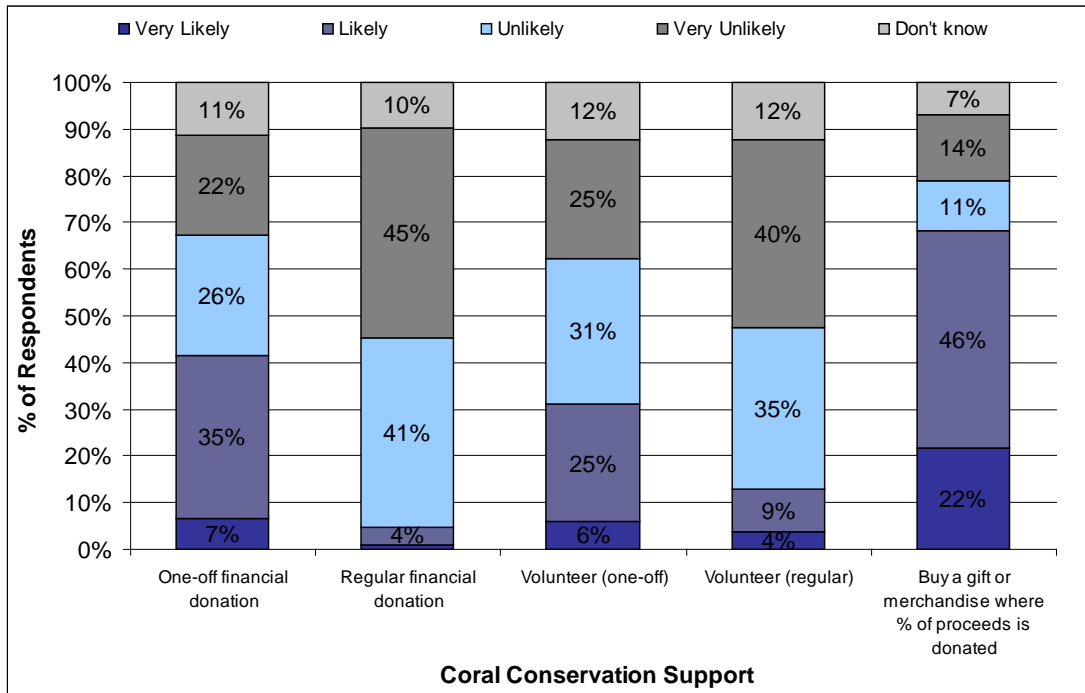
Respondents were then asked to indicate their level of likelihood to participate in a number of activities to support coral conservation. The activity which had the highest level of likelihood of participation was 'Buy a gift or merchandise where % of proceeds is donated' in which of responses in which respondents indicated 'very likely' to 'likely' 68% of all respondents indicated 'Very likely' to 'Likely'. The least likely activities were 'Regular financial', 'Volunteer –regular' and 'Volunteer-one off'. 'One-off financial donation' received almost an equal proportion of responses for 'very likely to likely' and 'Unlikely to very unlikely'.

Respondents were asked to indicate how frequently they currently participated in the following activities:

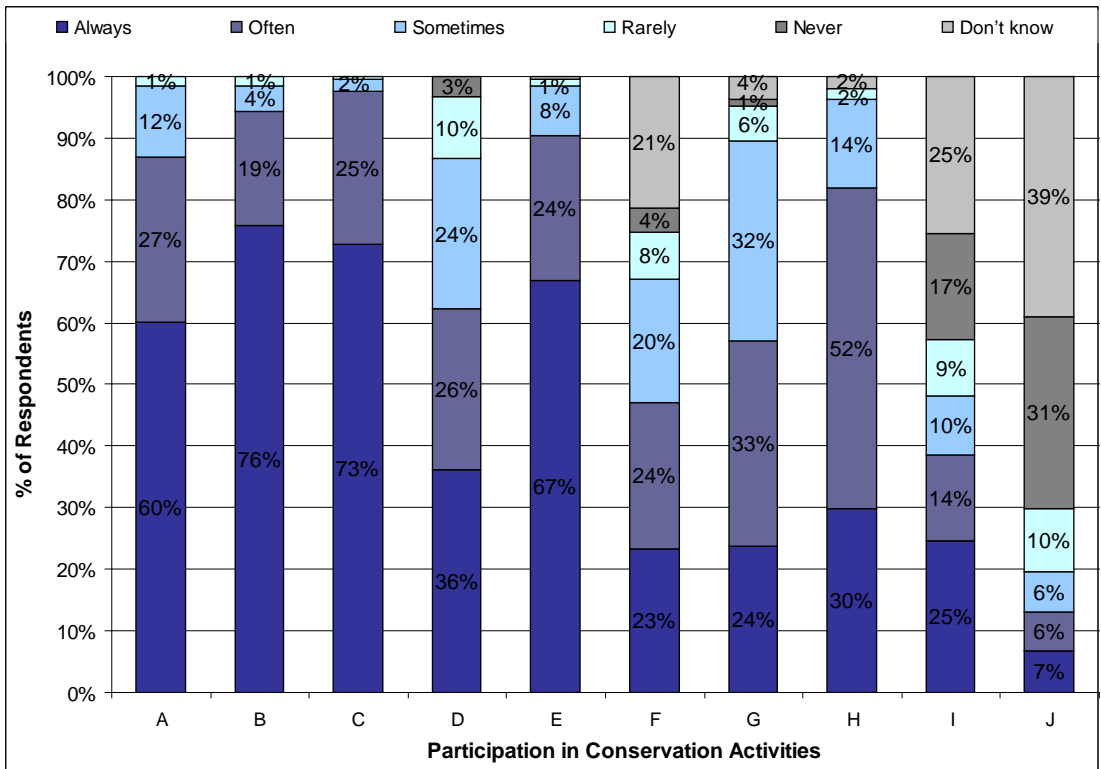
- A. Use energy efficient light bulbs
- B. Recycle household waste
- C. Turn off lights when not in use
- D. Turn off electrical appliances at the switch (not standby)
- E. Minimise use of heating and air-conditioning
- F. Choose sustainably source seafood
- G. Use green cleaning products
- H. Use energy efficient appliances
- I. Use green power energy supplier
- J. Carbon off-set air flights

Figure 12 presents the level of participation for each of these activities and is referenced according to the alphabetical order given above.

**Figure 11 Coral Conservation Support**



**Figure 12 Participation in Activities**



### 3.5. ATTITUDES AND SUSTAINABLE BEHAVIOURS

Respondents were asked to indicate their level of agreement with the following statements:

- A. Coral habitat is an essential part of Australia's natural environment.
- B. Coral habitat is an essential part of Australia's national economy.
- C. The existence of coral habitats is important to me.
- D. The survival of Australia's coral habitats is under threat
- E. I would like coral habitats to be around for the next generation.
- F. Every Australian is responsible for helping to protect Australia's coral habitats.
- G. Australians who do not live near coral habitats should not be expected to help protect them.
- H. Changing my everyday activities in small ways can help to protect coral habitats.
- I. I would need to make major lifestyle changes in order to help protect coral habitats.
- J. Changes to my lifestyle would have no impact on the survival of coral habitats.
- K. Only large-scale actions taken by the government or industry can make a difference to the survival of coral habitats.

Figure 14 presents the level of agreement for each of these activities and is referenced according to the alphabetical order given above.

Respondents were asked to indicate how frequently they wash their laundry on a cold cycle. Approximately three-quarters of all respondents (74%) indicated 'Always' followed by 'Often' (10%), 'Rarely' (7%), 'Sometimes' (5%) and 'Never' (4%) [Figure 14]. Of those who indicated either 'Always' and 'Often', the main reason given to describe why they did so was 'To save energy and protect the environment' (56%), followed by 'To save money' (25%) [Figure 16].

Respondents were also asked to rank in importance which reason out of four possible benefits would have the greater influence on their decision to use a cold cycle [Figure 16]. Presented in the order of ranking from most to least by the majority, the respondents indicated:

1. Cold water washing saves energy and therefore reduces my energy bill;
2. Cold water washing saves energy and therefore decreases my carbon footprint;
3. Cold water washing will clean as well as a hot wash when combined with special detergent;  
and
4. Cold water washing helps make clothes last longer.

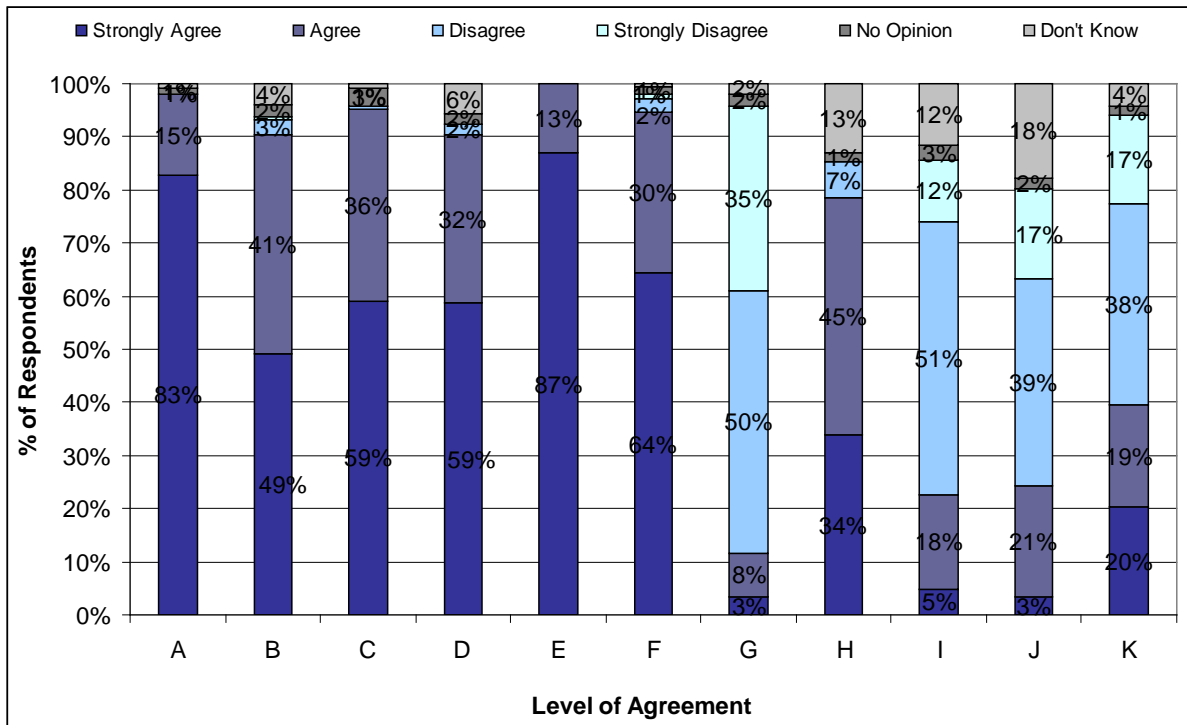
Respondents were asked to indicate how often they use reusable shopping bags [Figure 17]. Over two-fifths of respondents indicated 'Often' (42%), followed by 33% who indicated 'Always'. Of these respondents who indicated either 'Always' or 'Often', the main reason indicated for carrying reusable bags was 'It protects animals and the environment' (76%) [Figure 18].

Lastly, respondents were also asked to rank in importance which reason out of seven possible reasons would have the greater influence on their decision to carry a reusable bag [Figure 19]. These were:

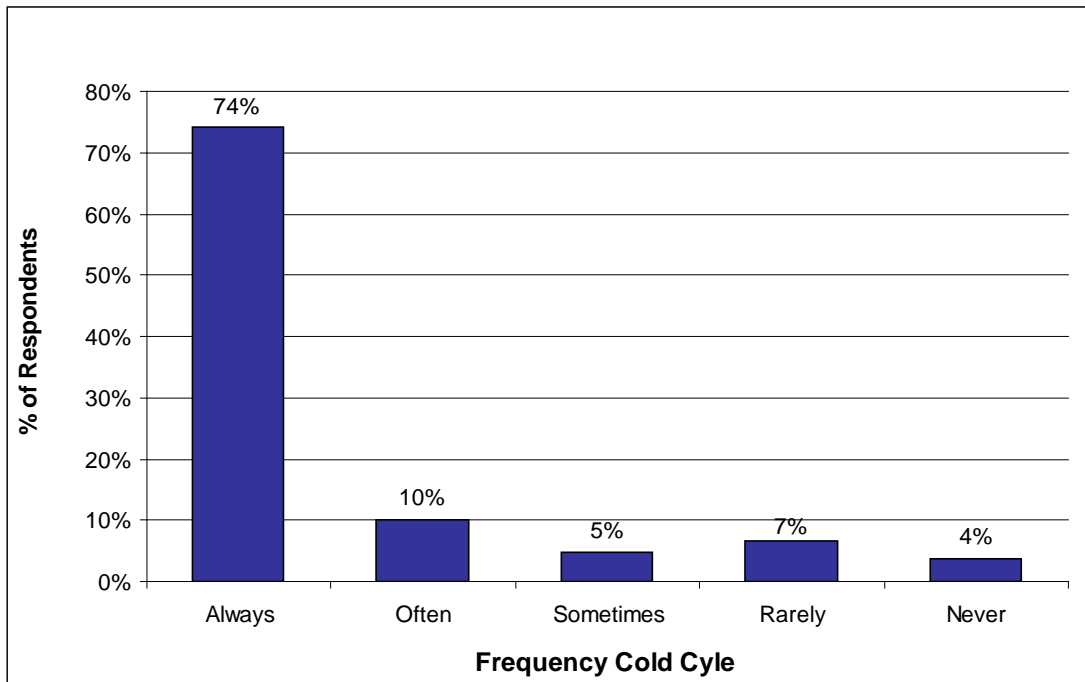
1. A sticker in my home or car to remind me to take reusable bags.
2. A reminder sign in the shopping centre car park to bring my reusable bags.
3. Having a very compact bag that I could easily carry with me all the time.
4. Having to pay for plastic bags.
5. Visually appealing bag designs.
6. Getting rewards, loyalty points or discounts for bringing my reusable bag.
7. Evidence that convinces me that choosing reusable bags can help the environment.

The most influential reason was 'Evidence that convinces me that choosing reusable bags can help the environment', while the least influential reasons was 'Visually appealing bag designs'.

