

# Apollo Bay Harbour Precinct Redevelopment

**A REPORT ON  
MARKET RESEARCH**

Project 178 / August 2011



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## **Executive summary**

## Executive Summary

This report presents the outcomes of quantitative market research with three hundred ratepayers who own properties in Apollo Bay and the surrounding area. The research involved a twenty minute structured questionnaire delivered by computer assisted telephone interviewing (CATI). The fieldwork was conducted in mid July of 2011.

### Aim of the research

The overall aim of the research was to provide a reliable measure of the level of community support for the Apollo Bay Harbour Precinct redevelopment Master Plan. Specific objectives included measuring awareness of key facts associated with the Master plan, measuring the degree of ratepayer support for various design elements in the Master plan, measuring ratepayer attitudes to the Master plan and measuring support for the planning scheme amendment process.

### Key findings

The research showed that almost all ratepayers (99%) were aware of the Apollo Bay Harbour Precinct Master Plan but had varying knowledge and understanding of key facts and the detail of the plan itself.

A majority of ratepayers indicated support for all elements of the Master plan except the privately owned boutique hotel and health and wellbeing centre. Two thirds of ratepayers (65%) said they supported the Apollo Bay Harbour precinct Master Plan as a whole. A similar number (63%) indicated support for the planning scheme amendment process. The most mentioned reasons for supporting the Master plan included the benefits for local tourism and the local economy (23%), that the proposed infrastructure and facilities that would benefit the local community (19%), and because the Apollo Bay Harbour precinct needs an upgrade (13%). Local resident ratepayers indicated less support than non resident ratepayers for the Apollo Bay Harbour precinct Master plan as a whole, the planning scheme amendment process and the boutique hotel and health and wellbeing centre.

### Summary conclusion

Overall, we concluded that a majority of ratepayers from the Apollo Bay area support the Apollo Bay Harbour precinct Master plan and the associated planning scheme amendment process. We also concluded that ratepayers were evenly divided in their support or opposition to the privately owned boutique hotel and health and wellbeing centre.

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## Summary of main findings

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The findings from this research can be summarised as follows:

### 1. Awareness, understanding and initial support of the Apollo Bay Harbour precinct Master plan

**Awareness:** At the beginning of the questionnaire almost all of ratepayers (99%) said they were aware of the Apollo Bay Harbour precinct Master plan and two thirds (66%) said they had personally seen the plan.

**Initial understanding:** Understanding of the Apollo Bay Harbour precinct Master plan at the beginning of the questionnaire ranged from *little or no understanding* (30%), to some understanding (43%), to a *good or excellent* understanding (27%).

**Initial support for plan:** Prior to providing information about the Apollo Bay Harbour precinct Master plan around 40% of ratepayers said they supported the Master plan while around 30% said they opposed the Master plan. The balance of ratepayers neither supported or opposed the plan (9%) or didn't have enough information to pass opinion (20%).

**Differences between local and non resident ratepayers:** At the beginning of the questionnaire, more ratepayers from outside the Apollo Bay area (44%) said they supported the Apollo Bay Harbour precinct Master plan than did local Apollo Bay residents (33%). Fewer ratepayers from outside the Apollo Bay area (25%) said they opposed the Master plan than did local Apollo Bay residents (39%).

## Summary of main findings

### 2. Awareness of key facts

**State Government ownership:** Around two thirds of ratepayers (64%) were aware that the *harbour precinct is owned by the State Government* while the balance were not (35%).

**State Government would provide majority of funds:** Over half of ratepayers (58%) were not aware that *funds for redevelopment of the Apollo Bay harbour precinct would be provided by the Victorian State Government* while 40% said they were aware.

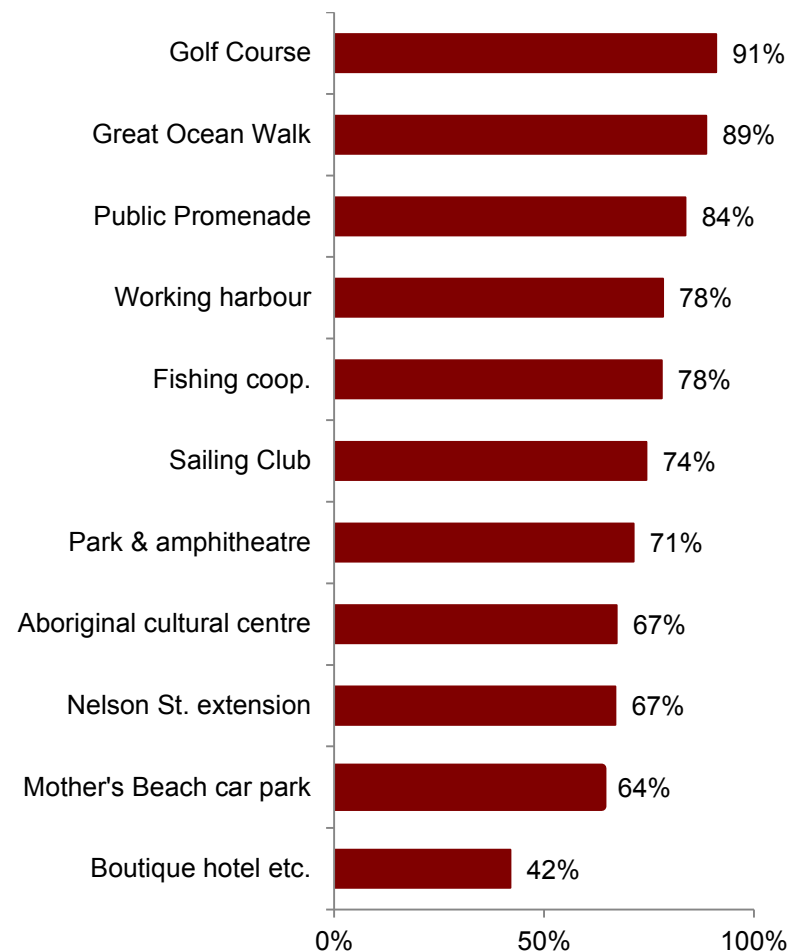
**Need to fit with State Government objectives:** Half of the ratepayers (50%) said they were not aware that the *State Government will only provide funds if the redevelopment plan fits with its plans and objectives* while slightly fewer (47%) said they were aware.

**State Government requirement for private funding:** Just over half of ratepayers (53%) said they were aware that *State Government requires some private investment in the Apollo Bay Harbour precinct master plan as a condition of funding* while around 45% were not aware of this fact.

### 3. Support or opposition for key Master plan elements

After reading out a description of each component in the Master plan, all components of the plan except the privately owned boutique hotel and health and wellbeing centre were supported by a majority of ratepayers (60% or more)

Percentage of ratepayers saying they support or strongly support each Master plan element  
(n=300 ratepayers)



## Summary of main findings

### 4. Support or opposition to Apollo Bay Harbour precinct Master plan as a whole

**Support for Master plan at end of questionnaire:** At the end of the interview, two thirds of ratepayers (65%) said they supported the Apollo Bay Harbour Precinct Master plan as a whole. Around 21% of ratepayers said they opposed the Master Plan while the balance of ratepayers didn't have enough information to pass opinion (6%) or didn't know (1%).

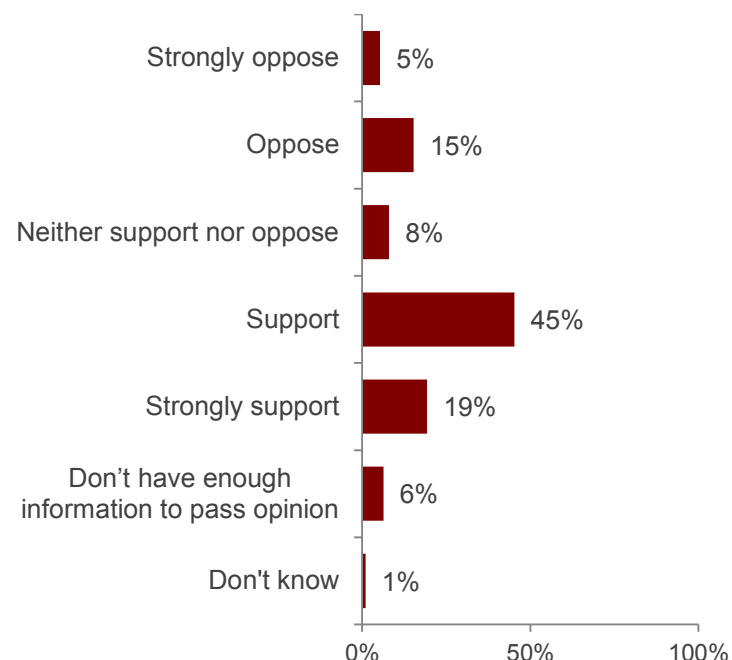
**Reasons for support of master plan:** The most mentioned reasons for supporting the Apollo Bay Harbour precinct Master plan as a whole were:

- ▶ Because of the benefits for local tourism and the local economy (23%);
- ▶ Because it would improve infrastructure and facilities that would benefit the community (19%);
- ▶ Because the Apollo Bay Harbour precinct needs an upgrade (13%).

Some ratepayers were attracted to specific components of the plan particularly upgrading of the harbour and fishing facilities.

Some ratepayers thought the Master plan would deliver a balance or compromise between development and preservation of local character and/or environment (7%).

Support and opposition to Apollo Bay Harbour precinct Master plan as a whole  
(n=300 ratepayers)



## Summary of main findings

### 4. Support or opposition to Apollo Bay Harbour precinct Master plan as a whole continued ...

**Reasons for opposition to master plan:** The most mentioned reasons for opposing the Apollo Bay Harbour Precinct Master plan were:

- ▶ Concern that the redevelopment would change the character of Apollo Bay for the worse. Lorne was said to be an example of the kind of development these ratepayers did not want (9%).
- ▶ Because the privately owned boutique hotel and health and wellbeing centre was not appropriate for Apollo Bay Harbour Precinct (9%).

