



City of Albany Artificial Surf Reef Feasibility Survey

Friday, February 12, 2016

728

Total Responses

Date Created: Monday, June 15, 2015

Complete Responses: 695

Picturesque Poor Surf Nice Artificial Reef Needs Protected
Potential Local Family Bad Surf
Swimming Surf Club Scenery Esplanade
Beautiful Close Outs Beach Albany
Waves Serene Boring Pub Scenic Beers
Friendly Average Surf Board Walk Busy

Questions 1 -6 Summary

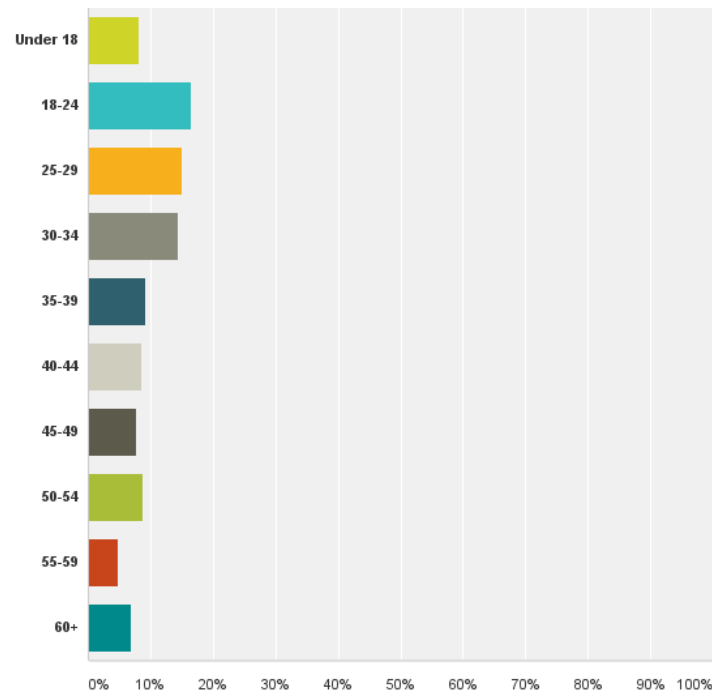
Qualitative Demographics:

- Most of the respondents were aged between 18-24 years (17%).
- The second largest group were aged 25-29 years (15%).
- The third largest group of respondents were aged between 30-34 years (14%).

This highest response rate from those aged 18-24 years represents 7.5% of the Albany population (source: Census data 2011). This is the third smallest group within the population. However, there has been a growth trend within this group since 2001, and traditionally this group has been the age when young people leave Albany for education and employment in Perth. The service age group is described as tertiary education and independents and identified as making up 2,507 of 33,648 in population (2011).

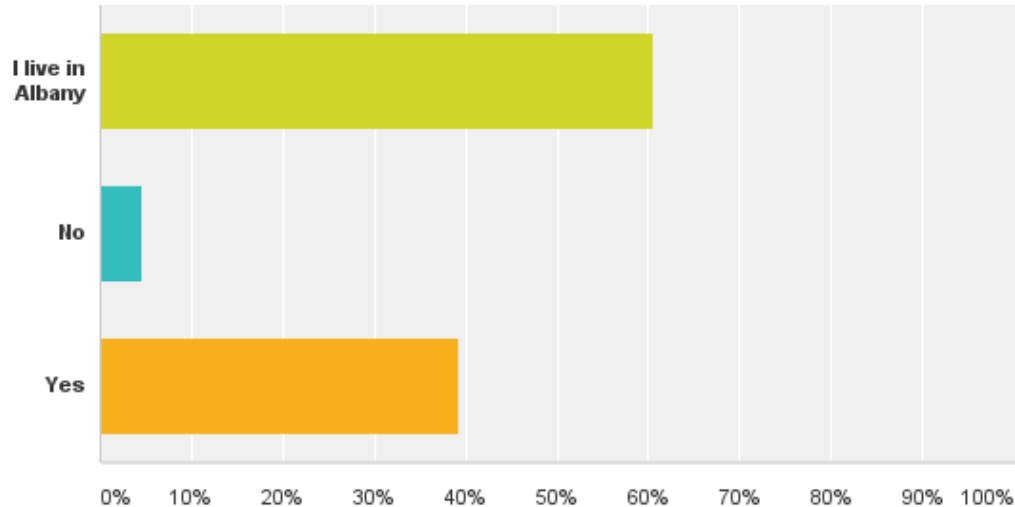
- The largest group of respondents lived in Albany (62%).
- The second largest group were from Perth (27%), mostly from the Northern Coastal suburbs.
- The third largest group were from Denmark WA.