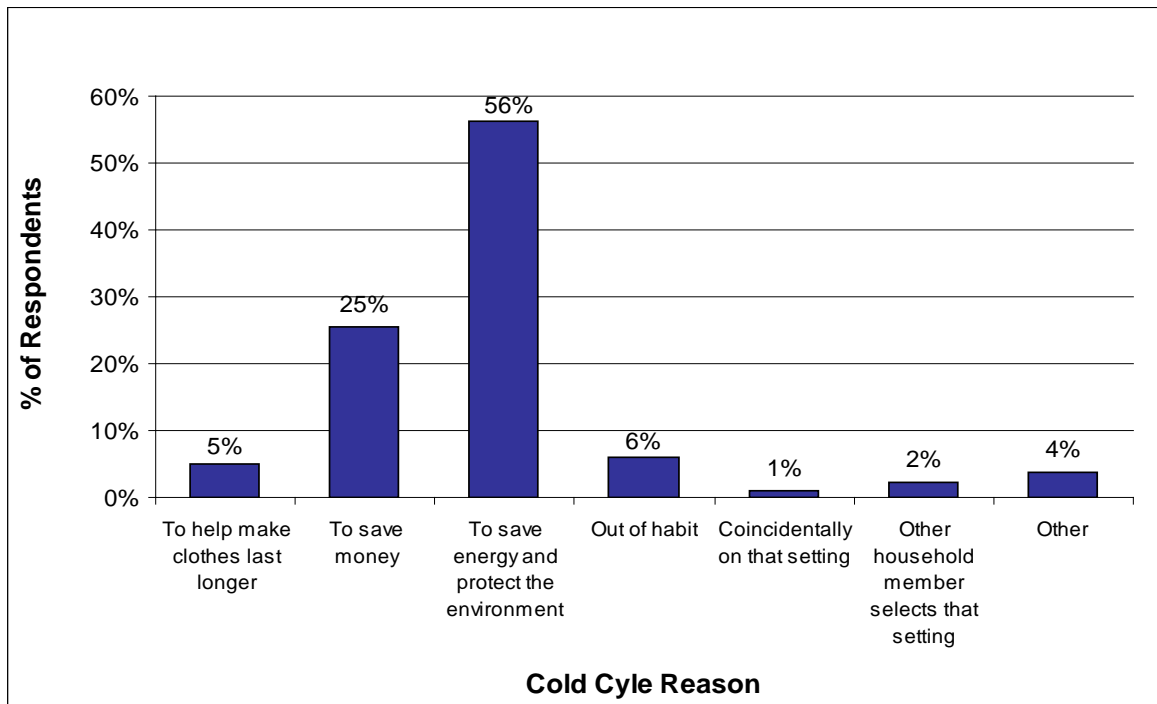
**Figure 13 Level of Agreement**



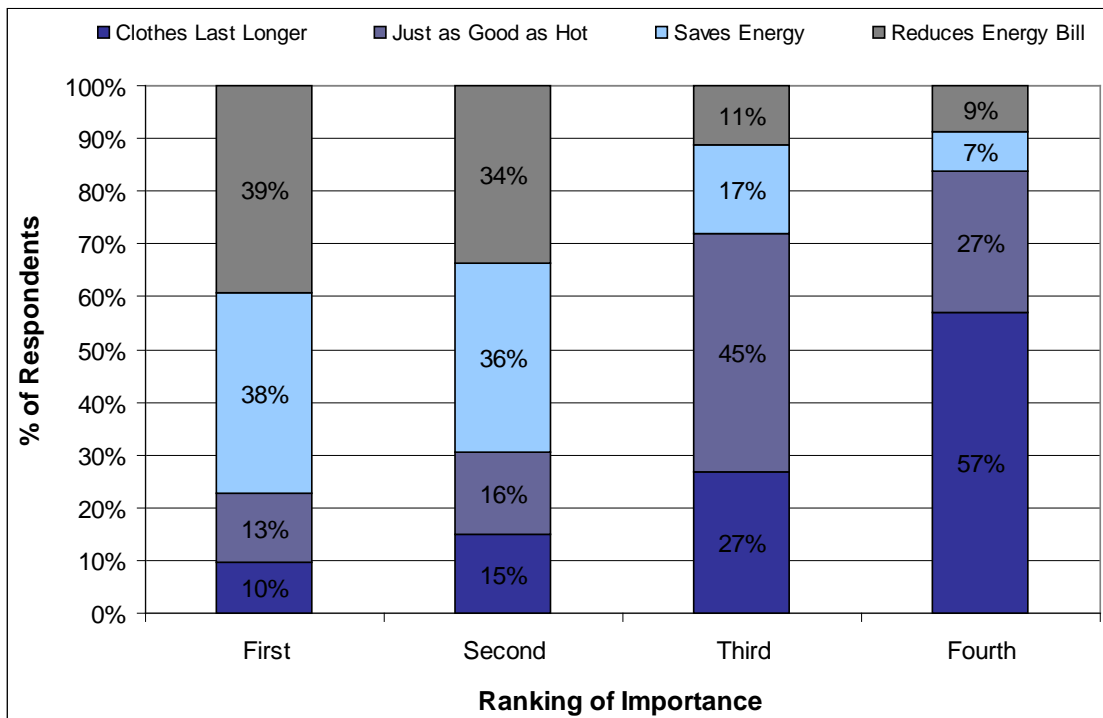
**Figure 14 Cold Cycle Frequency**



**Figure 15 Reason for Cold Cycle**

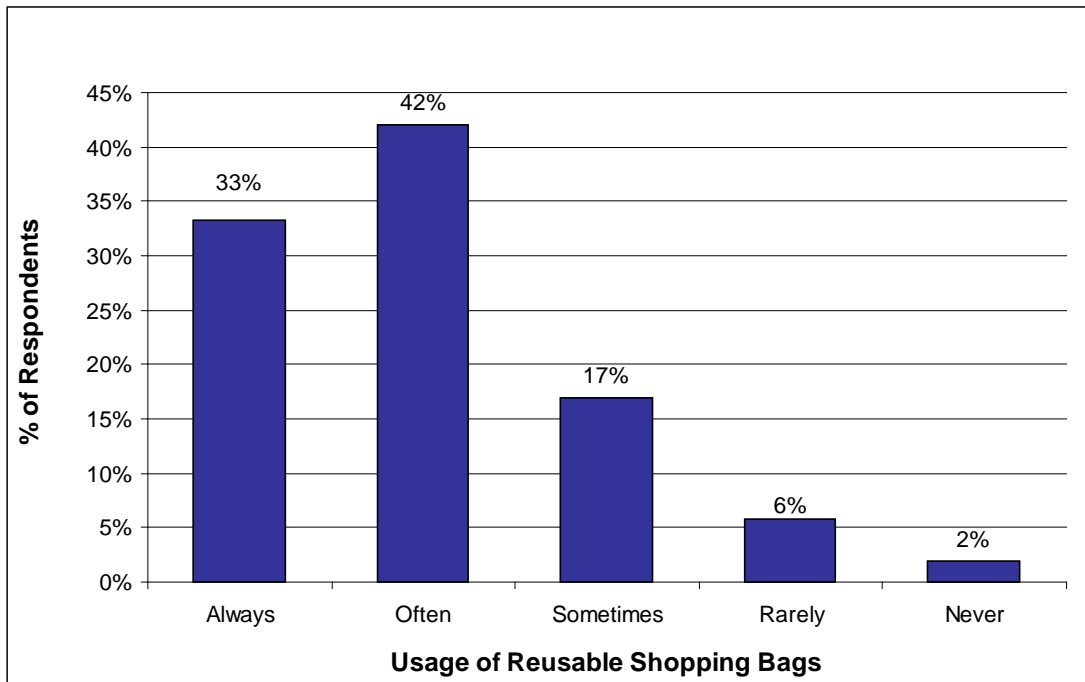


**Figure 16 Ranking of Importance**

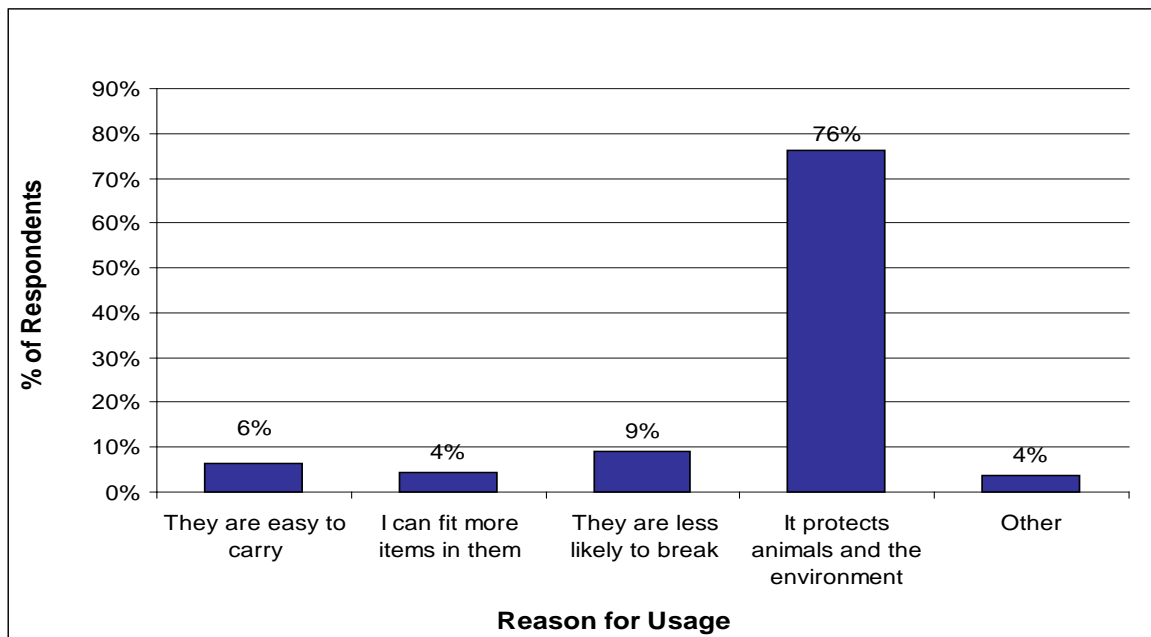




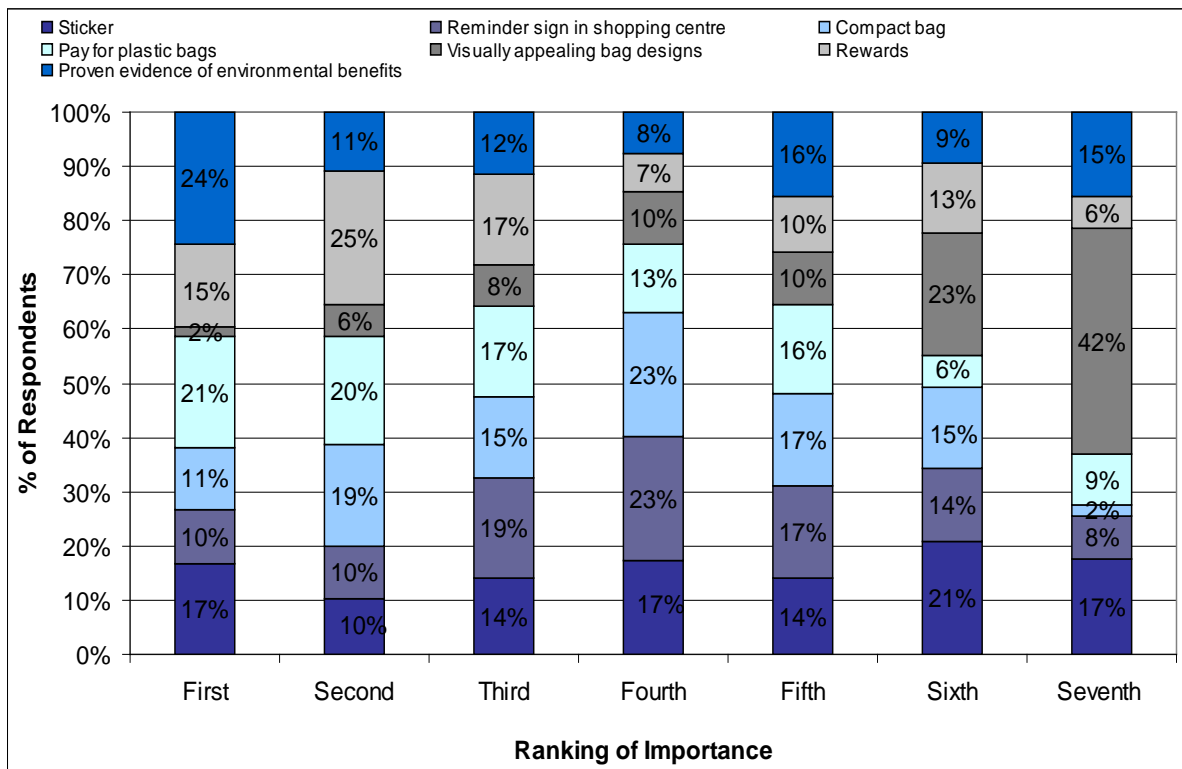
**Figure 17 Reusable Shopping Bags**



**Figure 18 Reason for Usage of Reusable Shopping Bags**



**Figure 19 Most to Least influencing factor for Usage of Reusable Bags**





## 4. APPENDIX A

### 4.1. RESIDENT RESPONDENTS

**Table 1 Residence of Respondent by Postcode**

<i>Frequency</i>	<i>Percent</i>	<i>Frequency</i>	<i>Percent</i>		
<b>4017</b>	1	.5	<b>4212</b>	1	.5
<b>4019</b>	3	1.4	<b>4213</b>	4	1.9
<b>4021</b>	1	.5	<b>4214</b>	1	.5
<b>4034</b>	2	.9	<b>4215</b>	5	2.4
<b>4035</b>	4	1.9	<b>4216</b>	1	.5
<b>4037</b>	2	.9	<b>4217</b>	3	1.4
<b>4051</b>	5	2.4	<b>4218</b>	2	.9
<b>4054</b>	1	.5	<b>4219</b>	1	.5
<b>4059</b>	1	.5	<b>4213</b>	4	1.9
<b>4069</b>	2	.9	<b>4214</b>	1	.5
<b>4070</b>	1	.5	<b>4215</b>	5	2.4
<b>4074</b>	1	.5	<b>4216</b>	1	.5
<b>4075</b>	1	.5	<b>4217</b>	3	1.4
<b>4103</b>	1	.5	<b>4218</b>	2	.9
<b>4109</b>	3	1.4	<b>4219</b>	1	.5
<b>4113</b>	1	.5	<b>4220</b>	1	.5
<b>4114</b>	2	.9	<b>4221</b>	2	.9
<b>4118</b>	2	.9	<b>4223</b>	2	.9
<b>4119</b>	1	.5	<b>4500</b>	4	1.9
<b>4122</b>	2	.9	<b>4501</b>	1	.5
<b>4123</b>	4	1.9	<b>4504</b>	1	.5
<b>4124</b>	2	.9	<b>4505</b>	5	2.4
<b>4127</b>	9	4.2	<b>4507</b>	3	1.4
<b>4128</b>	1	.5	<b>4508</b>	3	1.4

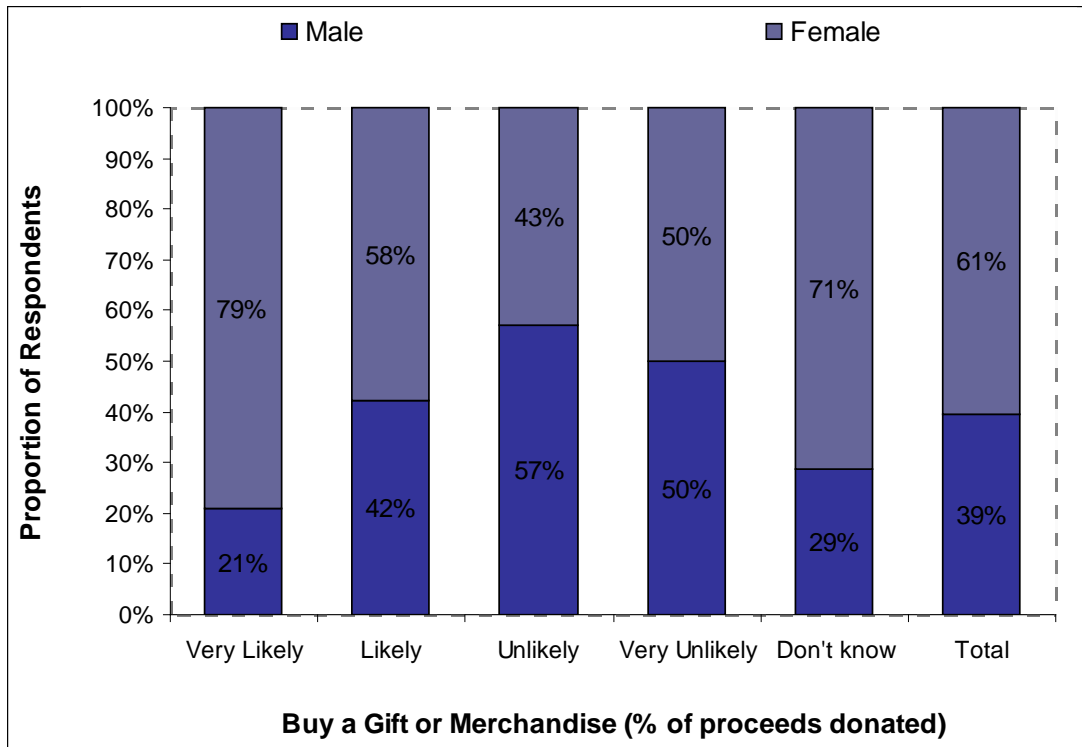
<b>4129</b>	2	.9	<b>4509</b>	1	.5
<b>4130</b>	1	.5	<b>4510</b>	5	2.4
<b>4131</b>	2	.9	<b>4514</b>	1	.5
<b>4132</b>	1	.5	<b>4520</b>	3	1.4
<b>4133</b>	3	1.4	<b>4551</b>	11	5.2
<b>4152</b>	2	.9	<b>4556</b>	4	1.9
<b>4157</b>	6	2.8	<b>4557</b>	4	1.9
<b>4159</b>	4	1.9	<b>4558</b>	2	.9
<b>4160</b>	1	.5	<b>4559</b>	2	.9
<b>4161</b>	6	2.8	<b>4560</b>	3	1.4
<b>4163</b>	10	4.7	<b>4561</b>	1	.5
<b>4164</b>	4	1.9	<b>4562</b>	3	1.4
<b>4165</b>	6	2.8	<b>4563</b>	1	.5
<b>4170</b>	1	.5	<b>4564</b>	2	.9
<b>4179</b>	1	.5	<b>4565</b>	3	1.4
<b>4184</b>	2	.9	<b>4566</b>	1	.5
<b>4207</b>	1	.5	<b>4570</b>	5	2.4
<b>4208</b>	2	.9	<b>4573</b>	4	1.9
<b>4211</b>	6	2.8	<b>4575</b>	2	.9
<b>Total</b>			<b>212</b>	<b>100.0</b>	

## 5. APPENDIX B: CROSS TABULATIONS

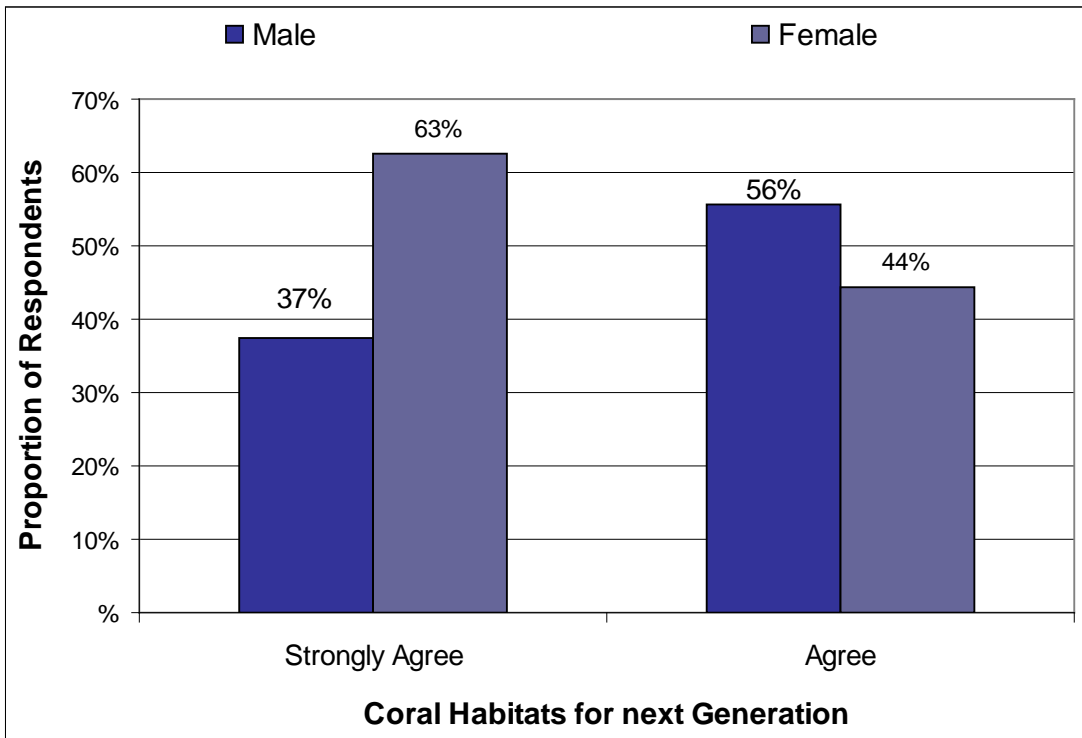
The following section presents graphs of **significant** cross tabulations only, at either the 5% or 10% confidence interval level.