A few ratepayers thought the Apollo Bay Harbour Precinct Master plan ignored community input (2%) and / or would damage local business (2%). A few thought the money should be spent elsewhere (2%) or thought the information about the golf course was not true (1%).

**Differences between local and non resident ratepayers:** More ratepayers from outside the Apollo Bay area (71%) supported the Apollo Bay Harbour precinct Master plan than did local residents in the Apollo Bay area (51%). Fewer ratepayers from outside the Apollo Bay area (15%) opposed the Master plan than did local residents in the Apollo Bay area (32%).

**Increased support after providing information:** There was a significant increase in support for the Apollo Bay Harbour precinct Master plan after providing the information contained in the questionnaire. Support increased from around 40% prior to providing the information to around 65% after providing the information. Similarly, opposition to the Master plan reduced from 30% prior to providing the information to around 21% after providing the information.

We concluded that the information provided during the survey had a positive impact on ratepayer support or opposition to the Apollo Bay Harbour precinct Master plan.

## Summary of main findings

### 5. Stated attitudes to Apollo Bay Harbour precinct Master plan

The vast majority of ratepayers (84%) agreed they would support the Master plan if the *Apollo Bay Harbour Precinct redevelopment was consistent with the tone and feel of the surrounding area*.

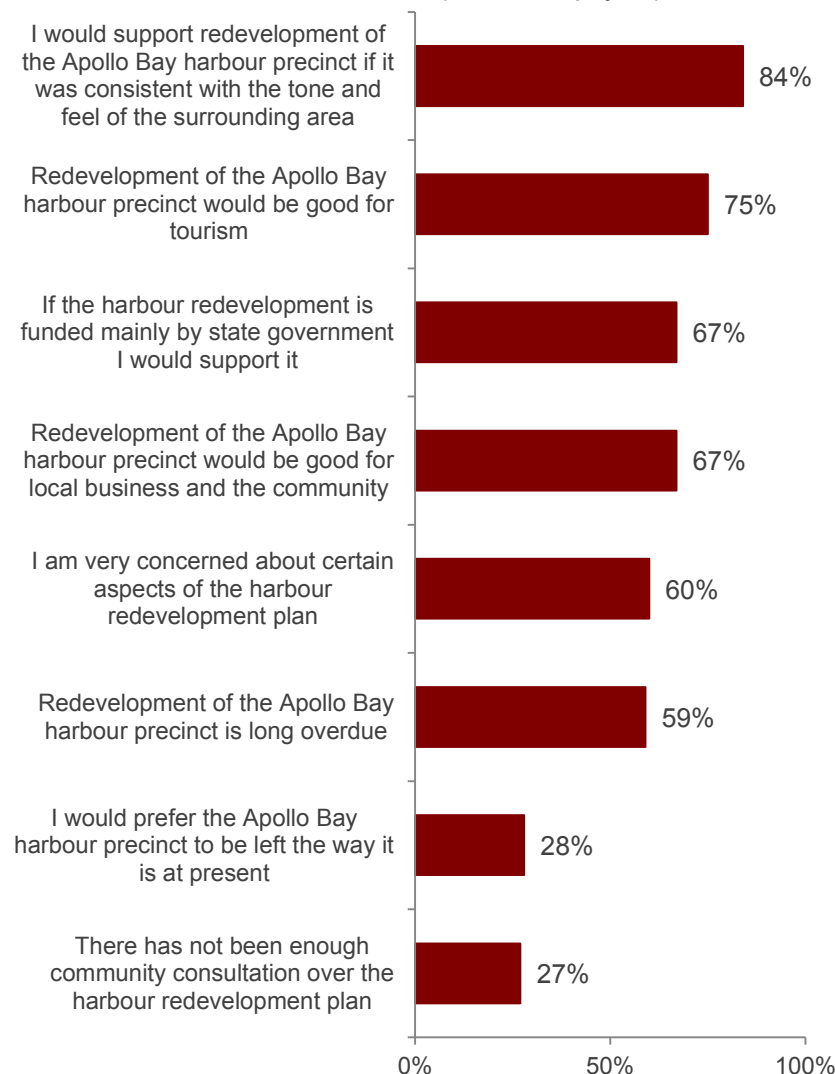
Two thirds (67%) of ratepayers agreed they would support the harbour precinct redevelopment plan *if it was funded the state government*.

The majority of ratepayers agreed the redevelopment of Apollo Bay harbour precinct *would be good for tourism (75%), would be good for local business and the community (67%) and is long overdue (59%)*.

Over half of ratepayers agreed they were *concerned about certain aspects of the harbour redevelopment plan (60%)*.

Over a quarter agreed *there has not been enough community consultation (27%)* and a similar number agreed they would *prefer the harbour precinct is left as it is (28%)*.

Percentage of ratepayers agreeing with each statement  
(n=300 ratepayers)



## Summary of main findings

### 6. Boutique hotel and health and wellbeing centre is the major sticking point

Almost half of ratepayers (47%) said they opposed the privately owned boutique hotel and health and wellbeing centre. This was the *only* component of the master plan where less than half of ratepayers supported the component as described.

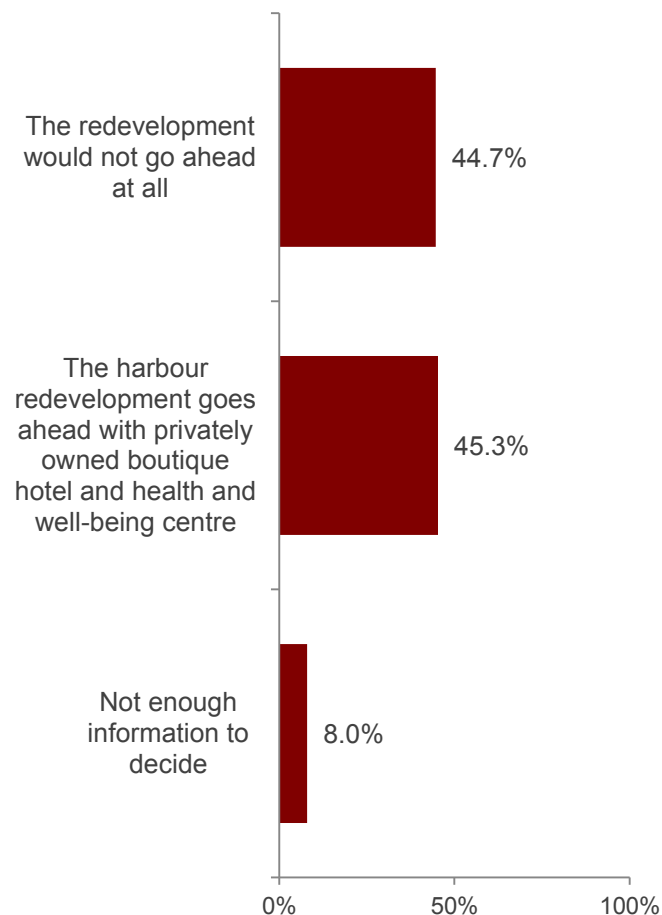
Ratepayers were evenly divided between the two options - *redevelopment goes ahead with privately owned boutique hotel and health and wellbeing centre* (45%) or *no redevelopment at all* (45%).

**Differences between local and non resident ratepayers:** More non resident ratepayers (51%) chose *redevelopment goes ahead a with privately owned boutique hotel and health and wellbeing centre* than did local resident ratepayers (33%). More resident ratepayers (54%) chose *redevelopment would not go ahead at all* than did non resident ratepayers (41%).

These results illustrate that a significant proportion of ratepayers are concerned about the *privately owned boutique hotel and health and wellbeing centre* component of the Apollo Bay Harbour precinct Master plan. This particularly applied to local Apollo bay ratepayers.

**Q23. If it was up to you, which of these options would you choose?**

(n=300 ratepayers)



## Summary of main findings

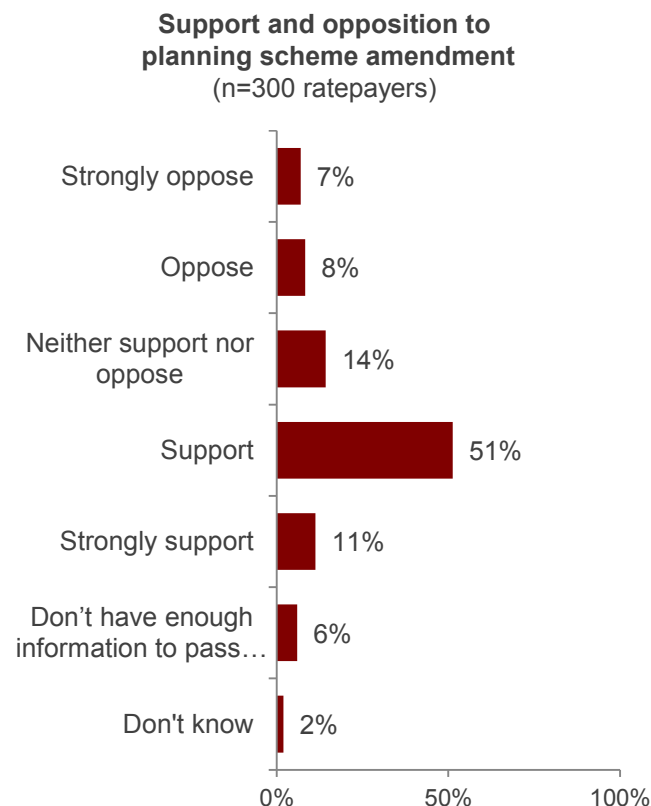
### 7. The planning scheme amendment

**Awareness of next steps:** Just over half of ratepayers (54%) were not aware that a planning scheme amendment is the next stage of the process while the balance were aware (44%).