This represents support from areas outside of Albany and provides opportunity for the proposal to increase visitor numbers mainly from the Northern Coastal parts of Perth. There were 19 respondents from outside WA.



Q7: If you live outside of Albany, would you visit Albany more often if the surf/wave riding conditions at Middleton Beach were improved?

Answered: 713 Skipped: 15



- The majority indicated that they would visit Albany more often (39%) if the surf/wave conditions were improved. 5% indicated that they would not visit more often.

Q8: Tell us in five words that come to mind when you think about your Middleton Beach experience today?

Answered: 710 Skipped: 18

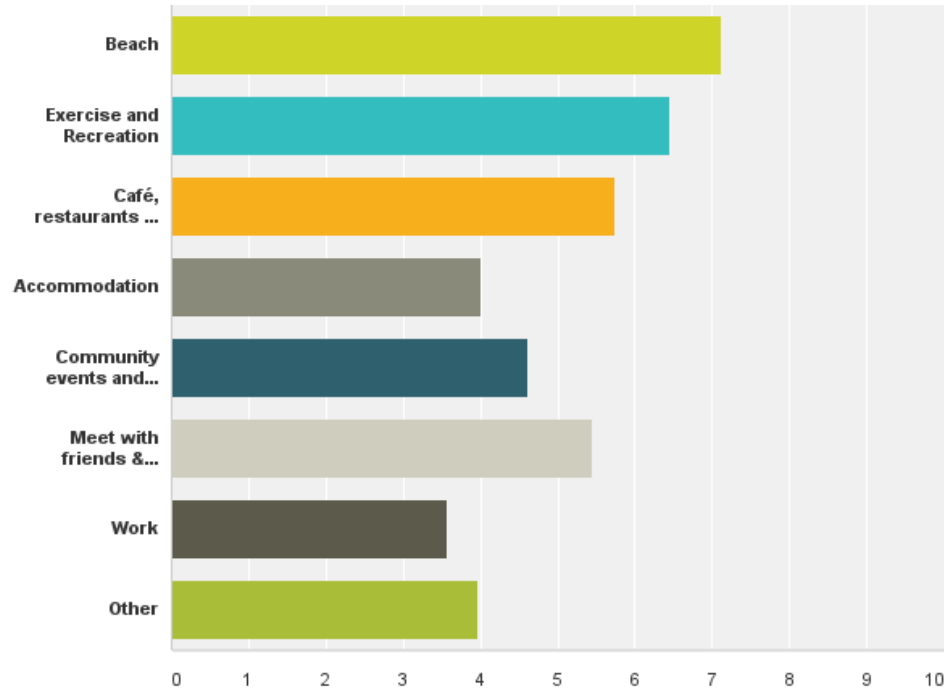
- Surfing (259)
- Beautiful (226)
- Scenery (117)

And...

- Walking, time with family, and a peaceful and relaxing experience.

Q9: What are the main things that bring you to Middleton Beach?(rank your top 5)