### 5.1. GENDER

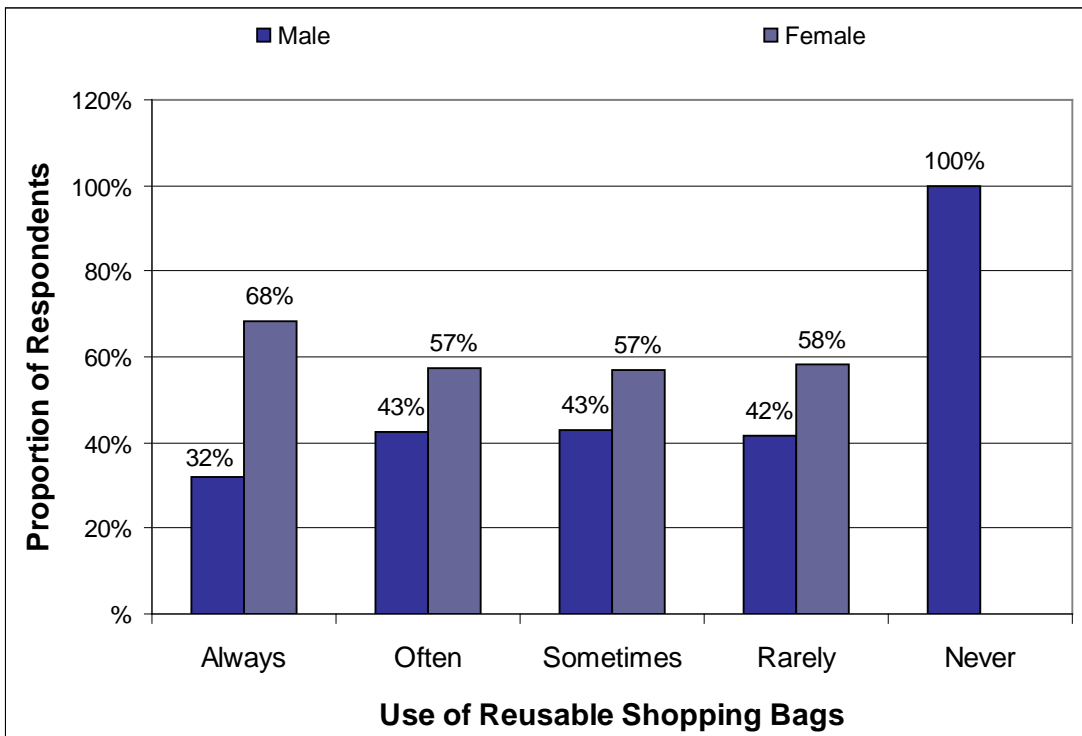
Figure 20 Likelihood to Participate in 'Buy a gift or merchandise where % of proceeds is donated



**Figure 21 Level of Agreement with ‘I would like coral habitats to be around for the next generation’**



**Figure 22 Usage of Reusable Shopping Bags**



## 5.2. AGE

Figure 23 Level of Impact of 'Recreational fishing and Spear Fishing on Coral'

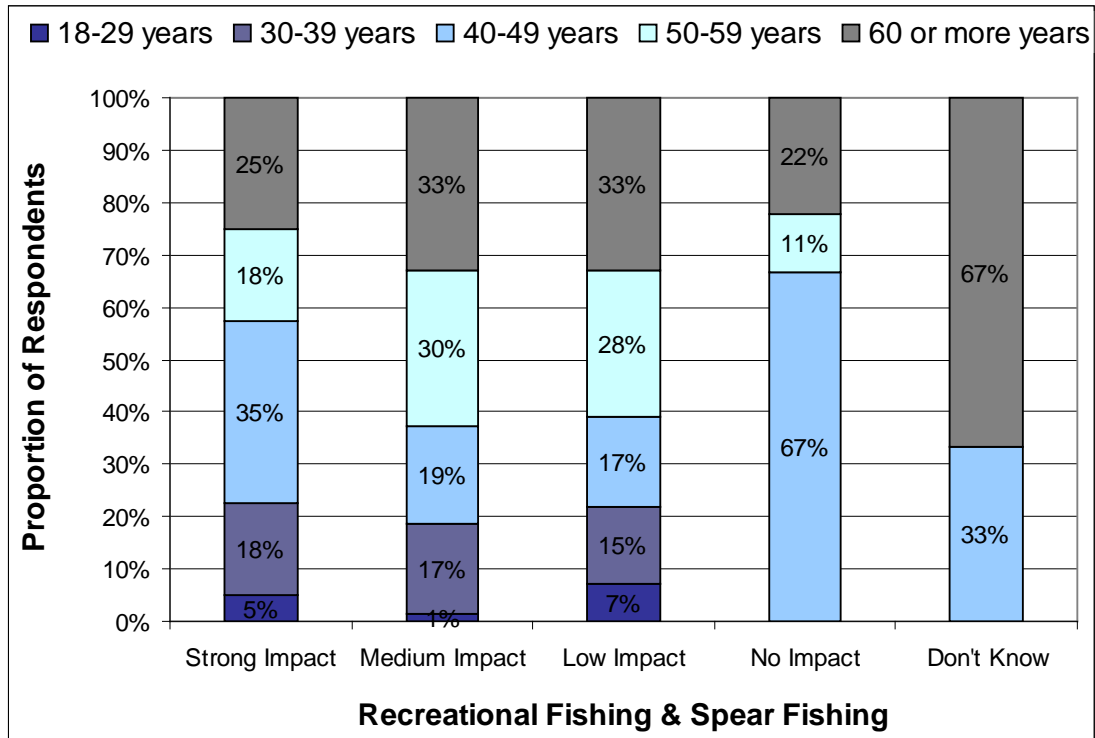
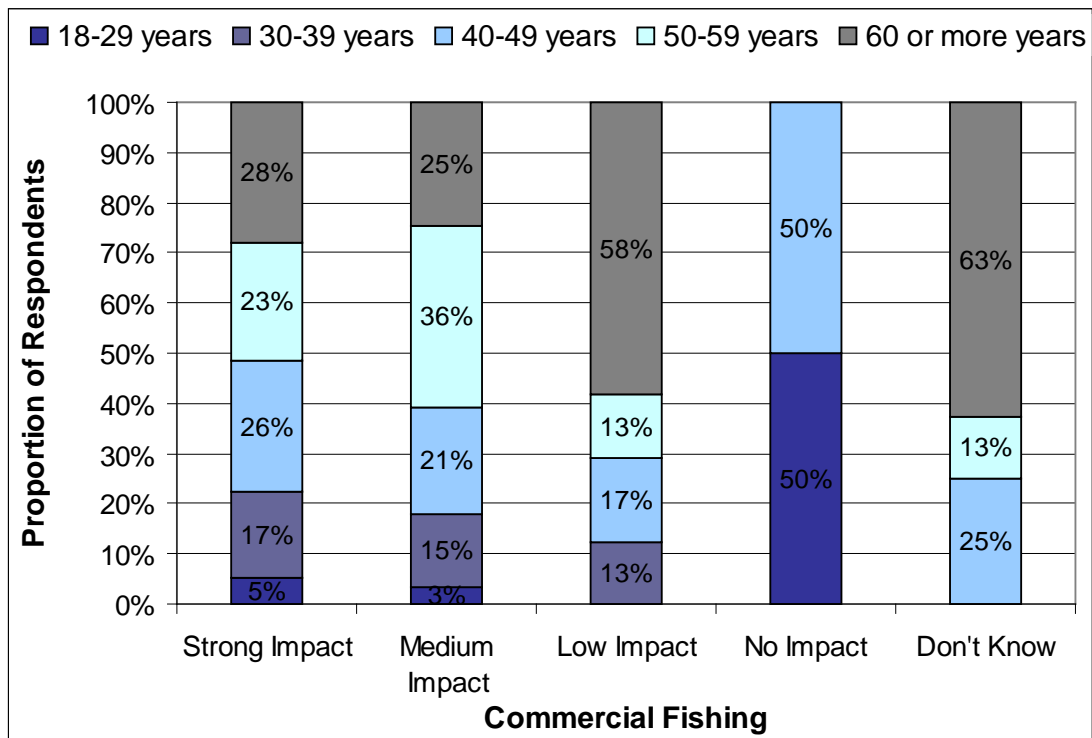
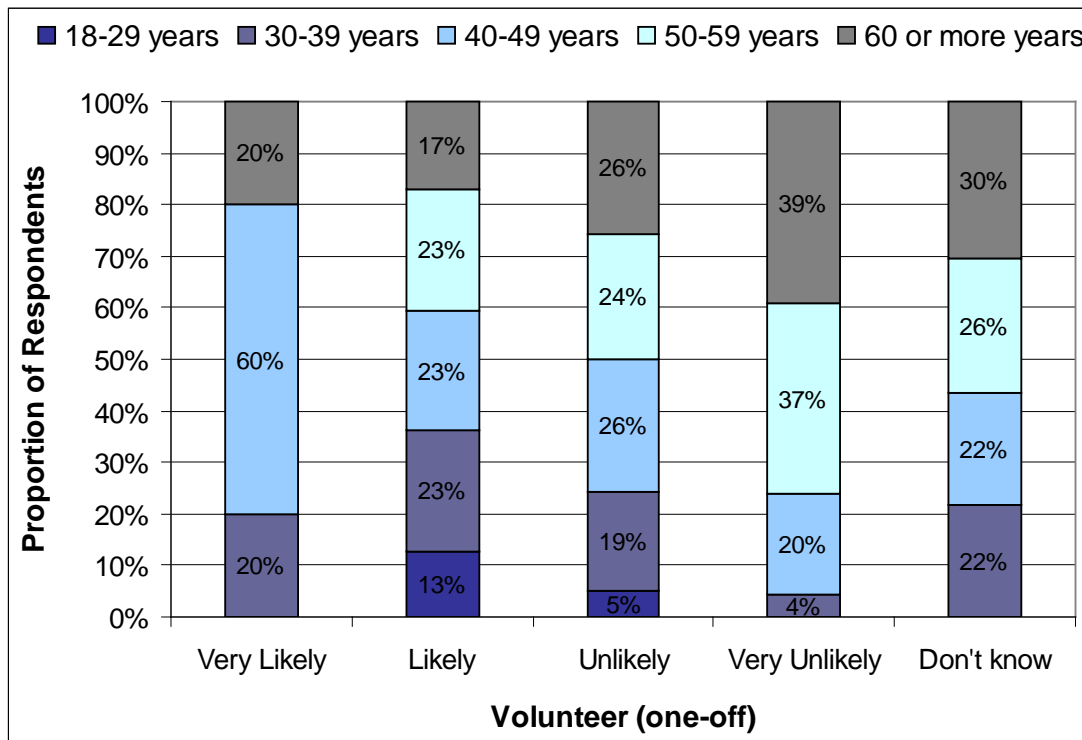


Figure 24 Level of Impact of 'Commercial Fishing'

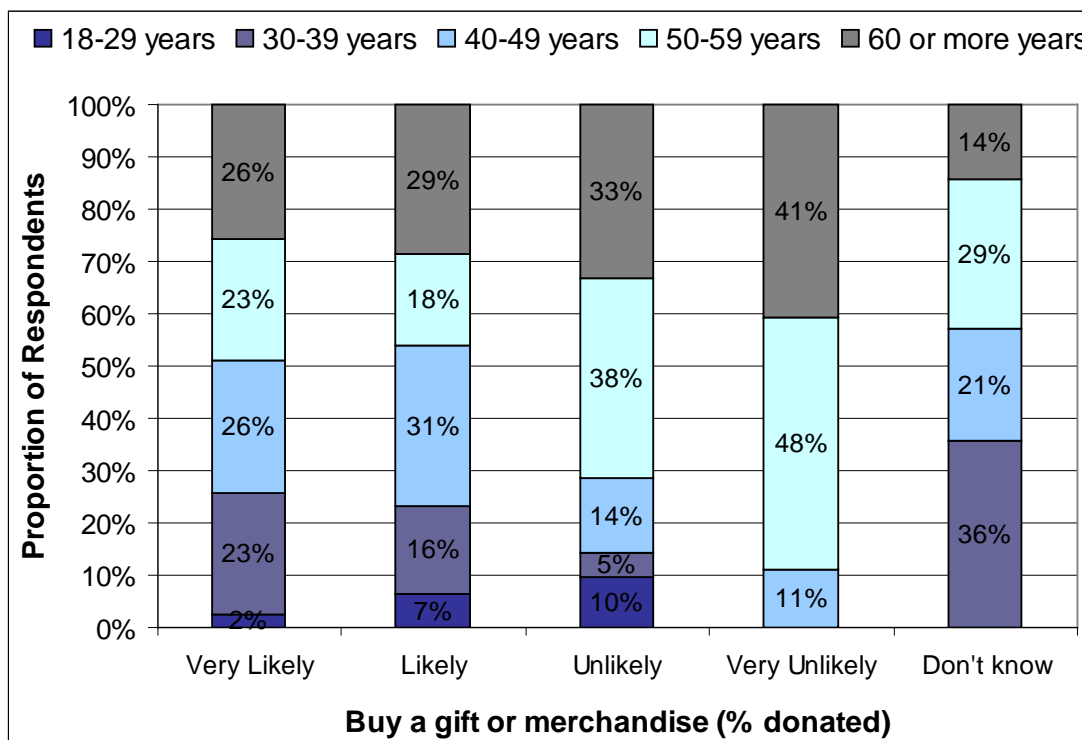




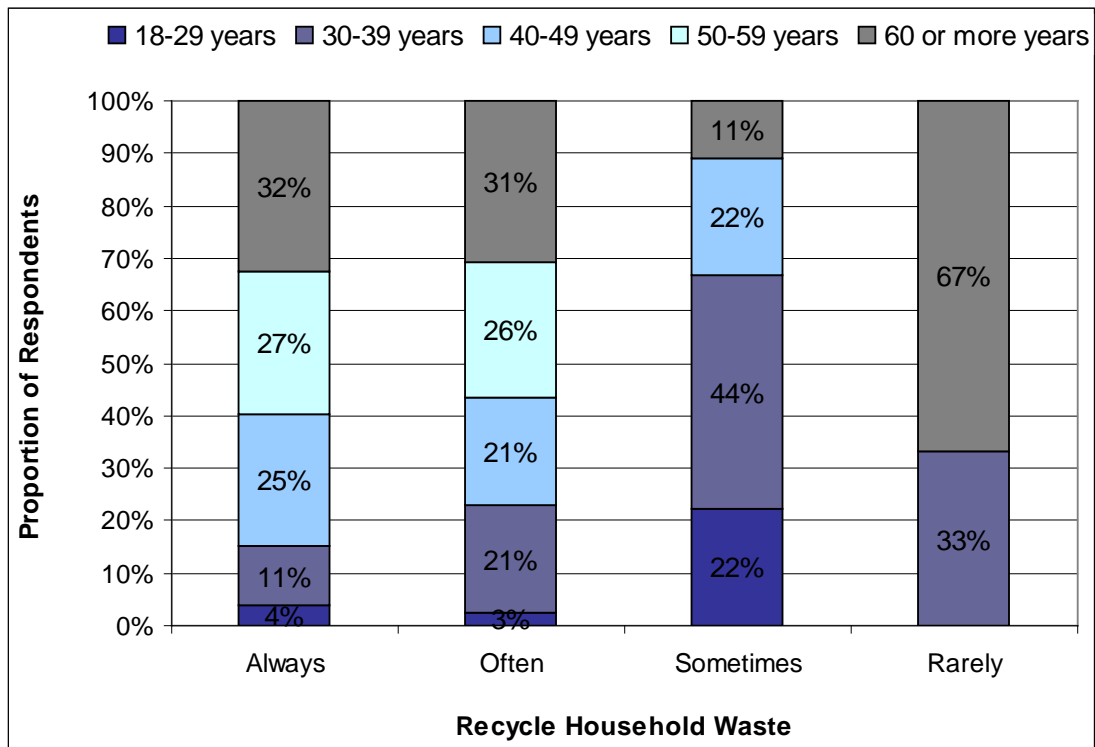
**Figure 25 Likelihood to Participate in ‘Volunteer (one-off)’**



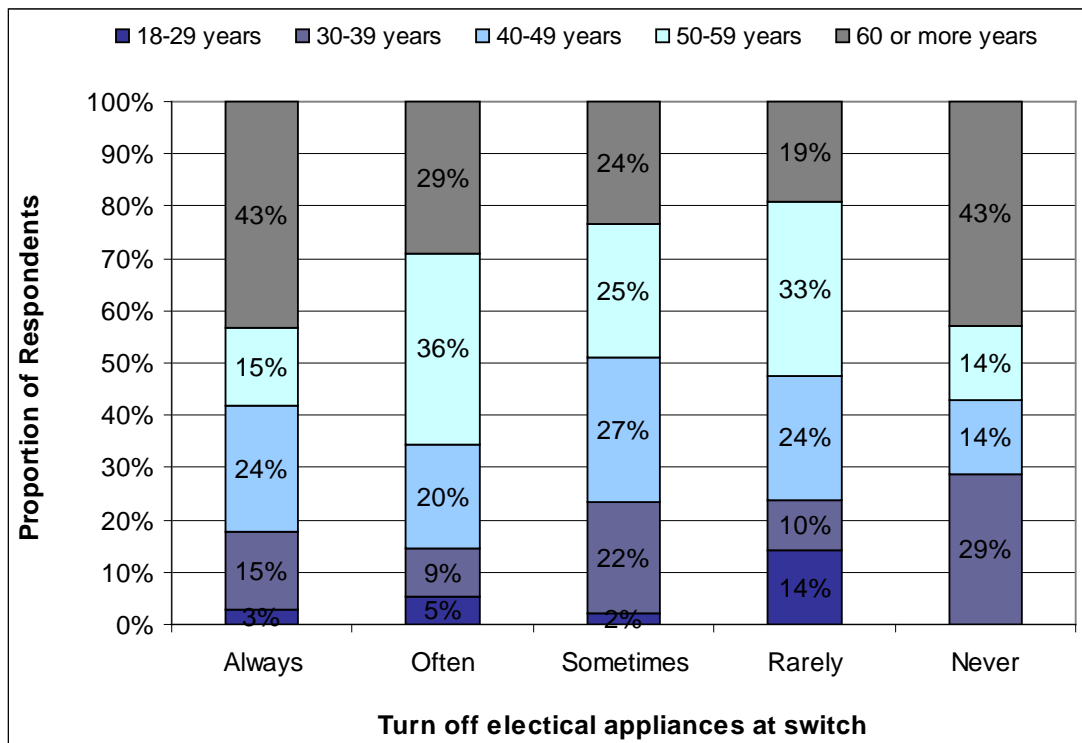
**Figure 26 Likelihood to Participate in ‘Buy a gift or merchandise where % of proceeds is donated’**