**Awareness of what is involved:** Just over half of ratepayers (53%) said they were aware of *all* or *some* of what is involved with the planning scheme amendment while the balance were not aware (46%) or didn't know (2%).

**Support for planning scheme amendment:** Over half (63%) of ratepayers said they support or strongly support the planning scheme amendment process as described. A minority of ratepayers (15%) said they didn't support the planning scheme amendment process. A further 14% neither supported nor opposed the amendment, or didn't have enough information to pass opinion (6%) or didn't know (2%).

**Differences between local and non resident ratepayers:** More non resident ratepayers (70%) supported the *Planning Scheme Amendment process* than did local resident ratepayers (49%). Fewer non resident ratepayers (12%) opposed the *Planning Scheme Amendment process* than did local resident ratepayers (22%).



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## Summary conclusions

## Summary conclusions

Based on the outcomes of the research we came to the following summary conclusions.

### 1. A majority of ratepayers support the Apollo Bay Harbour precinct Master plan

The research showed that two thirds of ratepayers (65%) support the Apollo Bay Harbour precinct Master plan as a whole while around a fifth of ratepayers (21%) oppose the Master plan. In addition, a majority of ratepayers (84%) agreed they would support the Master plan if the *Apollo Bay Harbour precinct redevelopment was consistent with the tone and feel of the surrounding area*.

### 2. A majority of ratepayers support the planning scheme amendment process

Just under two thirds of ratepayers (63%) support the planning scheme amendment process while a minority of ratepayers (15%) don't support the planning scheme amendment process.

### 3. Boutique hotel and health and wellbeing centre is a concern for many

Almost half of ratepayers (47%) oppose the privately owned boutique hotel and health and wellbeing centre. The results clearly illustrate that a significant proportion of ratepayers are concerned about this particular facility. This was the only component in the Master plan that didn't receive support from a majority of ratepayers.

### 4. Less support from local resident ratepayers than non resident ratepayers

Local Apollo Bay resident ratepayers consistently indicated less support than did non resident ratepayers for the Apollo Bay Harbour precinct Master plan as a whole, the planning scheme amendment process and the boutique hotel and health and wellbeing centre.

### Summary conclusion

Overall, we concluded that a majority of ratepayers that own properties in the Apollo Bay area support all components of the Master plan except the privately owned boutique hotel and health and wellbeing centre (where support or opposition was evenly divided). Within this context, we concluded that a majority of ratepayer support the Apollo Bay Harbour precinct Master plan as a whole and the associated planning scheme amendment process.

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**MAIN BODY  
OF THE REPORT**

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# Introduction

## Introduction and background

Over the last 20 years, numerous processes have examined opportunities for development of the Apollo Bay Harbour and its surrounding precinct. A major barrier has always been varying levels of community support for the proposal and Council's inability to fully fund the necessary planning and implementation. In 2005, the Bracks government directed the Department of Sustainability and Environment to provide support to the project and since then a series of studies and community consultations have taken place. This process produced a draft Master Plan in June 2007 and in September 2008, following a 5-day community engagement and design process (titled 'Enquiry by Design'), a significantly revised plan was produced and adopted by Council in October 2008 as the Apollo Bay Harbour Precinct Master Plan. This plan included two options which differed in relation to whether or not the golf course would relocate after the club's lease expired in 2016. Since then, the club's intended relocation site has been rejected by planning authorities and the Master plan now assumes the golf course will remain at its present location adjacent to the harbour.

A major challenge facing the council throughout this process has been the need to attract private funding while maintaining community support for the development. The total cost of the development is estimated at approximately \$44m which includes approximately \$19m of private investment in the proposed boutique hotel health and wellbeing centre. Some community members are opposed to the introduction of this private business in the harbour which is a key requirement for state government investment in the community infrastructure components of the development.

Last year the Department of Planning and Community Development announced a grant of \$95,000, which will be combined with \$160,000 from Tourism Victoria, for completion of the next step in this lengthy process – a Planning Scheme Amendment. This 18 month process will include a range of specialist reports and investigations that will add significant detail to the plan. Once this stage is completed, community members will be able to provide feedback on the Planning Scheme Amendment.

## The need for market research

Prior to commencing the Planning Scheme Amendment process, Council wanted to gain a reliable understanding of the level of community support for the Master Plan and the boutique hotel health and wellbeing centre in particular. To achieve this it decided to conduct market research with ratepayers who own properties in the Apollo Bay area.

It was for this reason that the Colac Otway Shire approached Vawser and Associates.

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## **Research objectives and research approach**

## Research objectives

### Overall research objective

The overall objective for this research was agreed to be as follows:

*To provide a reliable measure of the level of community support for the Apollo Bay Harbour redevelopment Master Plan.*

### Specific research objectives

The specific research objectives reflected the information to be collected in the research, including measurement of the following:

1. Awareness of the Apollo Bay Harbour Precinct Master Plan and sources of information about the plan.
2. Awareness of key facts associated with the Apollo Bay Harbour Precinct Master plan.
3. Degree of support or opposition to a description of key elements of the Apollo Bay Harbour Precinct Master Plan.
4. Degree of support or opposition for the Apollo Bay Harbour Precinct Master plan as a whole.
5. Reasons for support or opposition to the Apollo Bay Harbour Precinct Master plan.
6. Awareness of the Planning Scheme Amendment process and degree of support or opposition to that process.
7. How results vary between various sub groups (local residents, non residents, local business, age, gender etc).
8. To draw summary conclusions about each of the research objectives and particularly community support for the Apollo Bay Master Plan as a whole.

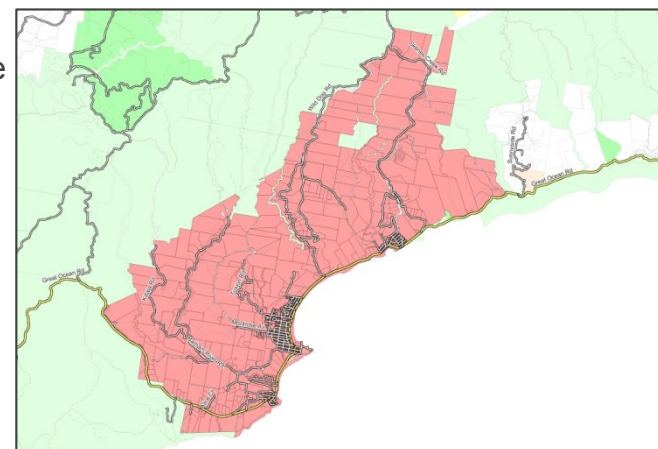
# Research approach

## 1. Quantitative research

**Telephone research:** The research was based on the use of a twenty minute structured questionnaire delivered by computer assisted telephone interviewing (CATI). Data was collected by an ISO 20252 accredited fieldwork agency.

**Target audience:** The target audience was ratepayers in Apollo Bay and sounding area. Colac Otway Shire defined specific regional boundaries from which a database of ratepayers was created for the purposes of recruitment (shown to the right).

**Sampling approach:** Ratepayers were selected at random from the ratepayer database. A maximum of one respondent per property was allowed to participate in the research. Interviews were conducted during the day and at night to ensure both business and residential respondents could participate. Certain properties were not contacted during the research including those owned by state and local government, utilities, banks, churches and schools.



## 2. Sample size and data accuracy

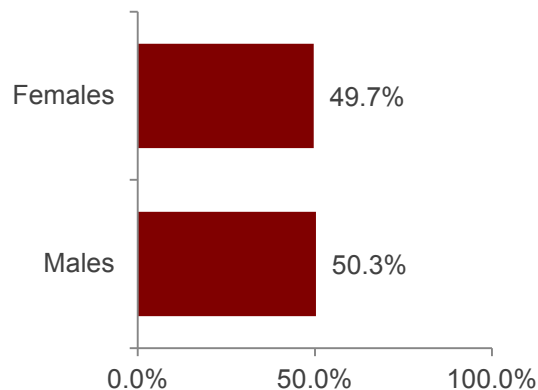
A total of 300 local ratepayers were interviewed during the research. The fieldwork was conducted in mid July 2011.

Target audience	Sample size
Ratepayers who owned properties in the Apollo Bay and surrounding area (1 per property)	300 ratepayers

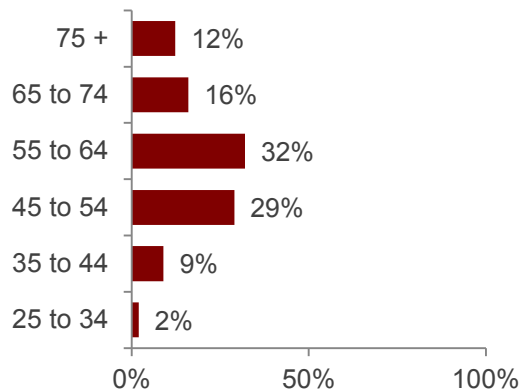
**Data accuracy:** The analysis was conducted at the 95% confidence level. At worst the confidence interval associated with total sample is around  $\pm 5.4\%$ .