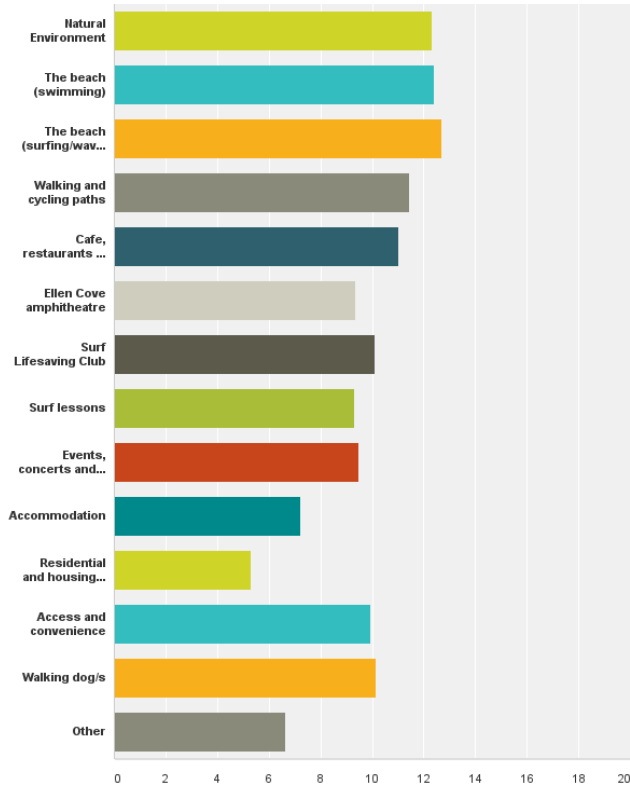
Answered: 710 Skipped: 18



- The beach (63%)
- For exercise and recreation (19%)
- And visits to cafés, restaurants and bars (8%), to meet with friends and family (6%)

Q10: We'd like to know what you think are the best things about Middleton Beach. (rank 1 to 5, 1 being most important & 5 being least important)

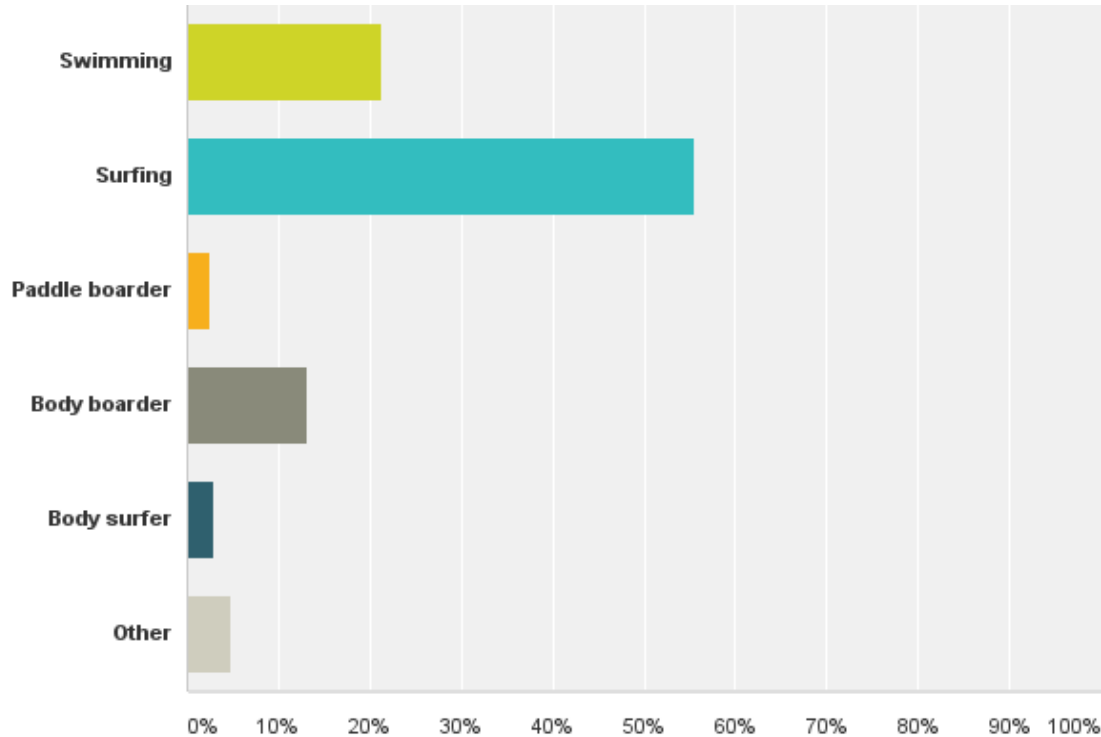
Answered: 704 Skipped: 24



- Surfing & wave riding (49%)
- Natural environment (36%)
- Swimming (36%)

Q11: What best describes your ocean use?