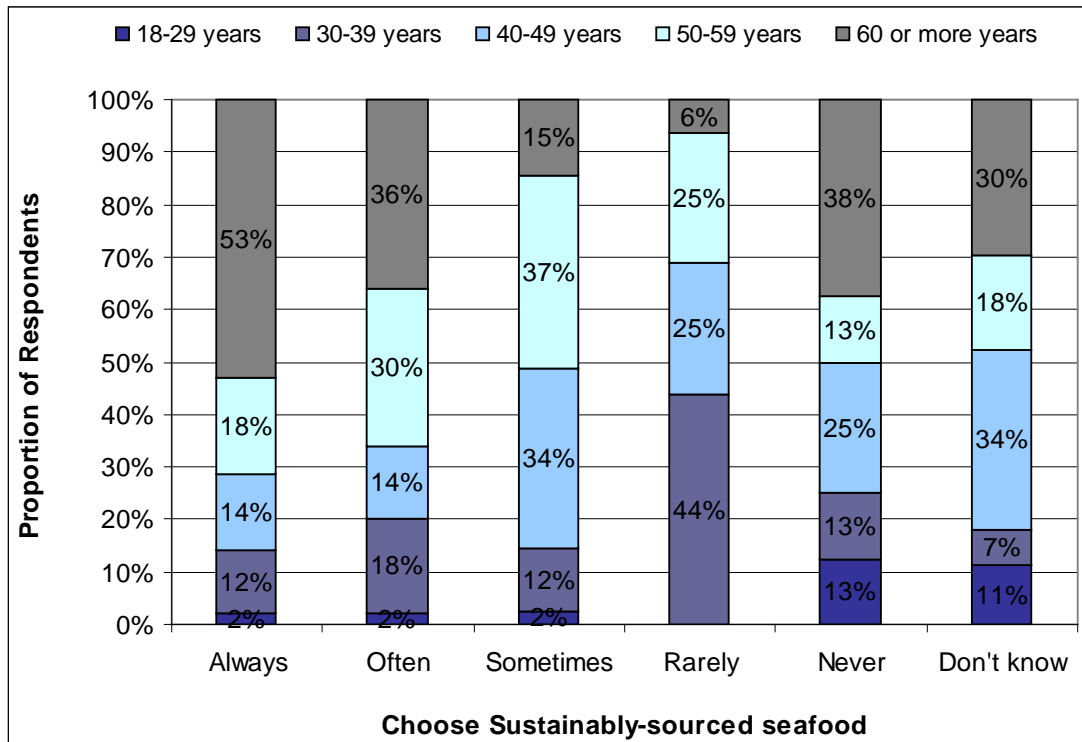
**Figure 27 Frequency in Participation in 'Recycle Household Waste'**



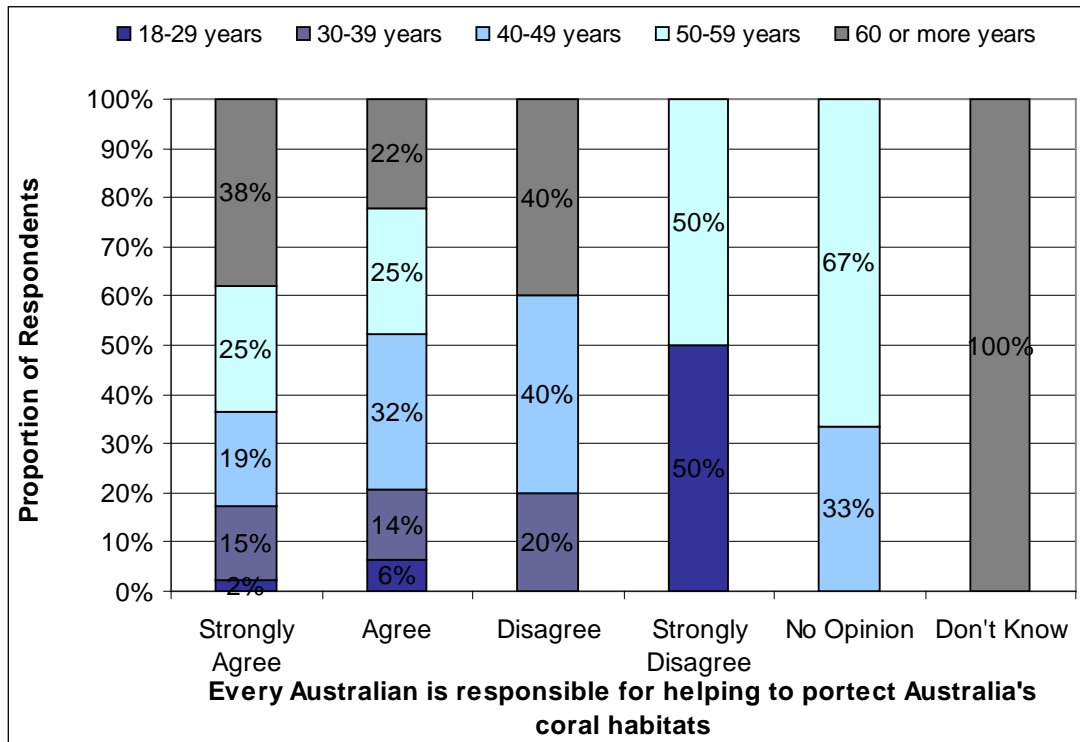
**Figure 28 Frequency in Participation in 'Turn off electrical appliances at the switch (not standby)'**



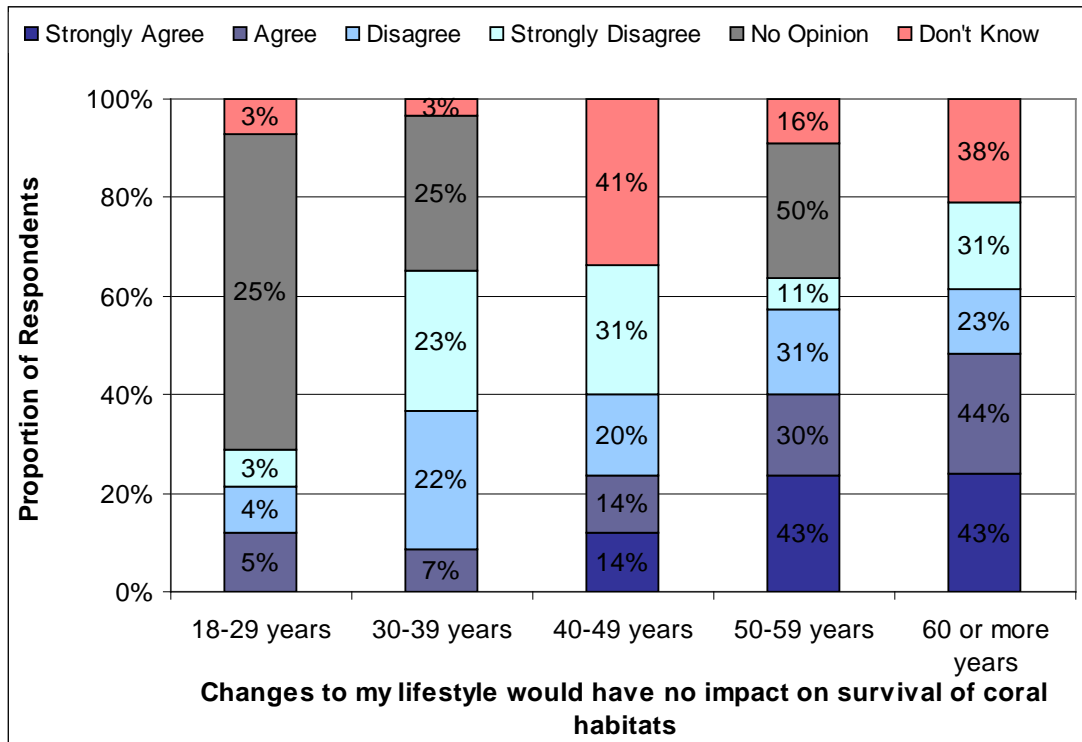
**Figure 29 Frequency in Participation in ‘Choosing Sustainably-sourced seafood’**



**Figure 30 Level of Agreement in ‘Every Australian is responsible for helping to protect Australia’s coral habitats’**

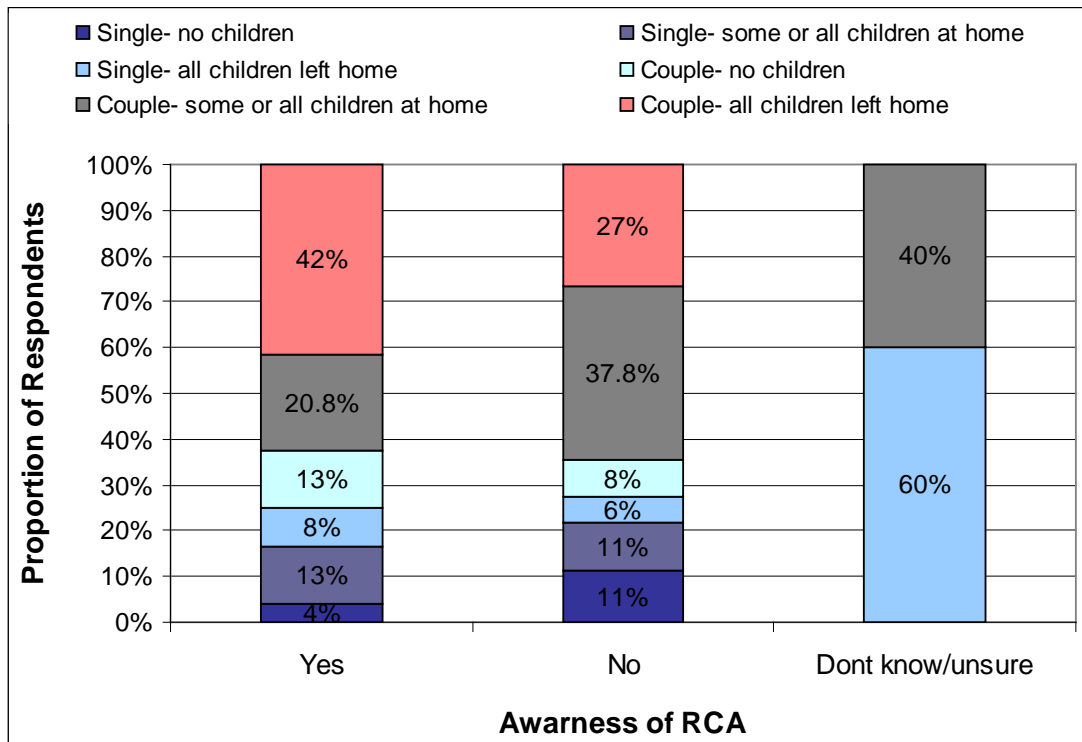


**Figure 31 Level of Agreement in ‘Changes to my lifestyle would have no impact on the survival of coral habitats’**

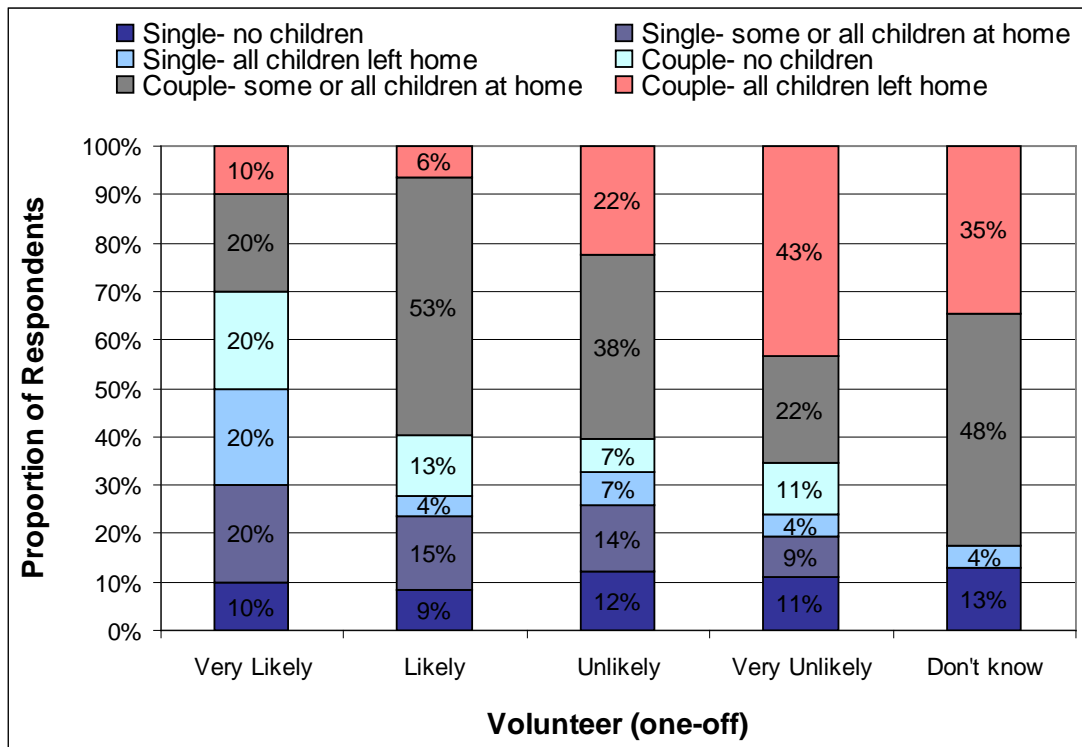


### 5.3. FAMILY STATUS

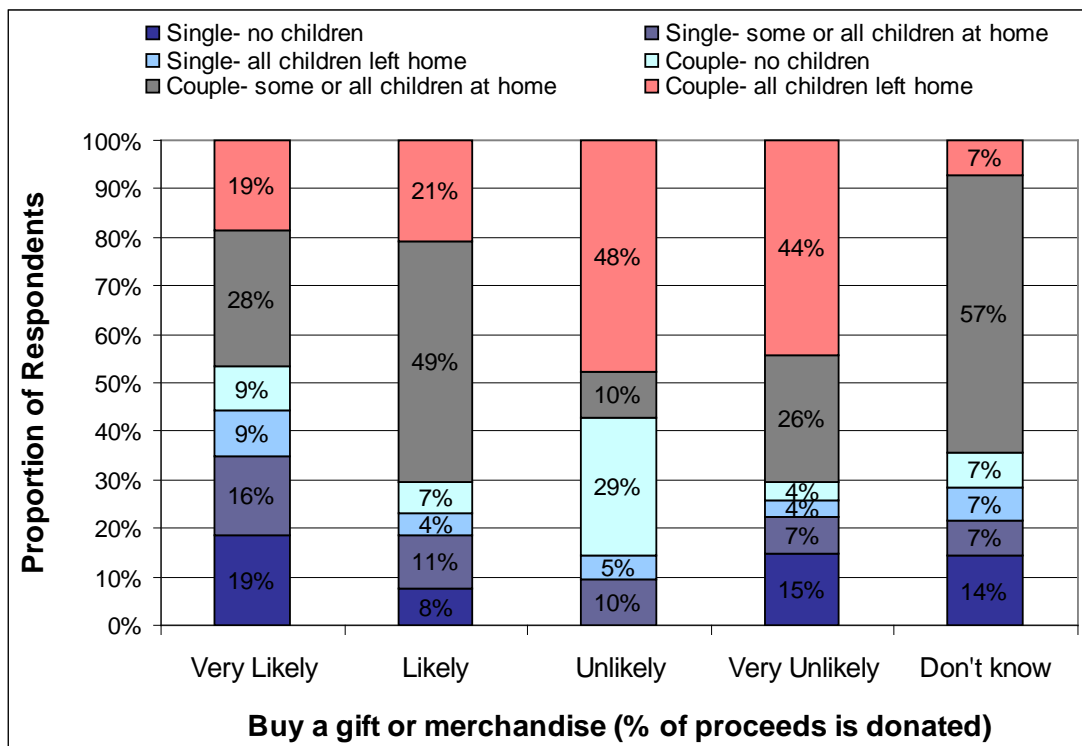
**Figure 32 Awareness of RCA**



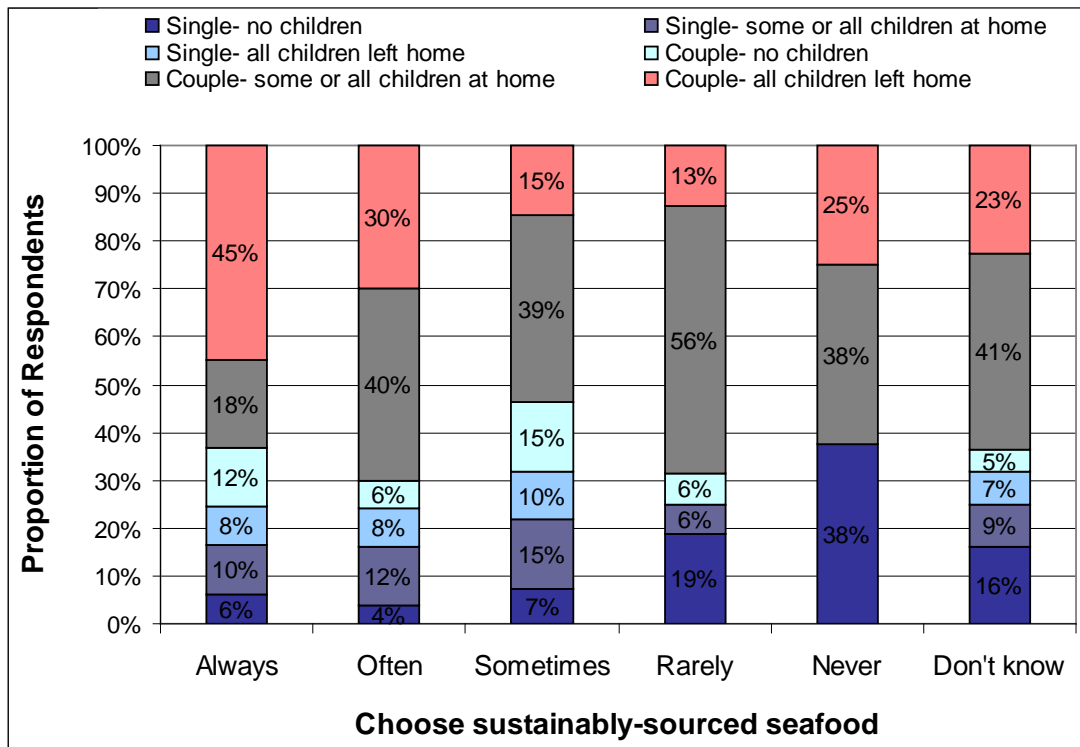
**Figure 33 Likelihood to ‘Volunteer (one-off)’**