## Respondent profile (ratepayers)

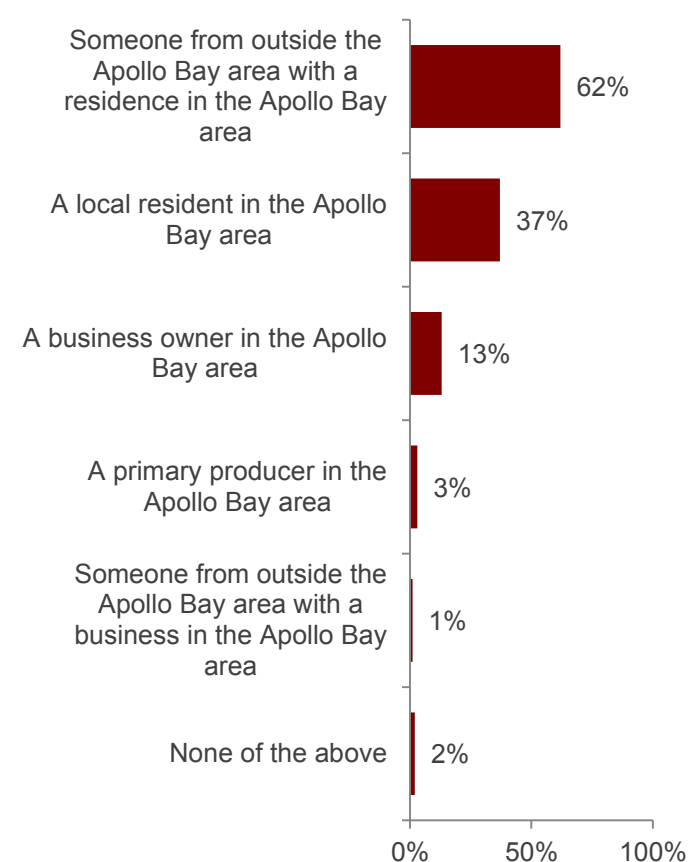
**Gender (n=300)**



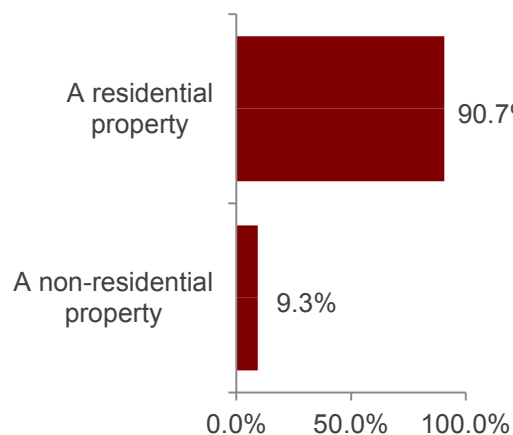
**Age (n=300)**



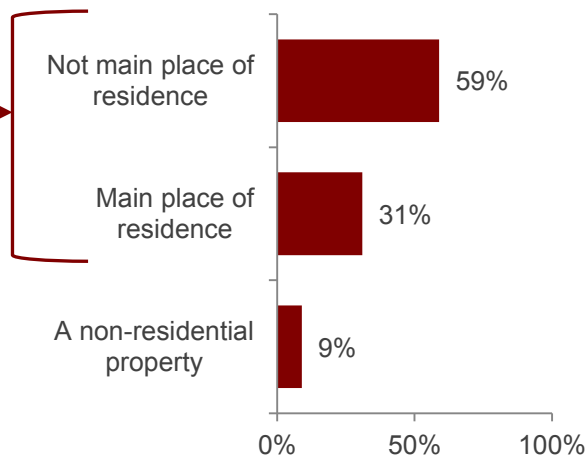
**Respondent type (n=300)**



**Property type (n=300)**



**Place of residence (n=300)**



**Note:** Based on data provided by the Colac Otway Shire, local resident ratepayers were slightly over represented and ratepayers outside the area were slightly under represented in the total sample.

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**DETAILED  
FINDINGS**

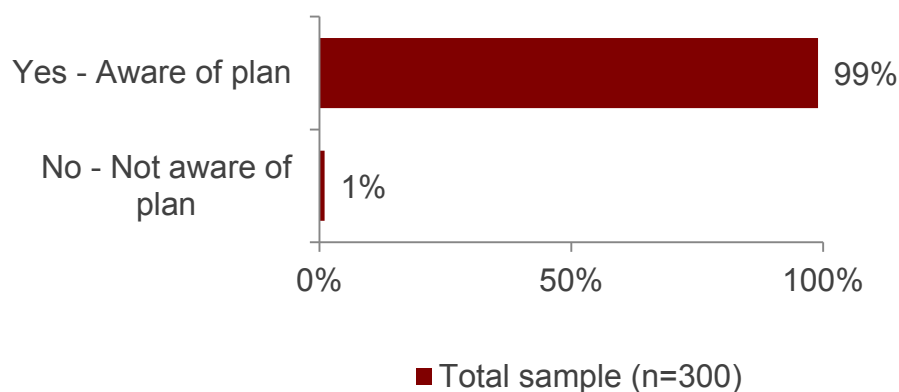
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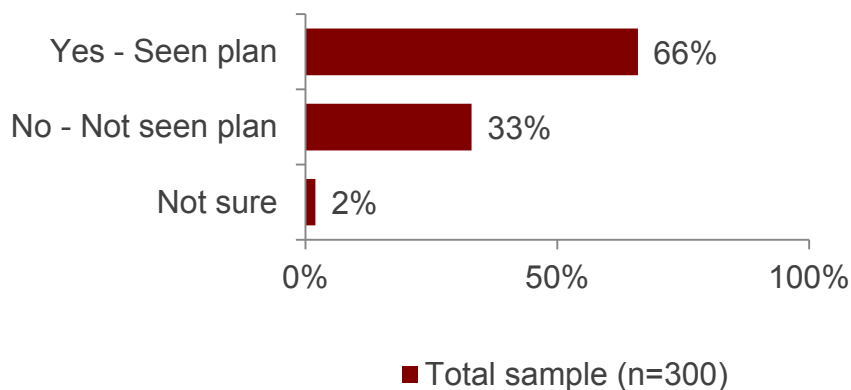
## Part 1: Current awareness and support

## Awareness of the Master Plan

*Q1. Firstly, were you aware there is a plan to redevelop the Apollo Bay Harbour and surrounding area?*



*Q2. Have you personally seen the Apollo Bay Harbour precinct master plan?*



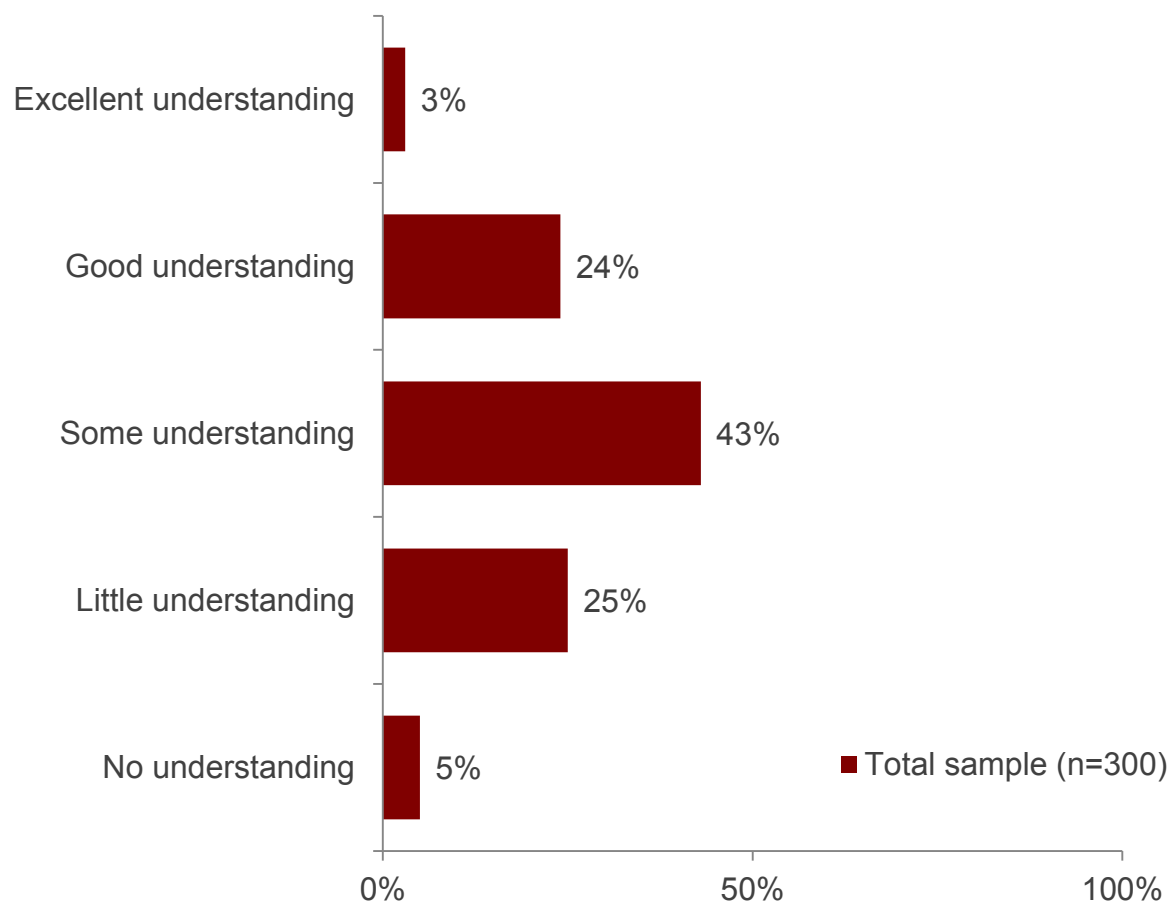
### Key findings:

Almost all ratepayers (99%) were aware of the Apollo Bay Harbour precinct Master plan

Two thirds of ratepayers had personally seen the Apollo Bay Harbour precinct Master plan.

## Understanding of the Master Plan

Q3. Which of the following best describes your level of understanding of the Apollo Bay Harbour precinct master plan?