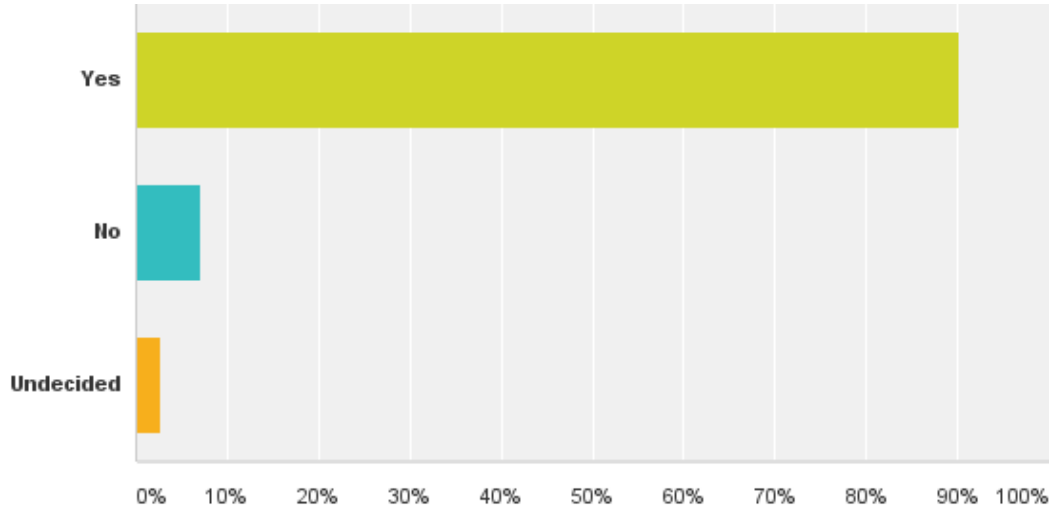
Answered: 723 Skipped: 5



- Surfing (55%)
- Swimming (21%)
- Body boarding (13%)

Q12: Do you support, in principle, the proposal to create an Artificial Surf Reef at Middleton Beach?

Answered: 725 Skipped: 3



- Majority support (90%)
- 300 qualitative comments

Q12: Qualitative Comments

IN SUPPORT:

- Potential to increase tourism (26%)
- Better surfable wave (13%)
- Less travel/more accessible (10%)
- Decrease antisocial activity
- Increase health & wellbeing
- Activate Middleton Beach

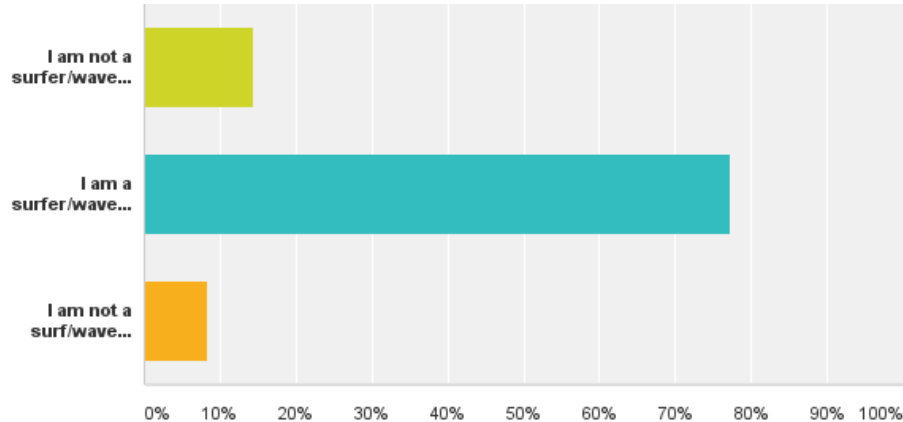
NOT IN SUPPORT:

- Negative impact to environment (13%)
- Financial impact to ratepayer (4%)



Q13: If you are a surf/wave rider at Middleton Beach, it's important we know what level of wave rider you are...