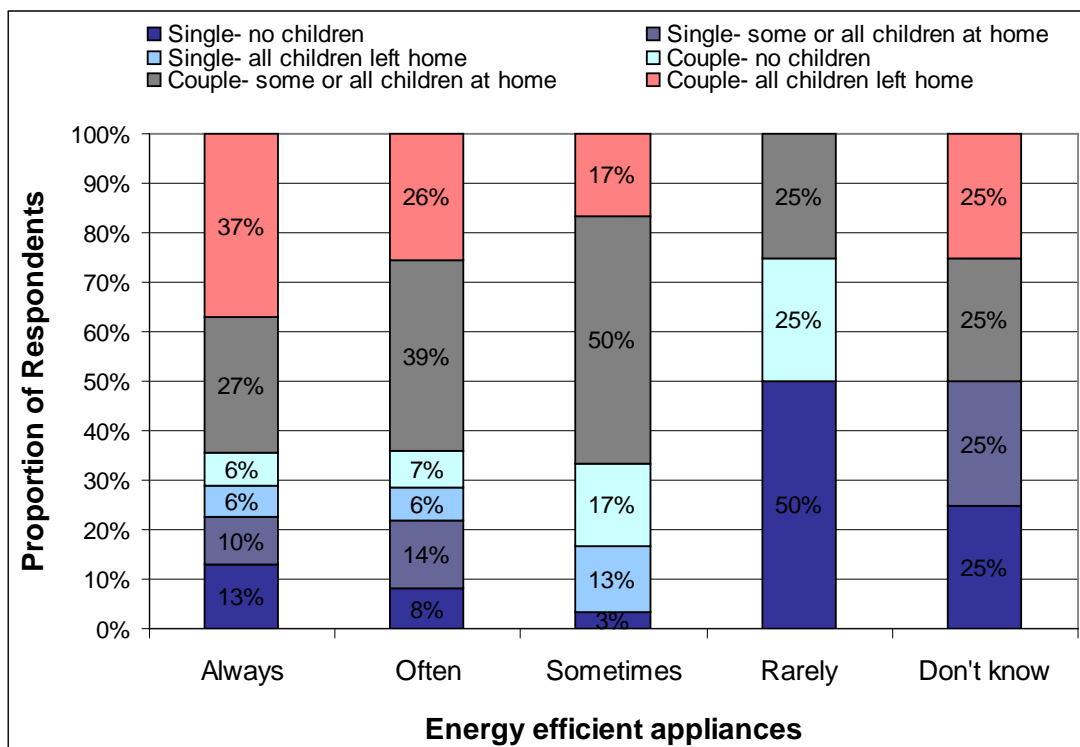
**Figure 34 Likelihood to ‘Buy a gift or merchandise where % of proceeds is donated’**



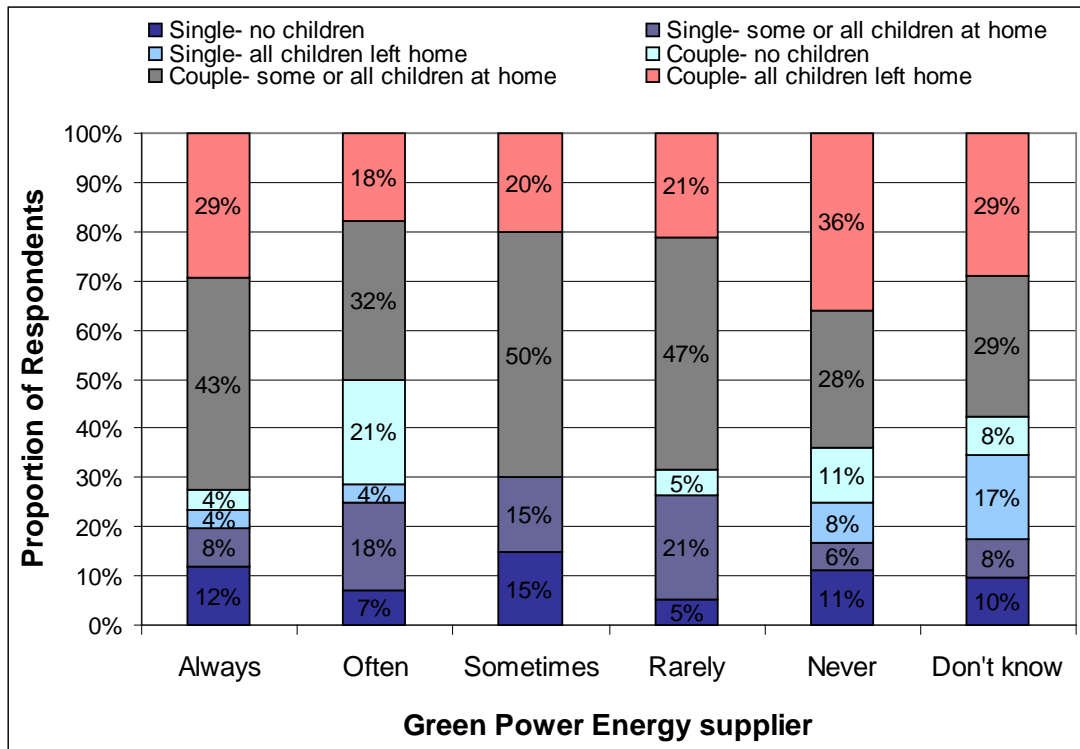
**Figure 35 Frequency in Participation in 'Choosing sustainably-sourced seafood'**



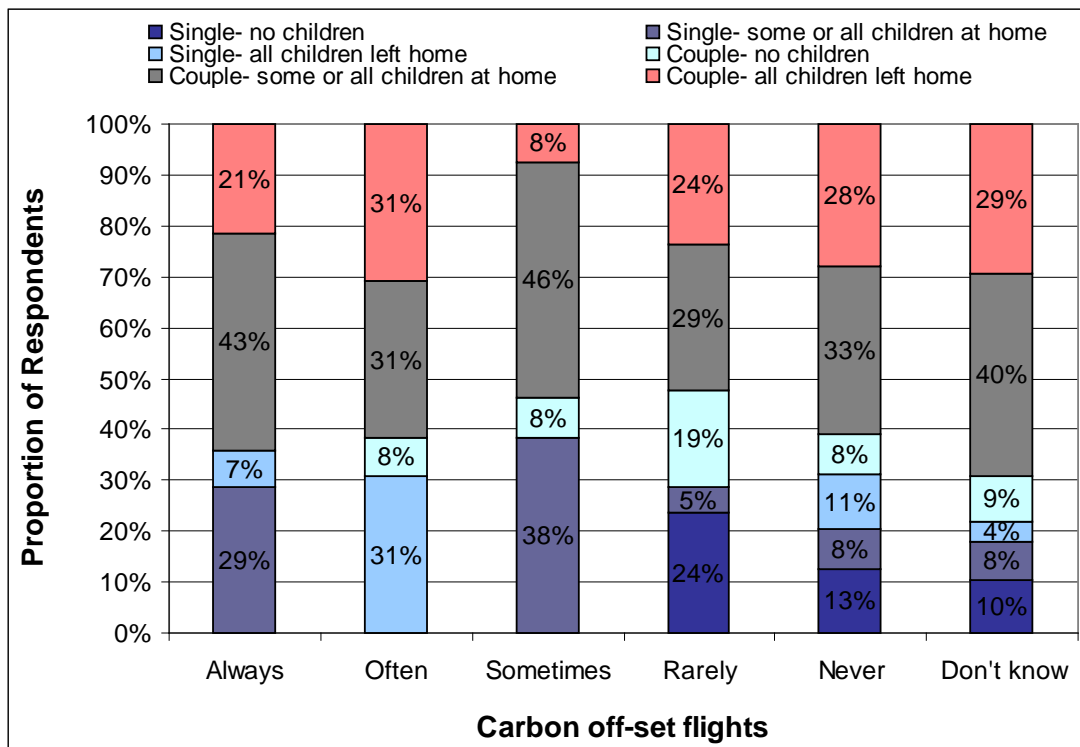
**Figure 36 Frequency in Participation in 'Using energy efficient appliances'**



**Figure 37 Frequency in Participation in 'Using green power energy supplier'**



**Figure 38 Frequency in Participation in 'Carbon off-setting my flights'**





#### 5.4. EMPLOYMENT STATUS

Figure 39 Level of Impact of 'Household chemical and detergent use'

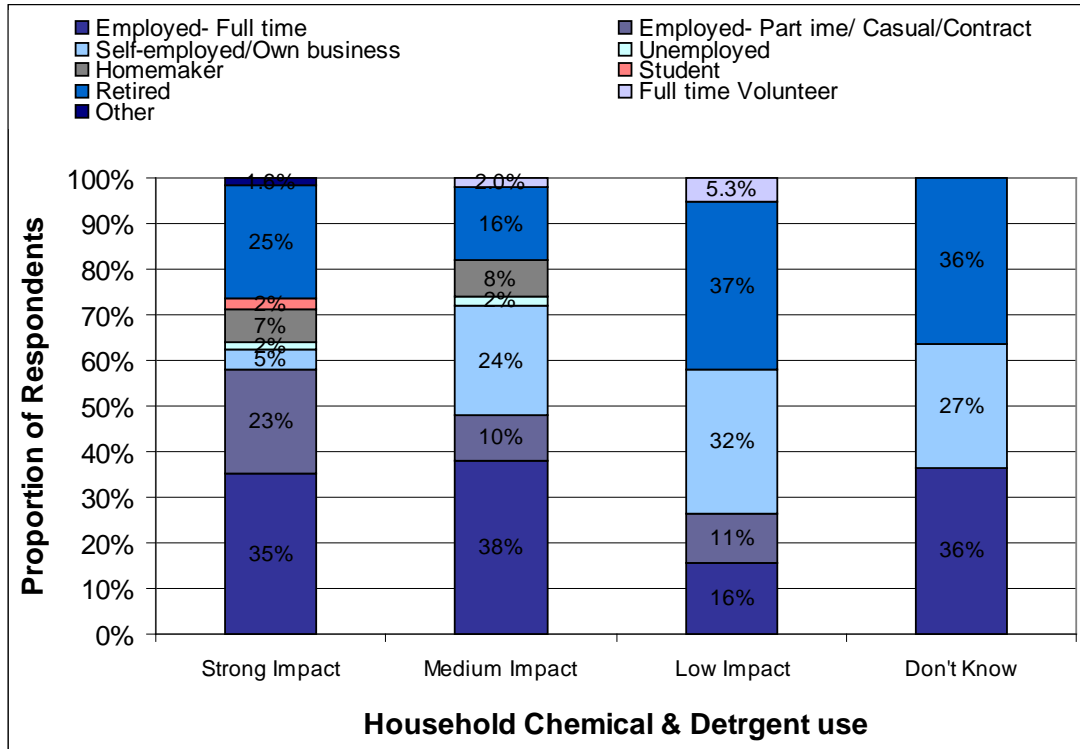
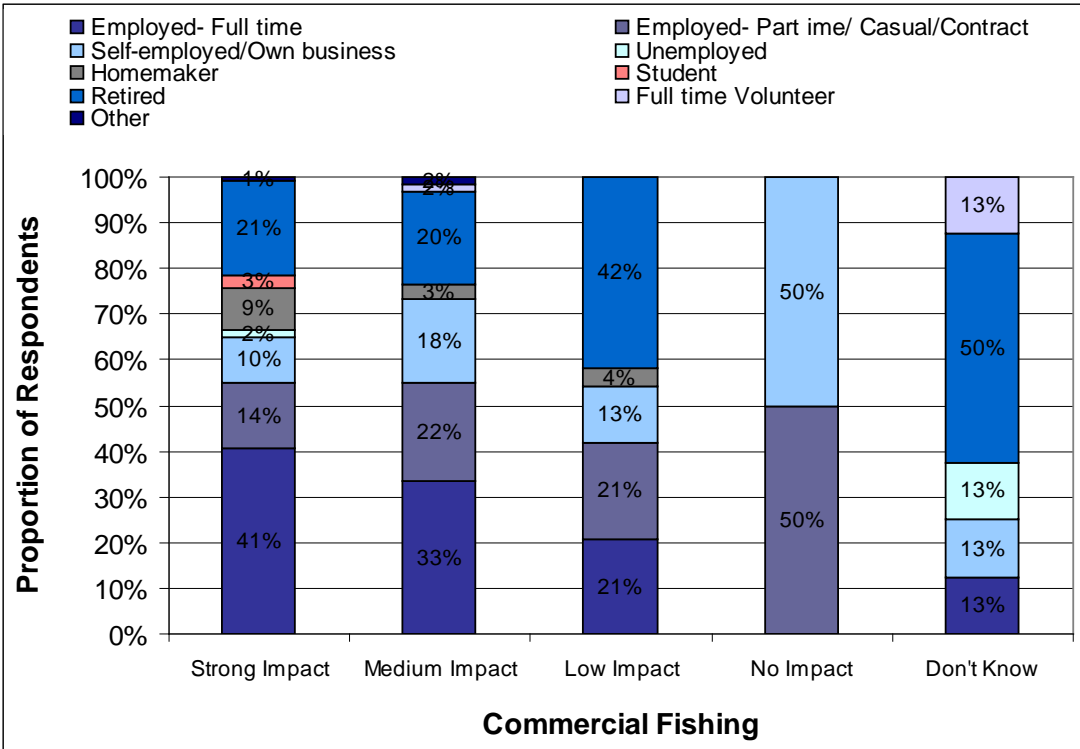
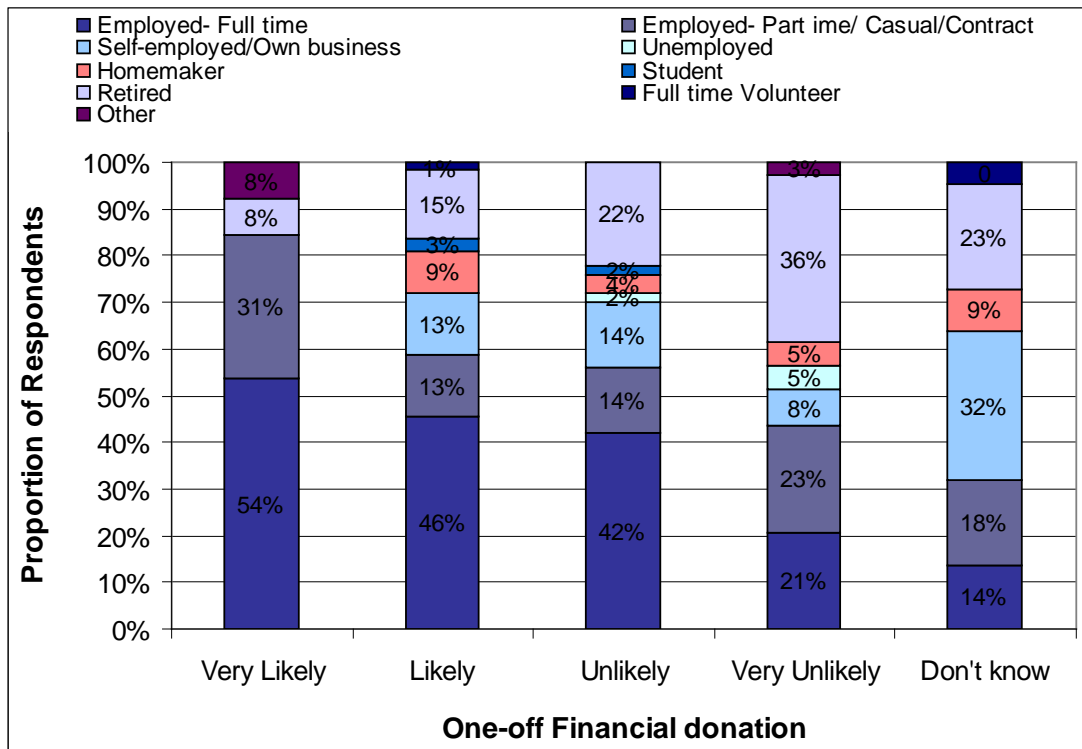