### Key findings:

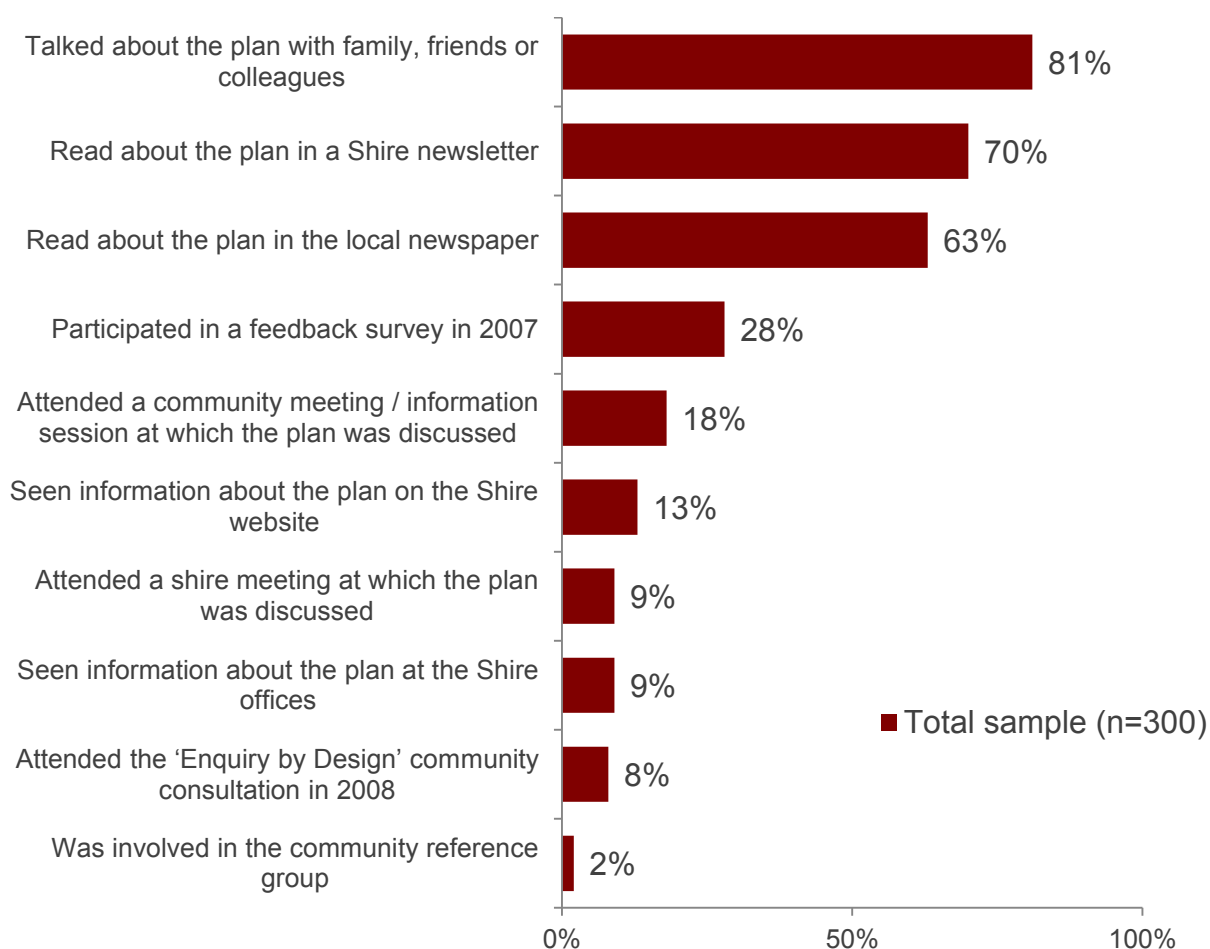
Ratepayer stated understanding of the Apollo Bay Harbour precinct Master plan at the beginning of the questionnaire was mixed.

Around a quarter (27%) of ratepayers said they had a *good or excellent* understanding of the Master plan while slightly more (30%) said they little or no understanding of the Master plan.

The balance of ratepayers (43%) said they had some understanding of the Master plan.

## Sources of information about the Master Plan

*Q4. I am going to read you a number of ways in which you may have learned about the Apollo Bay Harbour precinct master plan. Please tell me if you have done any of these things.*



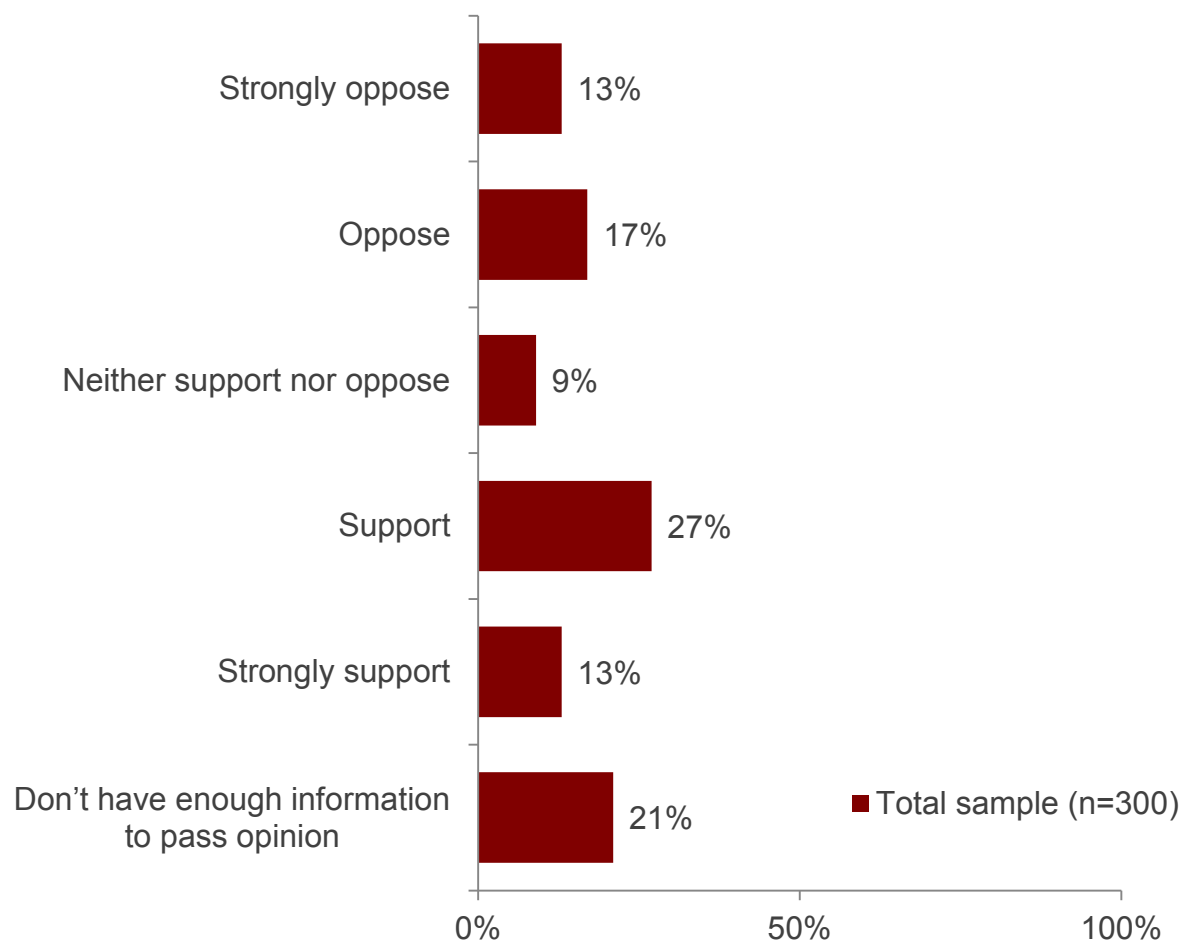
### Key findings:

The most mentioned ways ratepayers learned about the Apollo Bay Harbour Precinct Master plan were *discussions with family and friends* (81%), the *Colac Otway Shire newsletter* (70%), and the *local newspaper* (63%).

Participation in the 2007 feedback survey (28%) and attending a community meeting where the plan was discussed (18%) were the next most mentioned.

## Degree of support at beginning of the questionnaire

*Q5. Based on your present knowledge, which of the following best describes your level of support for the Apollo Bay Harbour precinct master plan?*