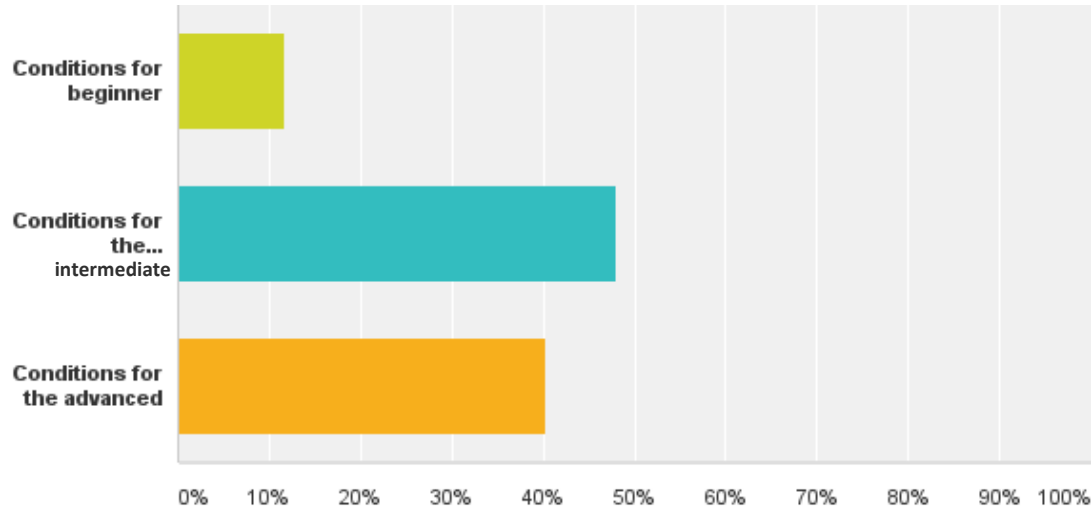
Answered: 713 Skipped: 15



77% surfer/wave riders

Q14: What level of surfing would suit your interests?