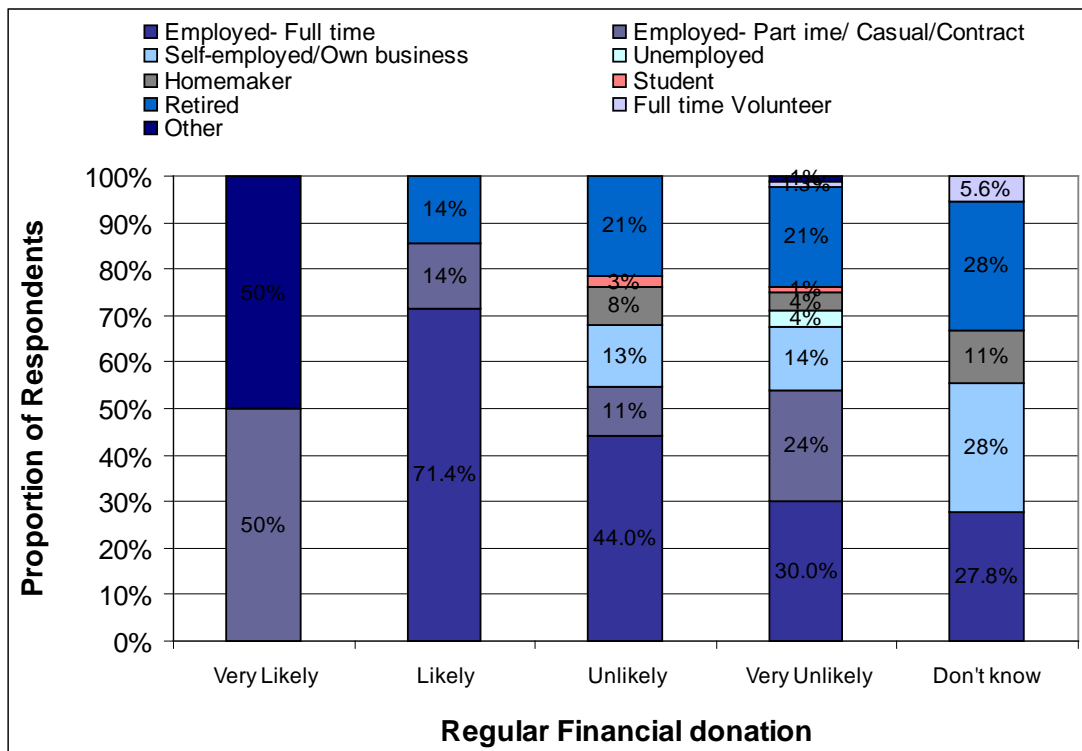
Figure 40 Level of Impact of 'Commercial Fishing'



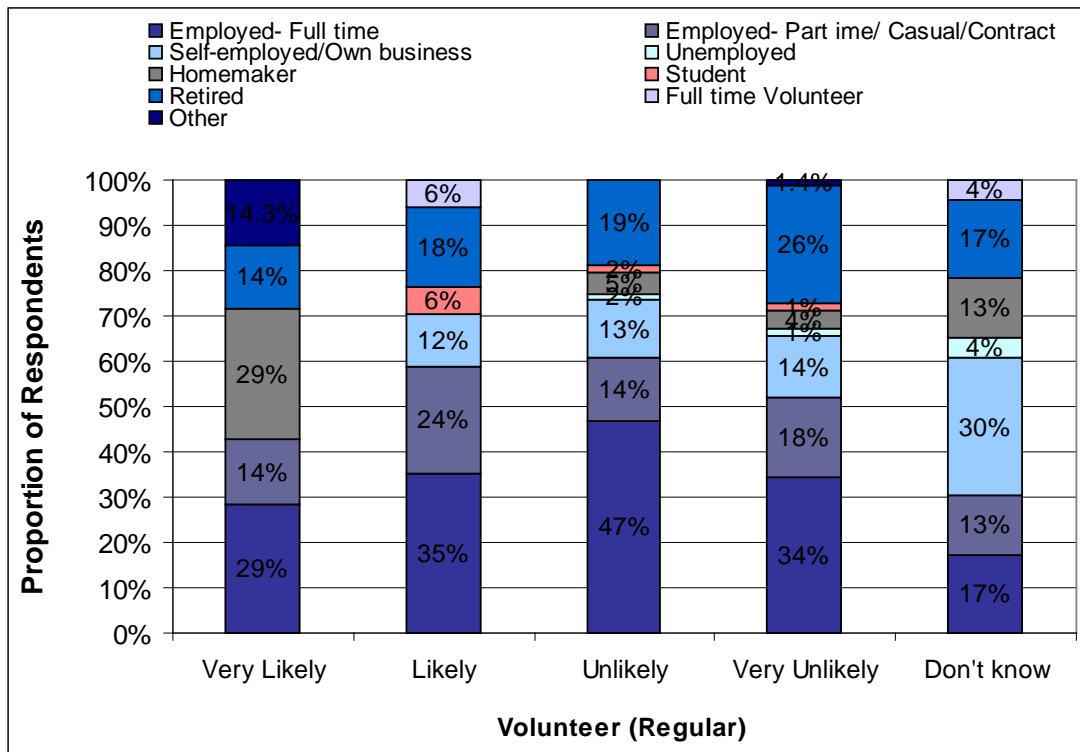
**Figure 41 Likelihood to Participate in a 'One-off financial donation'**



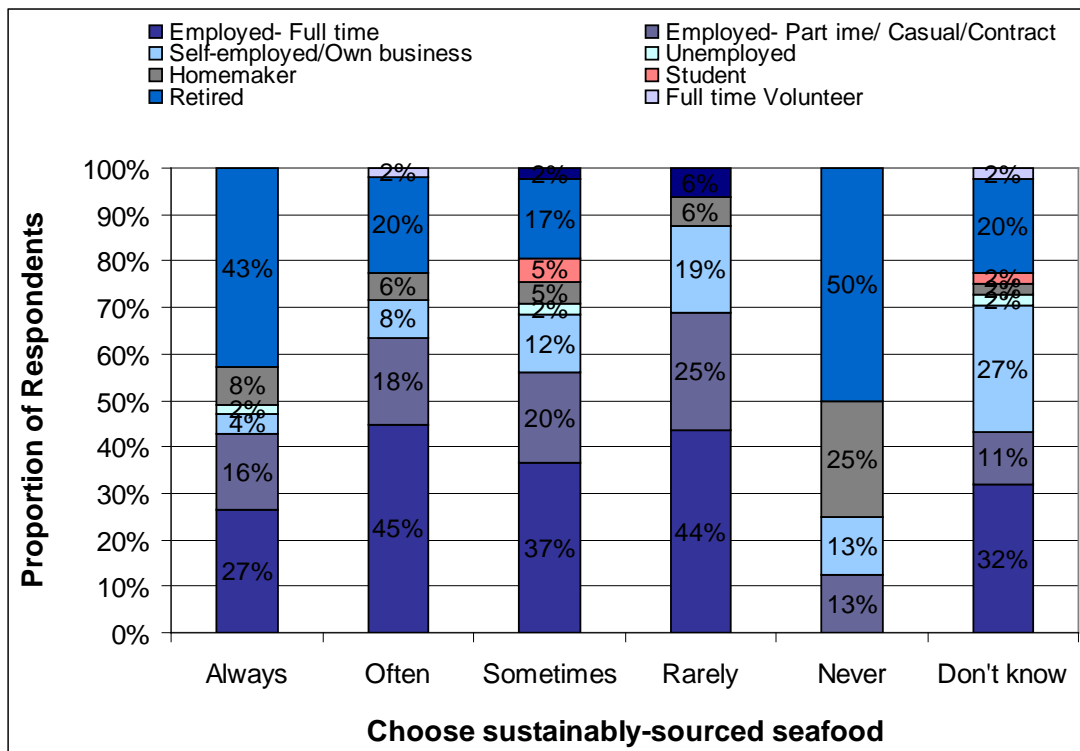
**Figure 42 Likelihood to Participate in 'Regular financial donations'**



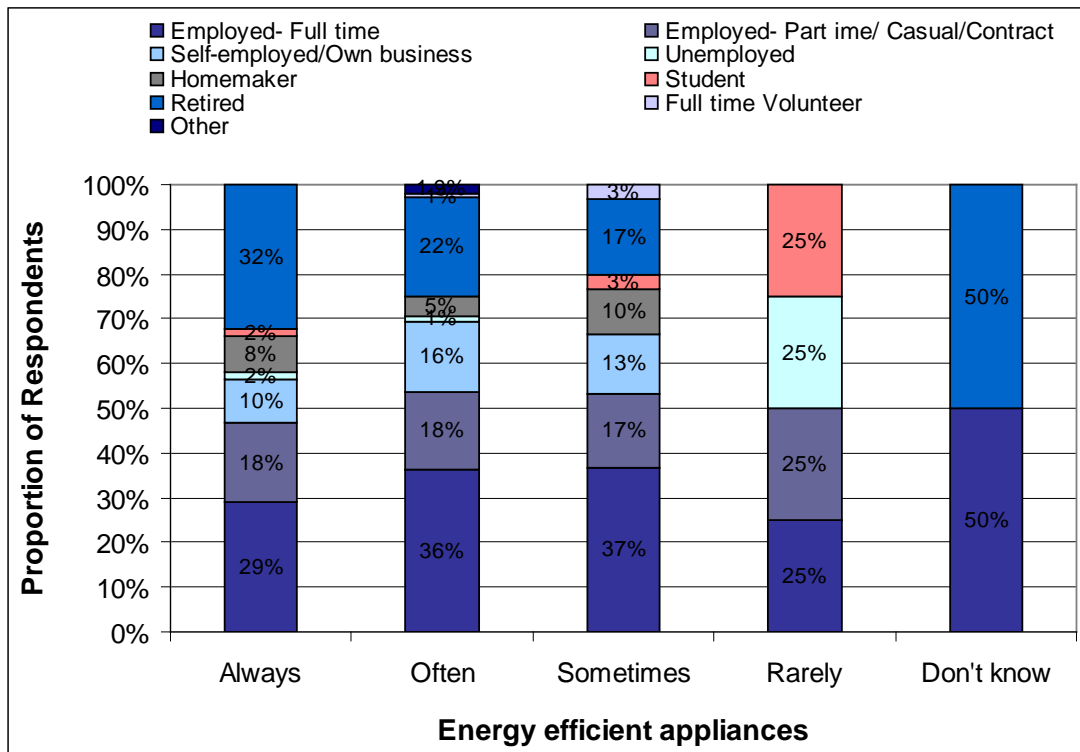
**Figure 43 Likelihood to ‘Volunteer (Regular)’**



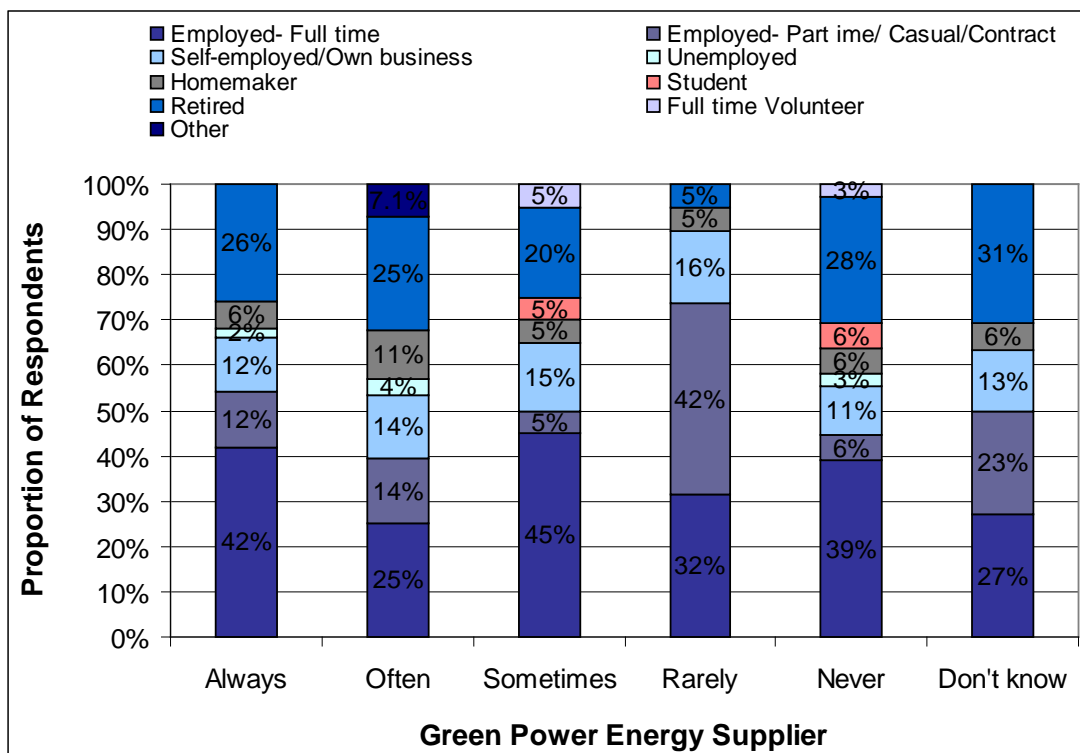
**Figure 44 Frequency in Participation in ‘Choosing Sustainably-sourced seafood’**



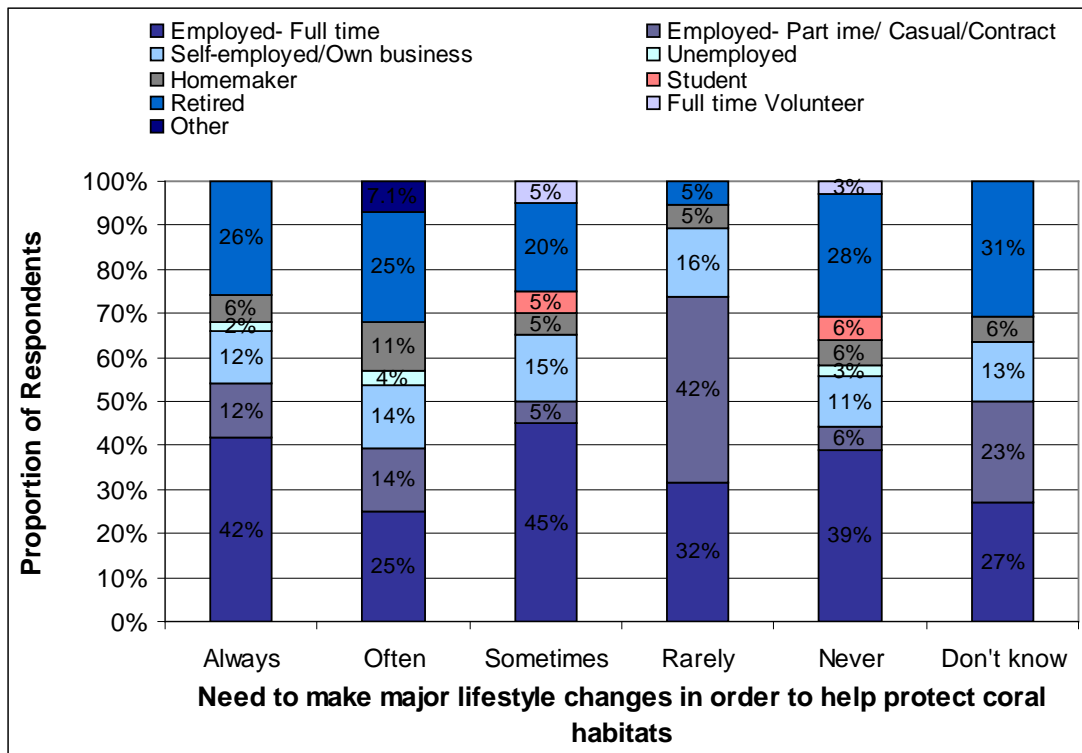
**Figure 45 Frequency in Participation in 'Using energy efficient appliances'**



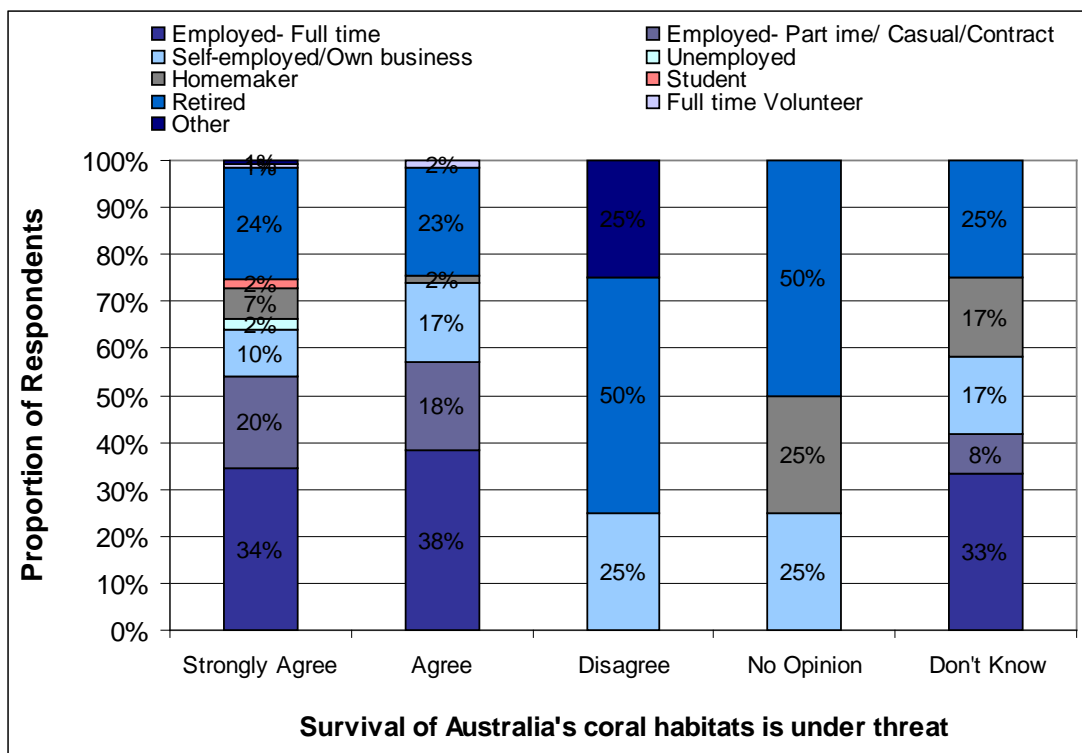
**Figure 46 Frequency in Participation in 'Using green power energy supplier'**