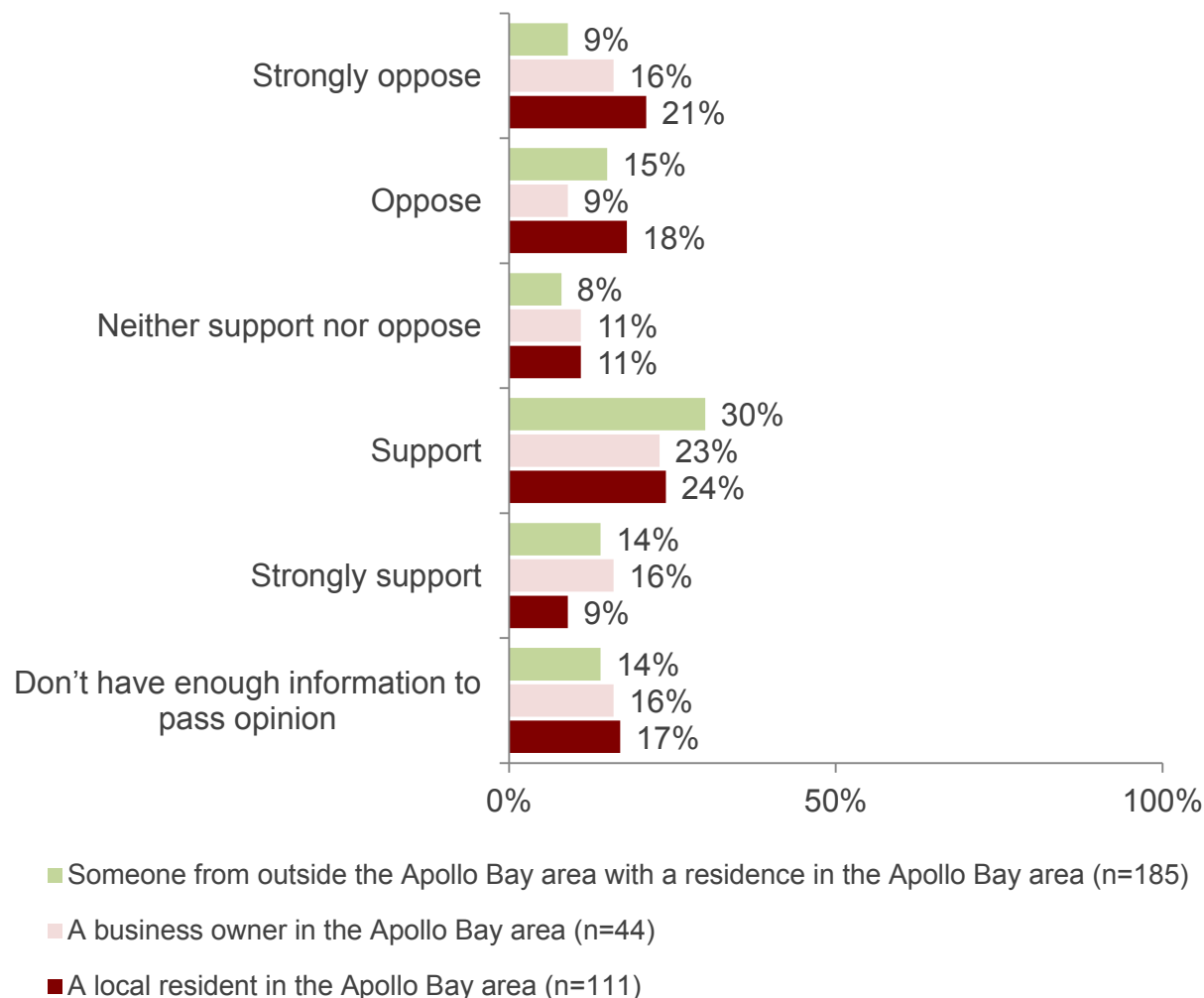
### Key findings:

Prior to providing information about the Apollo Bay Harbour Precinct Master plan around 40% of ratepayers said they supported the Master plan while around 30% said they opposed the Master plan.

The balance of ratepayers neither supported or opposed the plan (9%) or didn't have enough information to pass opinion (20%).

## Differences between local and non resident ratepayers

Q5. Based on your present knowledge, which of the following best describes your level of support for the Apollo Bay Harbour precinct master plan?



### Key findings:

There were significant differences in support between *local residents in the Apollo Bay area* and ratepayers from *outside the Apollo Bay area with a residence in the Apollo Bay area*.

More ratepayers from outside the Apollo Bay area with a residence in the Apollo Bay area (44%) and more business owners from the local area (48%) supported the Apollo Bay Harbour precinct Master plan than did local residents in the Apollo Bay area (33%).

Fewer ratepayers from outside the Apollo Bay area with a residence in the Apollo Bay area (25%) and fewer business owners from the local area (25%) opposed the Apollo Bay Harbour precinct Master plan than did local residents in the Apollo Bay area (39%).

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**DETAILED  
FINDINGS**

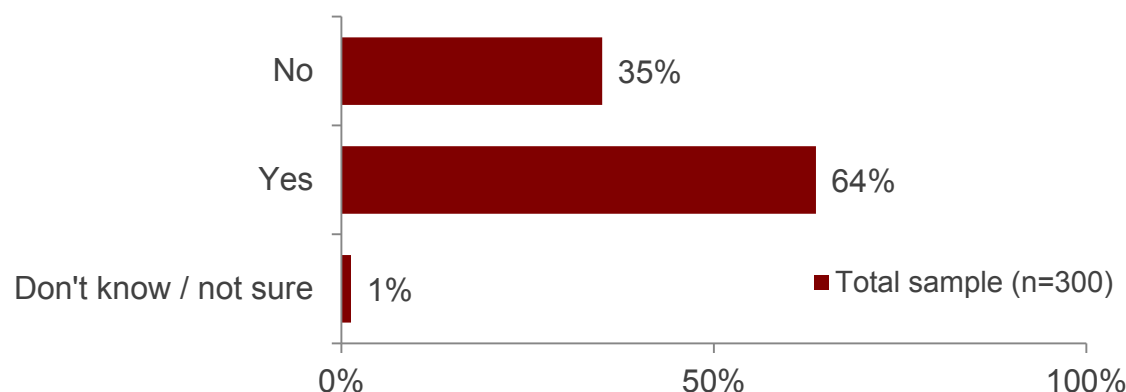
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## Part 2: Awareness of key facts

## Awareness of key background facts

**Q7. Were you aware that the Victorian Government owns and has ultimate control of the Harbour Precinct in Apollo Bay?**

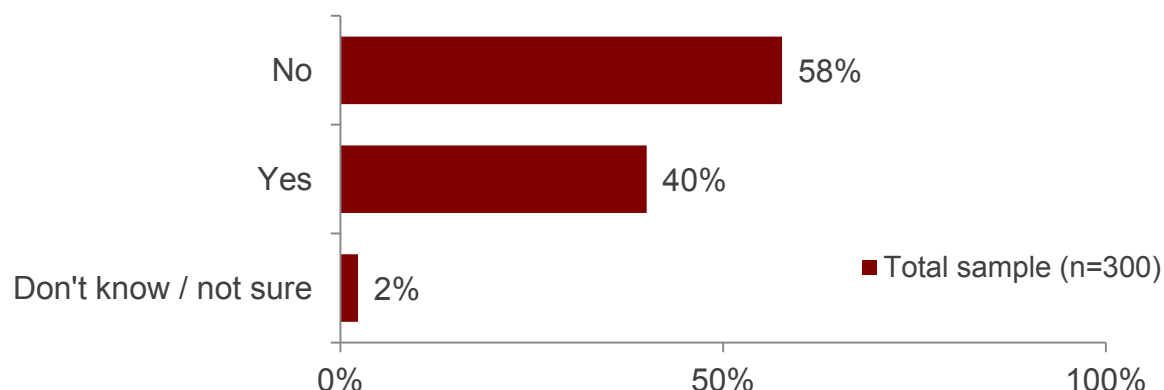


### Key findings:

Just under two thirds (64%) of ratepayers were aware that the harbour precinct is owned by the State Government while the balance were not (35%).

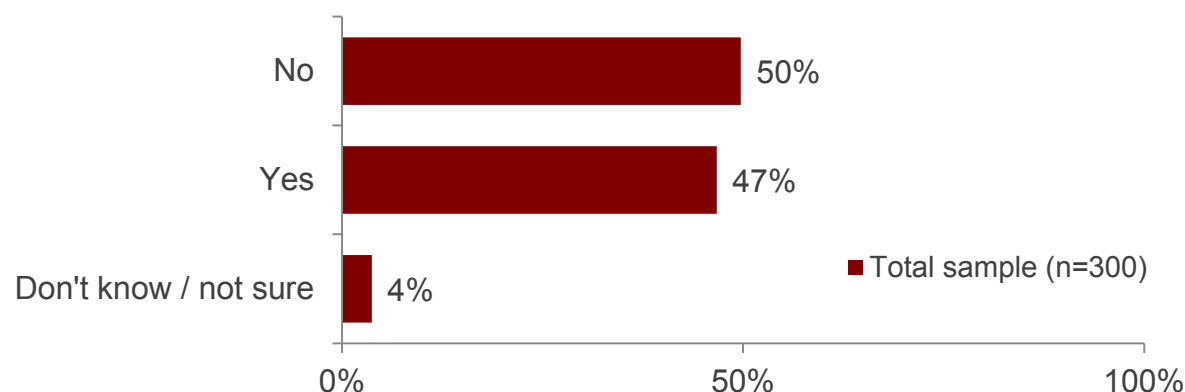
Over half of ratepayers (58%) were not aware that funds for redevelopment of the Apollo Bay harbour precinct would be provided by the Victorian State Government while over a third were (40%).

**Q8. Were you aware that funds to redevelop the public infrastructure within the Apollo Bay Harbour precinct would be provided by the Victorian Government and that the local council would not be a source of funds?**



## Awareness of key background facts

**Q9. Were you aware that that the Victorian Government will only provide funds if the redevelopment plan fits with its plans and objectives?**

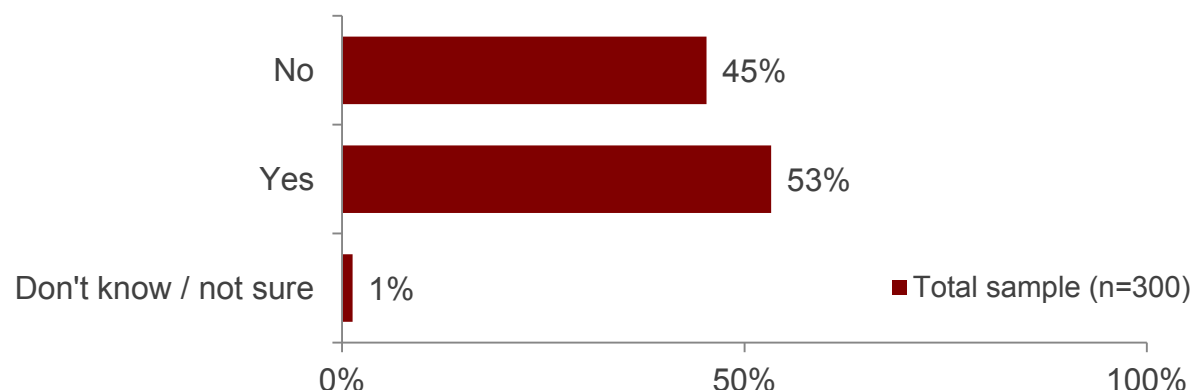


### Key findings:

Just under half of the ratepayers (47%) said they were aware that the State Government *will only provide funds if the redevelopment plan fits with its plans and objectives* while a similar number (50%) were not aware.