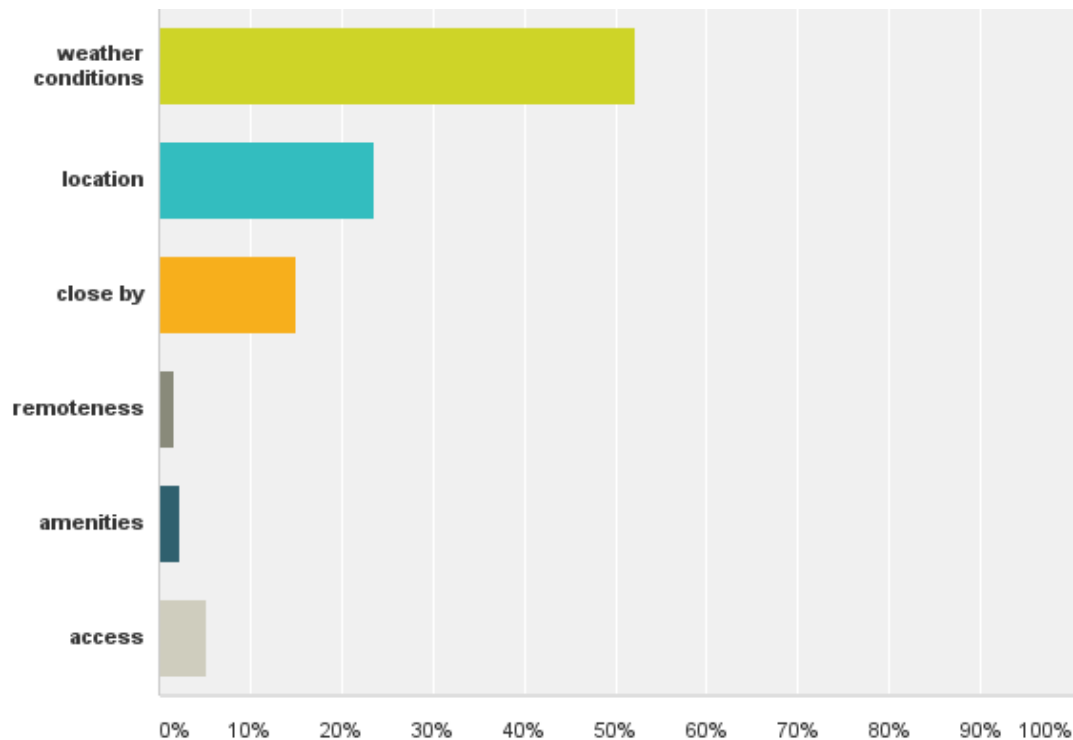
Answered: 646 Skipped: 82



47% intermediate

Q15: What conditions would influence your decision on where to go for surf/wave riding?

Answered: 674 Skipped: 54



- Weather (52%)
- Location/place (24%)
- Proximity (15%)

Q16: If the proposed Middleton Beach Artificial Surf Reef was to become feasible, do you have ideas on what other improvements would be needed to support the project at Middleton Beach?

Answered: 674 Skipped: 54

Main themes for amenities:

- Additional parking (170)
- Additional toilets (112)
- Lookouts (84)
- Showers (58)
- Access (55)



Q16: Should the proposed Middleton Beach Artificial Surf Reef become feasible, do you have any ideas on how the community could raise the funds to make it happen?

Answered: 674 Skipped: 54

GOVERNMENT FUNDING

Royalties for Regions	Lotterywest
National Stronger Regions Fund	Landcorp
Department of Sport & Recreation	Southern Seas Port Authority, Albany
Regional Events Scheme	Healthway
Women Leaders in Sport	Coastcare - amenities
Department of Fisheries	Our Neighbourhood Grants - youth activities
Regional Arts Fund - festivals	



CORPORATE (naming rights, corporate responsibility, tourism campaign rights)	COMMUNITY (foundation)
Middleton Beach developers	Grass roots funding through local clubs/schools hosting events and fundraising campaigns
Large scale businesses – surf industry operators, Red Bull, Richard Branson, mining companies, McDonalds	Seek charity support through organisations such as Philanthropy Australia, Albany Community Foundation, and individuals
Local business - tourism operators, retailers, restaurants, café owners	Use online platforms to attract donations – Crowdfunding.com, Kickstarter, Ozcrowd, Pozible, Indiegogo, Crowdsourcing, Gofund4me



CREATIVE COMMUNITIES

International pro surf competition/event
Beach Festival - DJ Beach Party, market day, pro surf workshops/lessons
Community Concert - local and national musicians
Swimming Competition - Iron man event
Weekend beach activities- car park carwash, bake sale, sausage sizzle and markets
Board riders competition
Raffles
Quiz nights

Community Beach Ball/Cocktail event
Beach Olympics/carnival
Beach Film Nights
Auction
FunRun
Music festival
Volunteer program
Tourism campaign to support fundraising – “A drop in the Ocean”
Girls go Surfing Day
Small levy
Night Surf with pontoon lights

Q18: Share with us your one, big idea that will make the proposed Middleton Beach Artificial Surf Reef succeed and become one of the South Coast's best surfing destinations.

WHAT DOES SUCCESS LOOK LIKE?

WAVE

- ✓ Quality
- ✓ Consistency



PLANNING

- ✓ Strategic thinkers
- ✓ Marketing
- ✓ Sustainability/Environment
- ✓ Education
- ✓ Business case models
- ✓ Fundraising
- ✓ Advocacy

PROMOTION

- ✓ High profile events
- ✓ Famous surfer dudes
- ✓ Partner with arts/culture – festivals
- ✓ Technology
- ✓ Social Media
- ✓ Exposure/web

Submissions:

- 4 submissions - 3 from individuals and 1 from a community group.

Of the four submissions – one was supportive and three were not supportive.

The main concerns in the objections was the perceived negative environmental impact, concern for a negative impact on marine life and the financial cost.

Summary:

- Has support from surfing community
- Challenges – environmental & financial
- Meeting community expectations (yes or no. It has been talked about for over a decade)
- Other comments included expanding the working group to plan and investigate a business case – including advocating for funding, demonstrating economic and social development benefits to the region.

Discussion