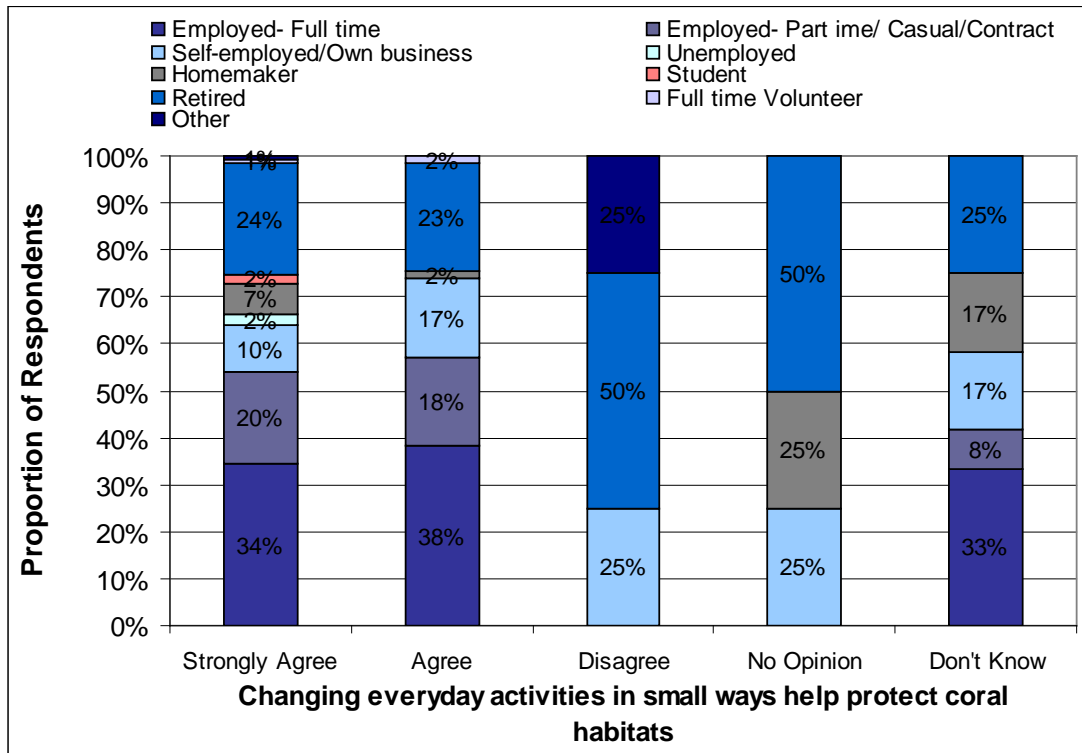
**Figure 47 Level of Agreement in 'I would need to make major lifestyle changes in order to help protect coral habitats'**



**Figure 48 Level of Agreement in 'The survival of Australia's coral habitats is under threat'**



**Figure 49 Level of Agreement in ‘Changing my everyday activities in small ways can help to protect coral habitats’**



### 5.5. TENURE STATUS

Figure 50 Awareness of RCA

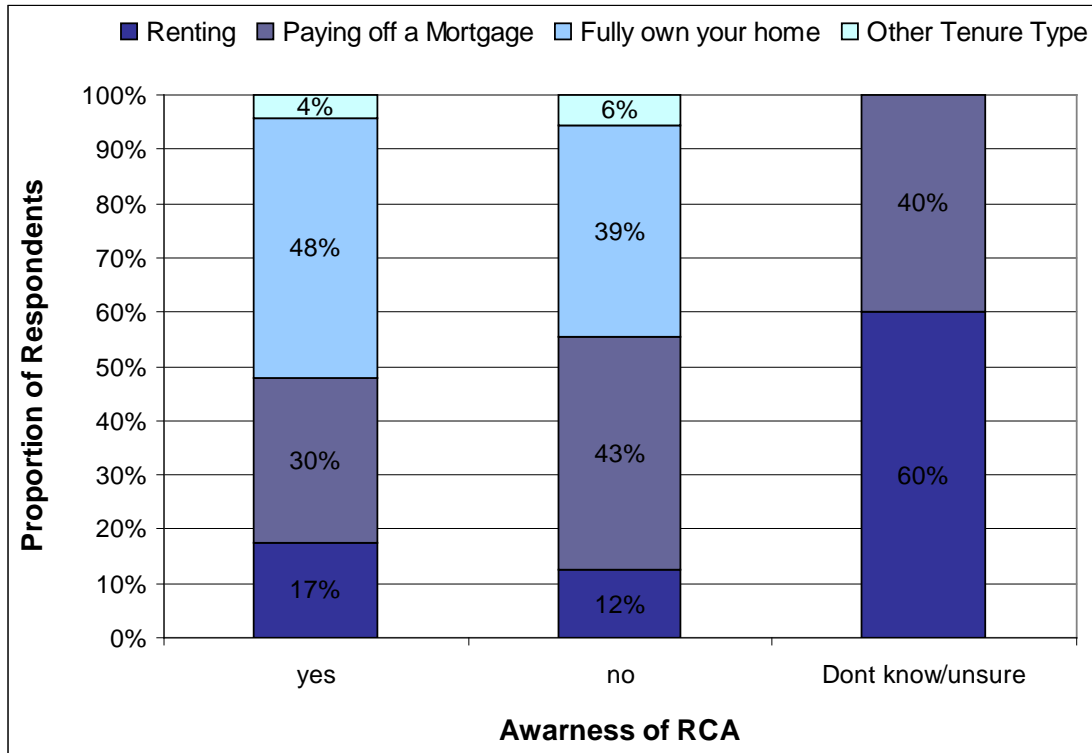
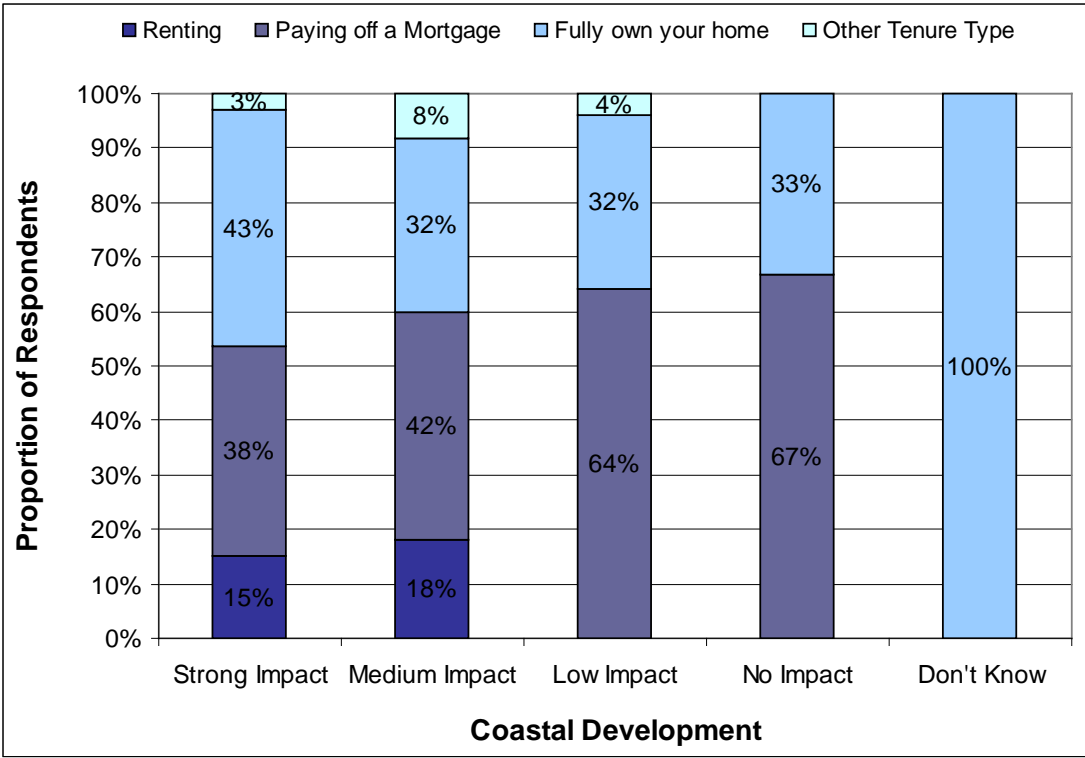
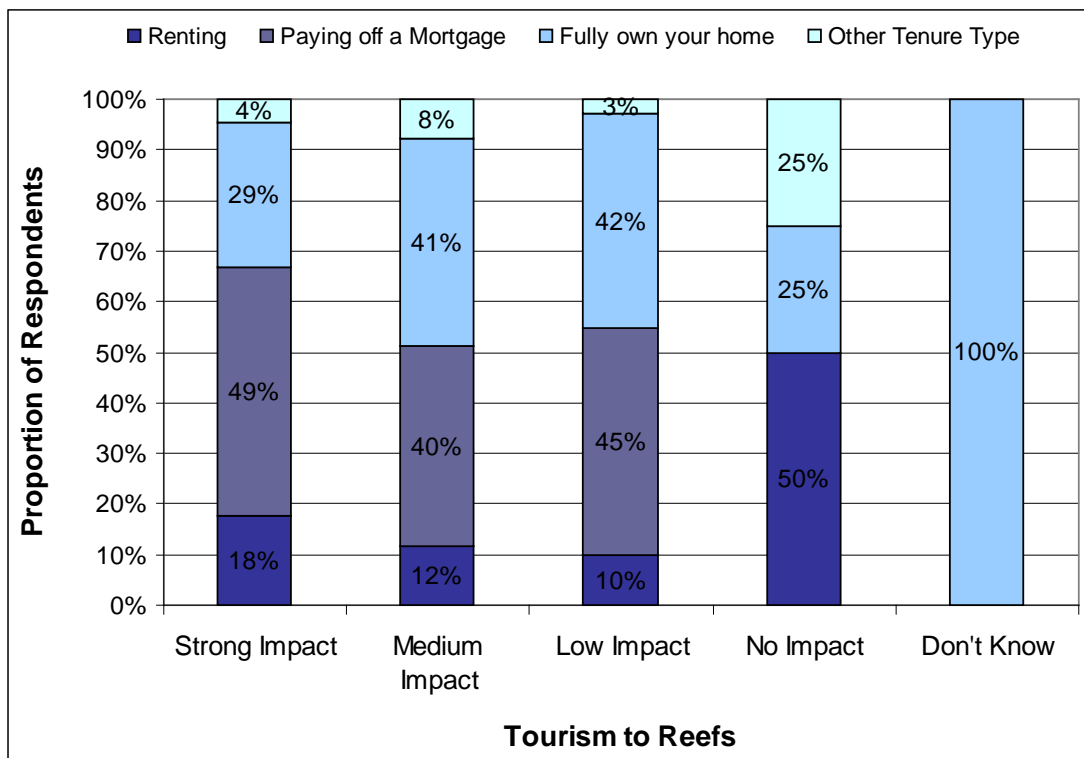


Figure 51 Level of Impact of 'Coastal Development'

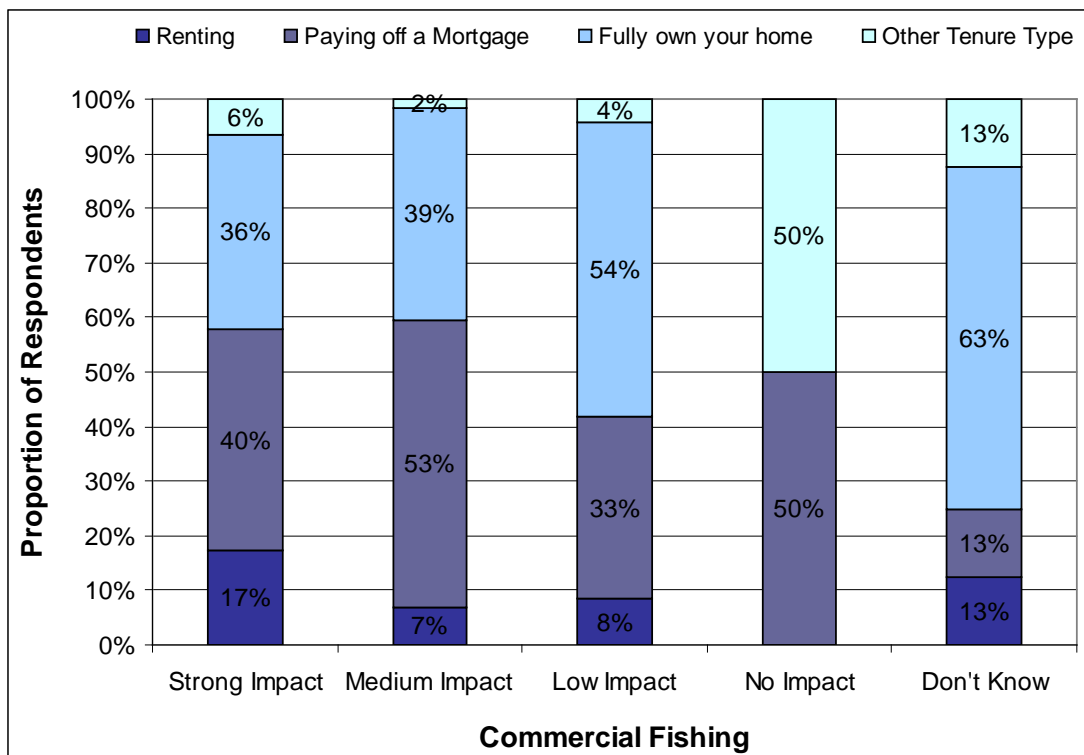




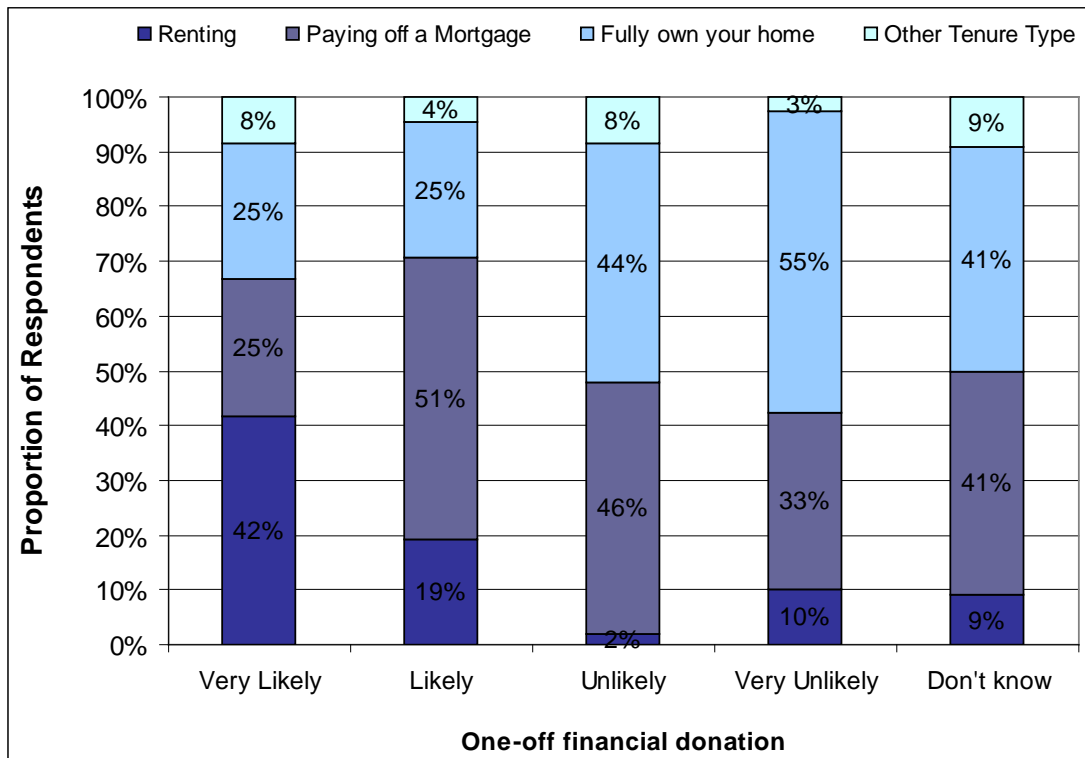
**Figure 52 Level of Impact of 'Tourism to Reefs'**



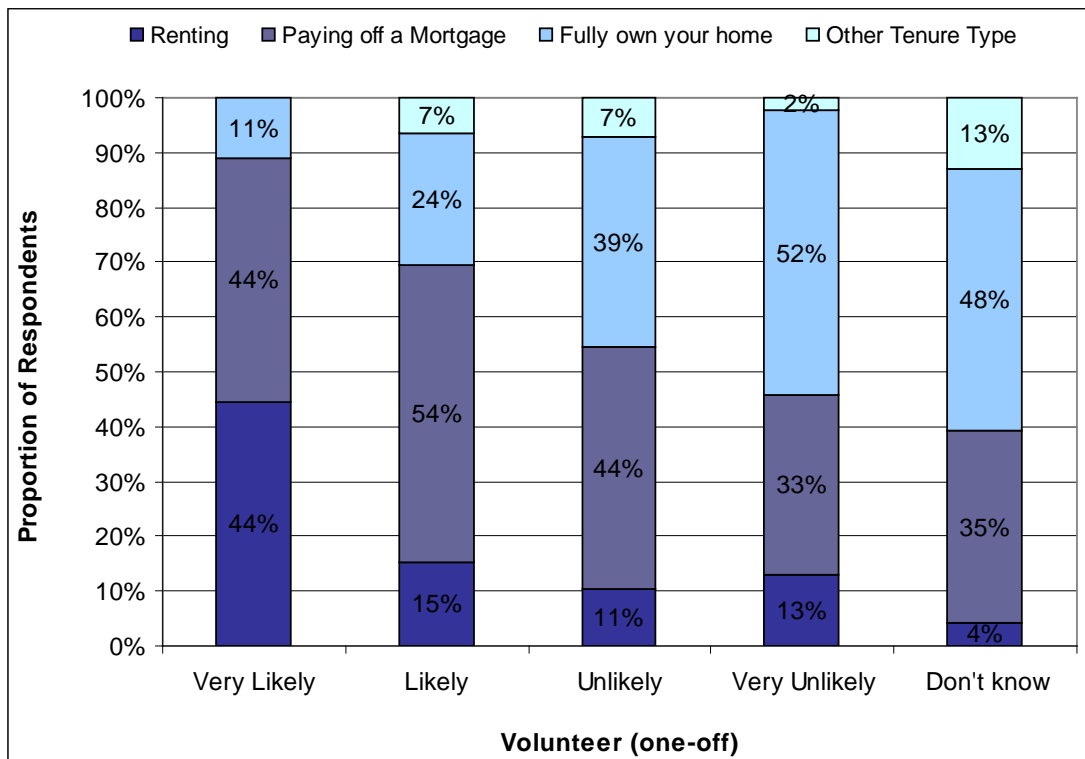
**Figure 53 Level of Impact of 'Commercial Fishing'**