Just over half of ratepayers (53%) said they were aware the *State Government requires some private investment in the Apollo Bay Harbour precinct master plan as a condition of funding* while around 45% said they were not aware of this fact.

**Q10 Were you aware that that the Victorian Government requires some private investment in the Apollo Bay Harbour precinct master plan as a condition of funding?**



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**DETAILED  
FINDINGS**

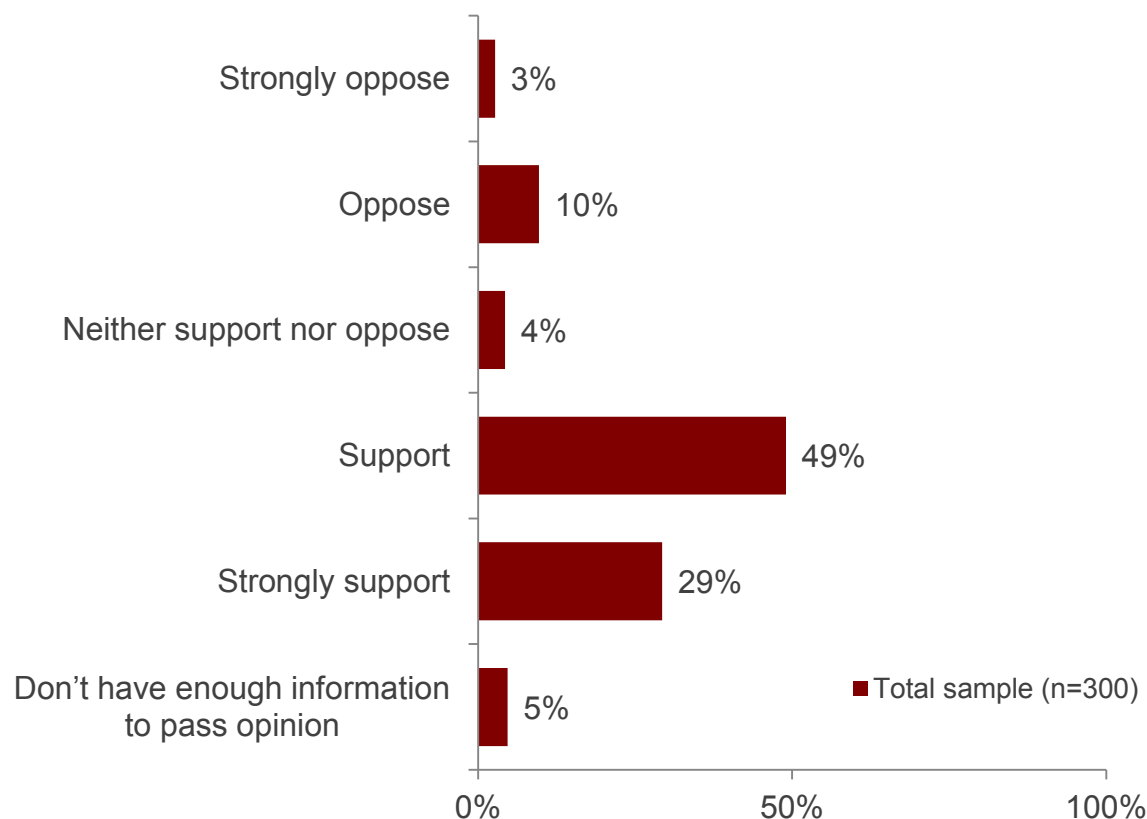
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## **Part 3: Support for specific aspects of the Master plan**

## Support for a new and expanded working harbour

*Q10. The first component of the plan involves a new and expanded working harbour for commercial, recreational and tourism purposes. Proposed works include strengthening of the harbour entrance, extending the groyne, expanding boat launching facilities, expanding boat trailer parking, and expanded harbour master facilities and slipway.*



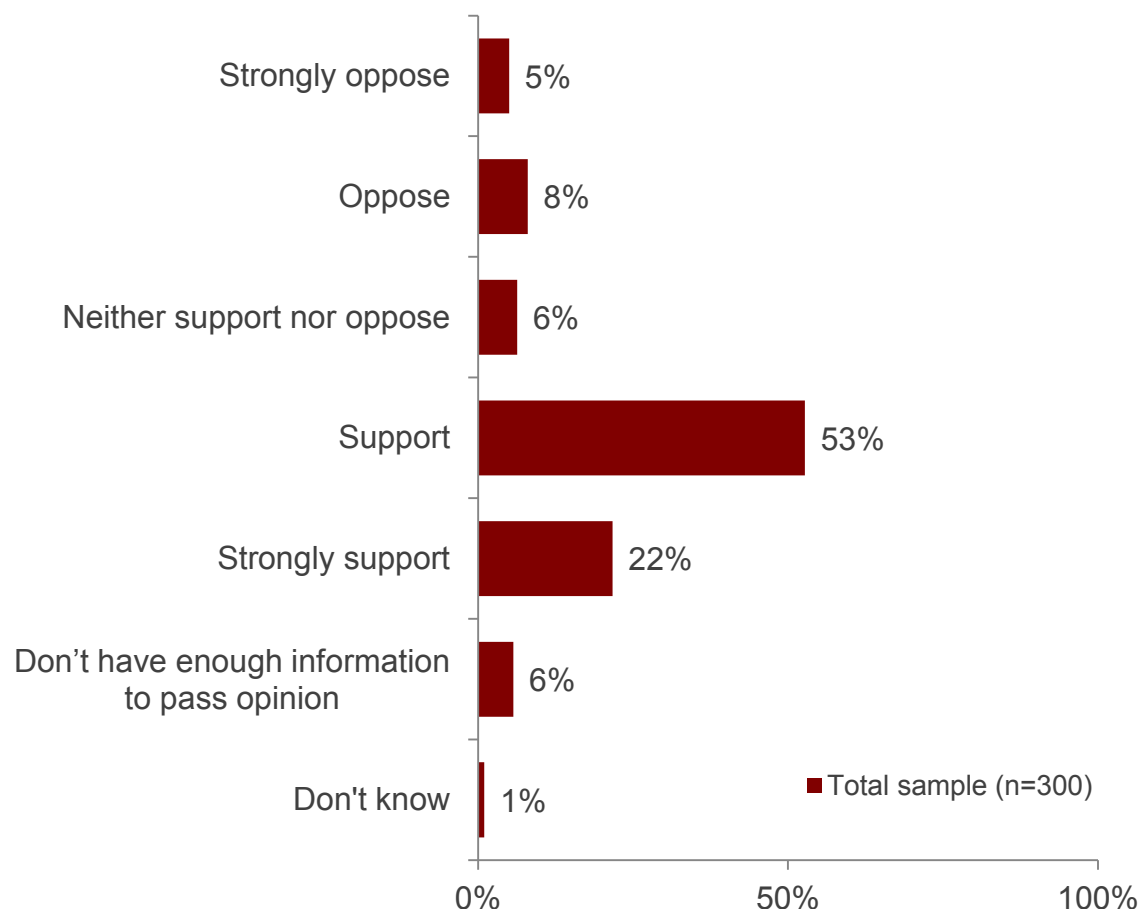
### Key findings:

The majority of ratepayers (78%) indicated support for the new and expanded working harbour as described.

A minority of ratepayers (13%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (4%) or said they didn't have enough information to pass opinion (5%).

## Support for a new sailing club

*Q11. The second component of the plan involves building a new sailing club and recreational marina with additional berths and swing moorings. It would be located at Harbour Beach.*