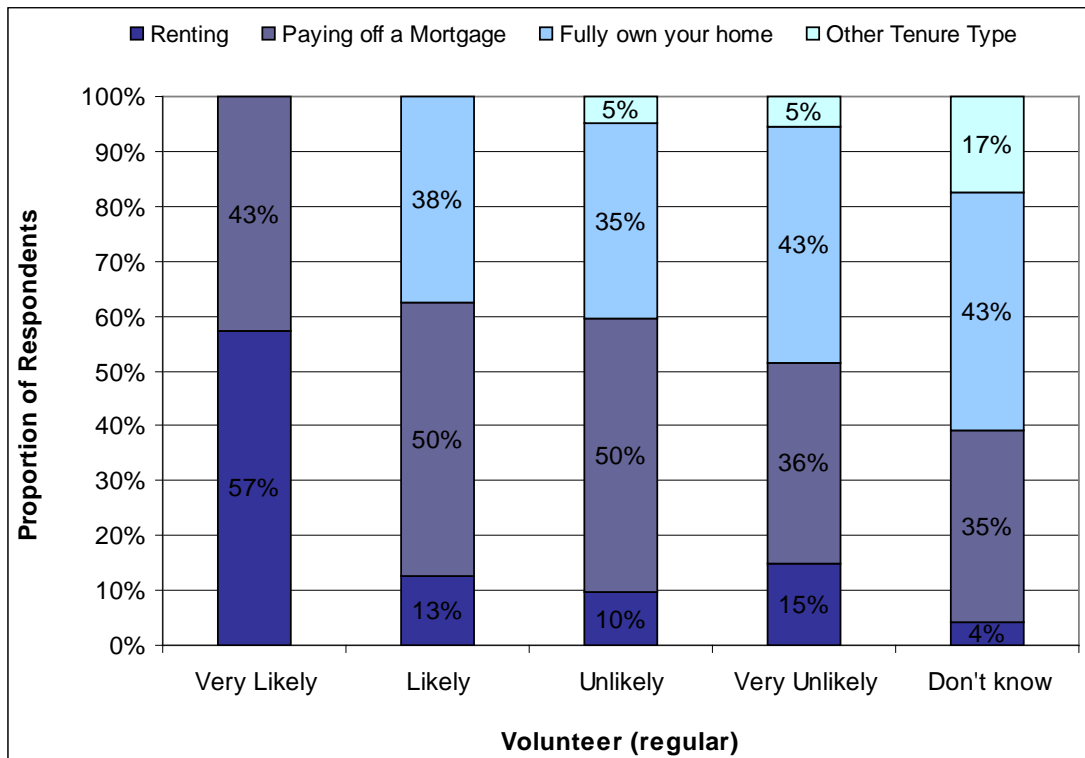
**Figure 54 Likelihood to Participate in ‘One-off financial donation’**



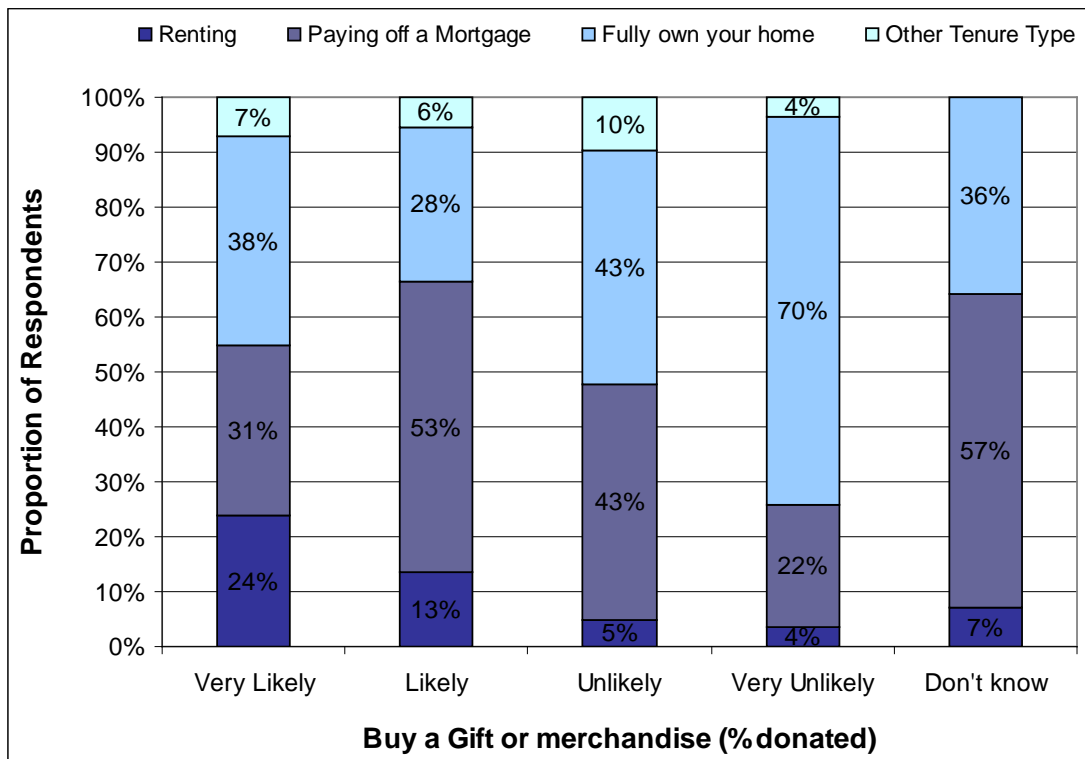
**Figure 55 Likelihood to ‘Volunteer (one-off)’**



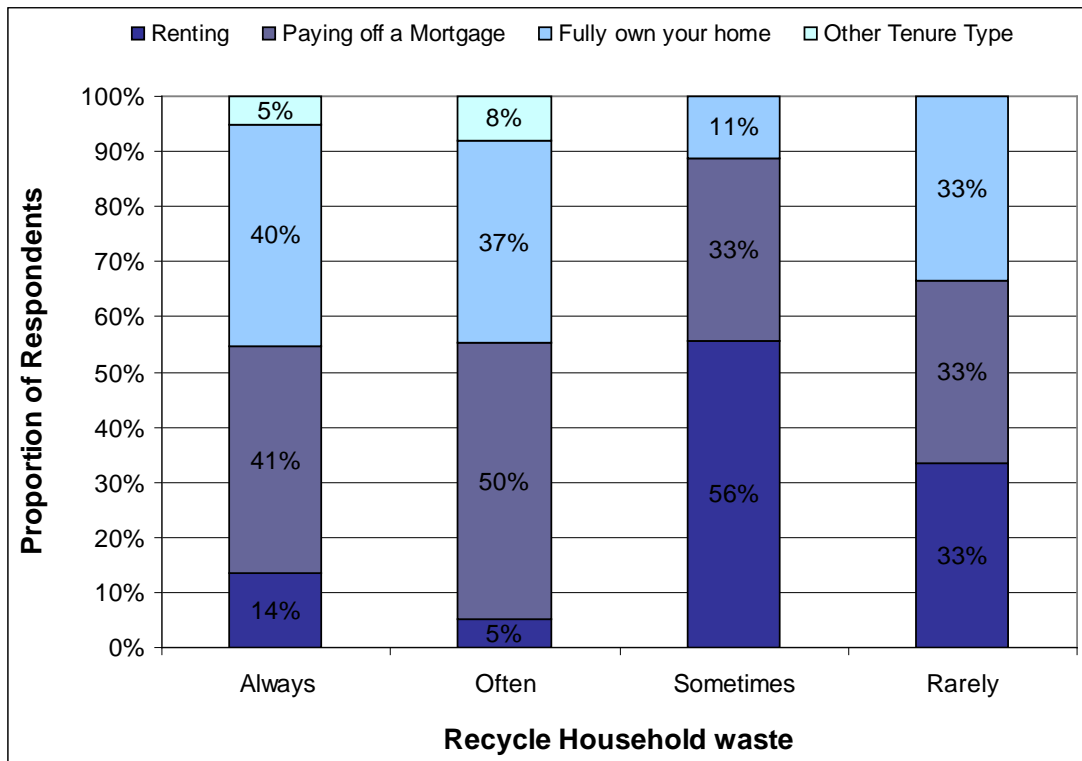
**Figure 56 Likelihood to ‘Volunteer (regular)’**



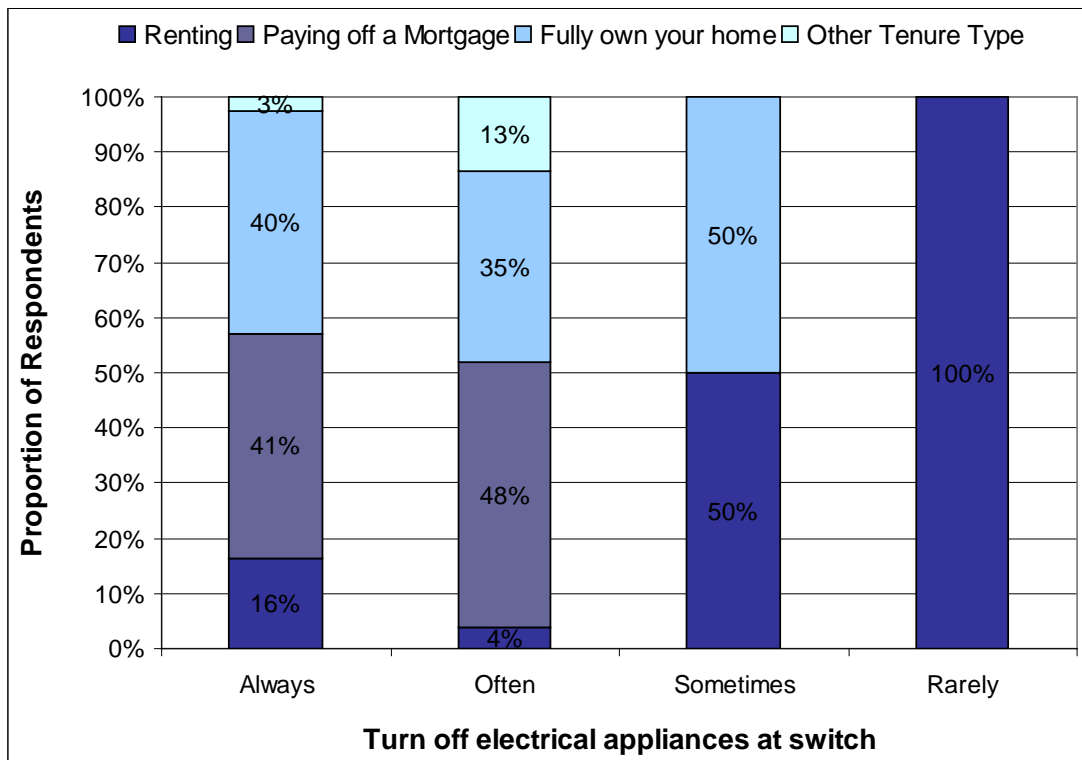
**Figure 57 Likelihood to ‘Buy a gift or merchandise where % of proceeds is donated’**



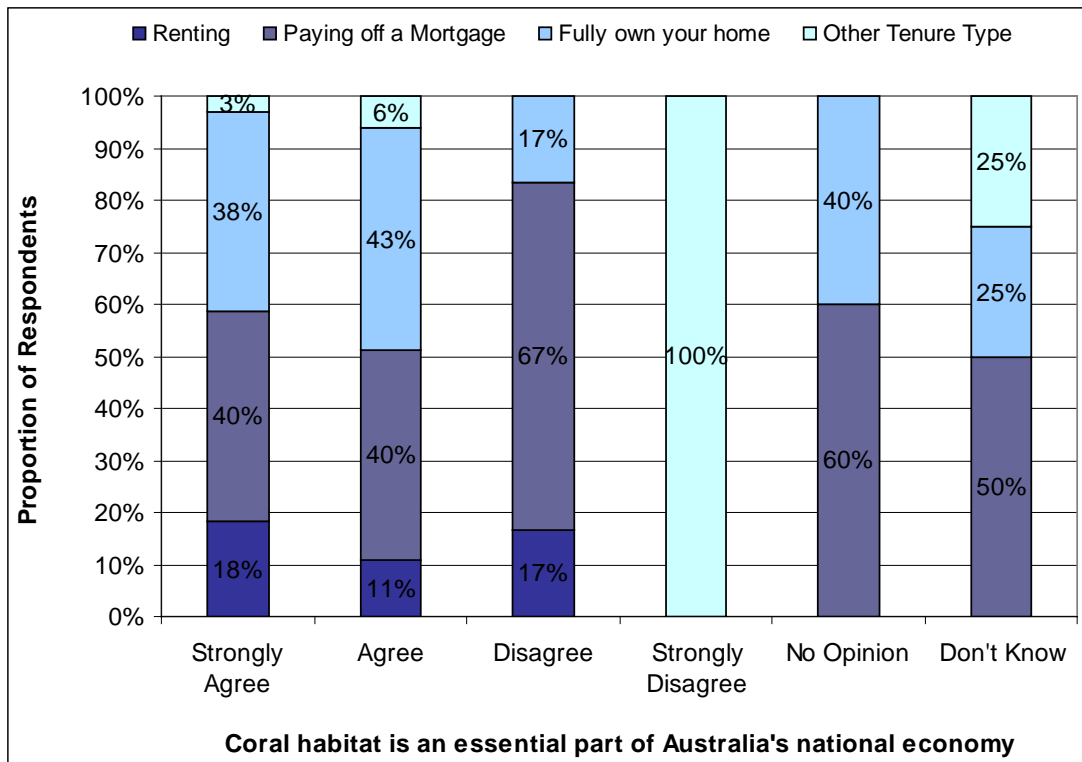
**Figure 58 Frequency in Participation in 'Recycling Household Waste'**



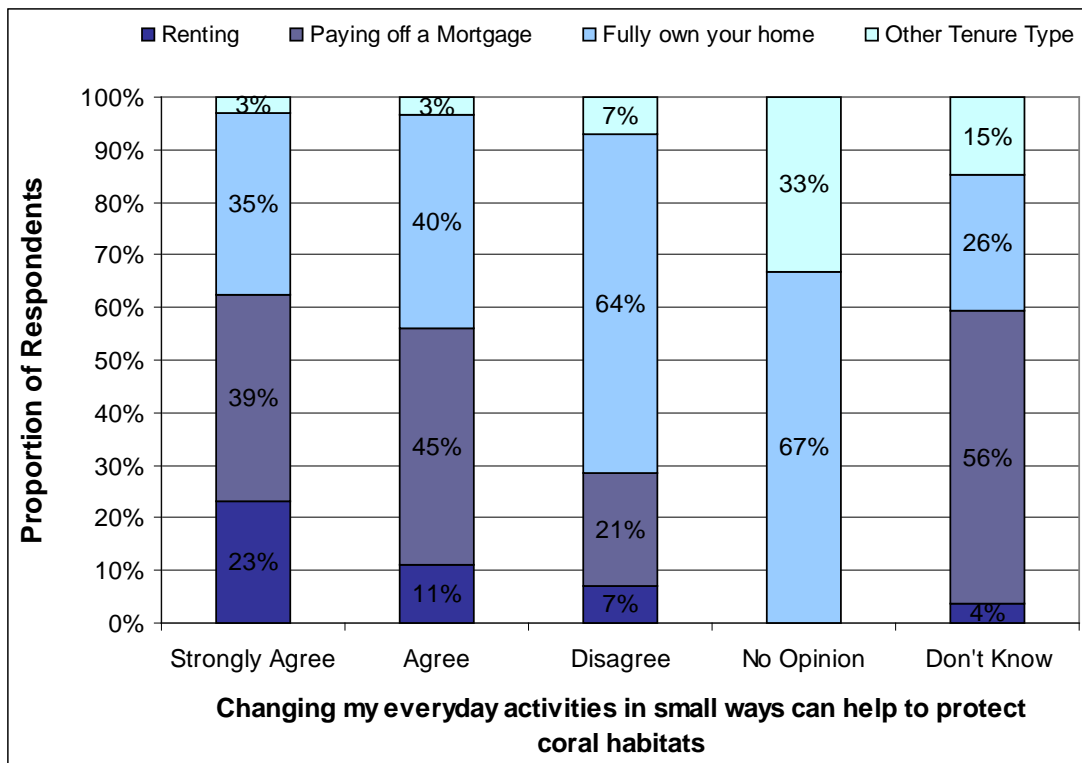
**Figure 59 Frequency in Participation in 'Turning off electrical appliances at the switch (not standby)'**



**Figure 60 Level of Agreement in ‘Coral Habitat is an essential part of Australia’s national economy’**



**Figure 61 Level of Agreement in ‘Changing my everyday activities in small ways can help to protect coral habitats’**



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