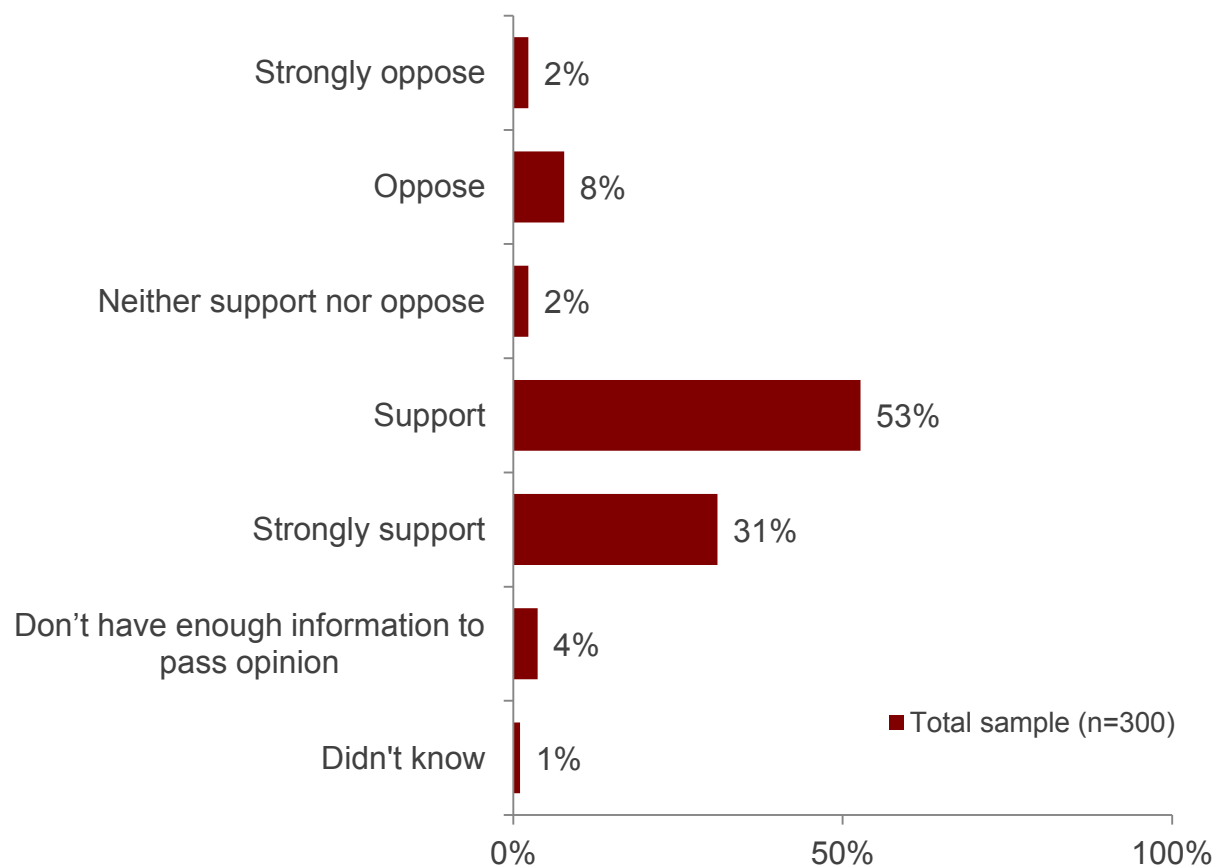
### Key findings:

The majority of ratepayers (78%) indicated support for the new sailing club as described.

A minority of ratepayers (13%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (6%), said they didn't have enough information to pass opinion (6%) or didn't know (1%).

## Support for a public promenade around harbour foreshore

*Q12. The next component of the plan involves putting in a public promenade around the foreshore of the harbour. The promenade would connect to paths around Point Bunbury and to Mother's Beach creating continuous and linked pedestrian access.*



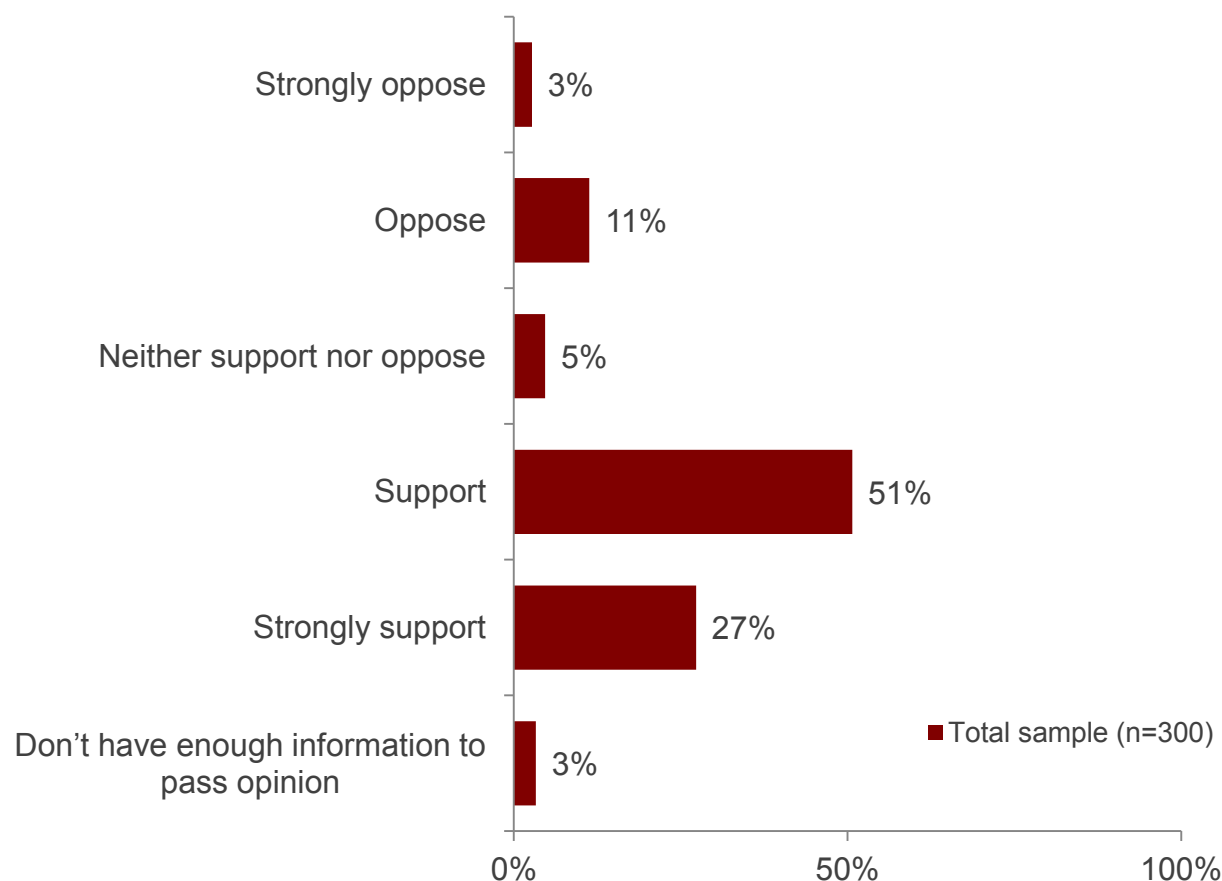
### Key findings:

The majority of ratepayers (84%) indicated support for the public promenade around the harbour foreshore as described.

A minority of ratepayers (10%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (2%), said they didn't have enough information to pass opinion (4%) or didn't know (1%).

## Support for an expanded fishing cooperative

*Q13. The next component of the plan involves expanding the fishing cooperative which would include a new building with a cafe or small restaurant, and a marine interpretation centre. It would be located in front of the existing cooperative on the public promenade.*



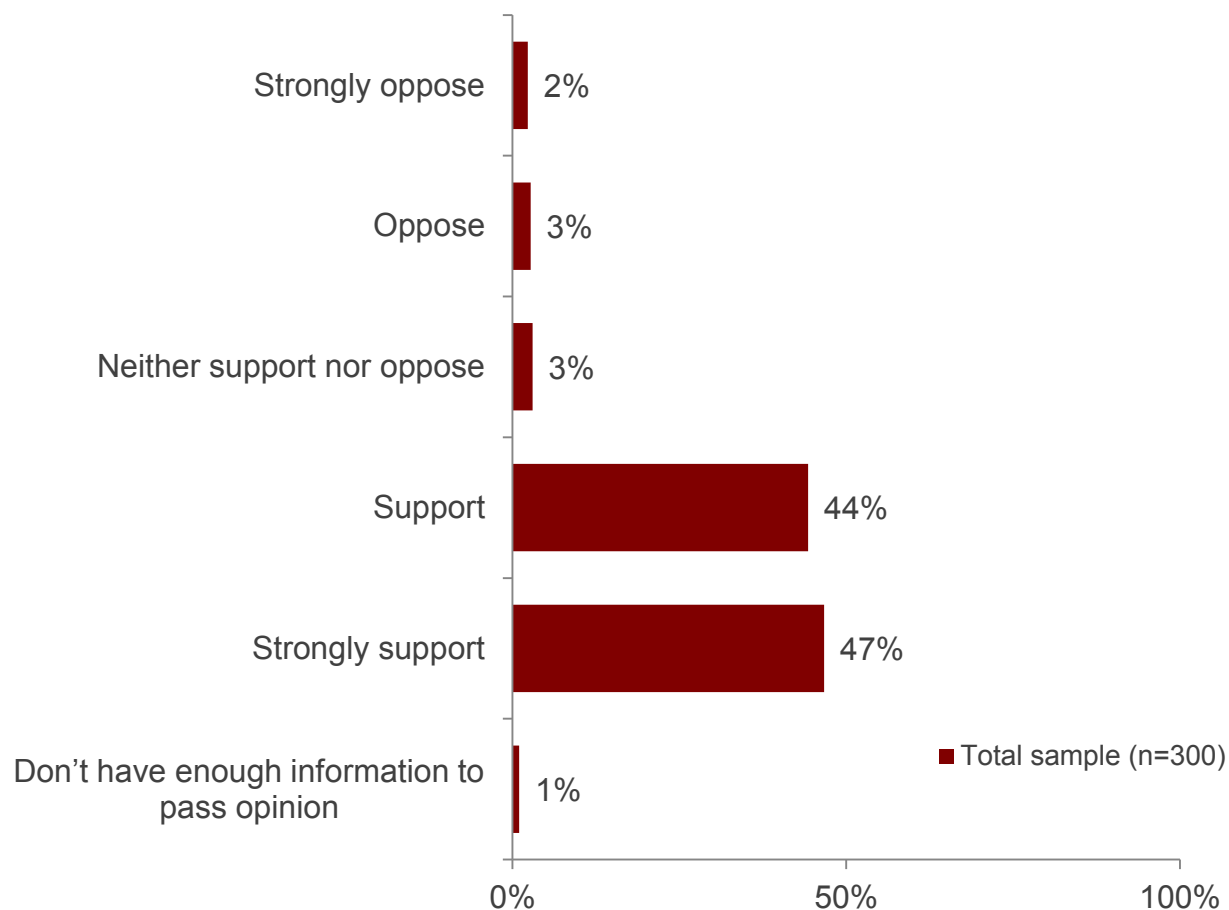
### Key findings:

The majority of ratepayers (78%) indicated support for the expanded fishing cooperative and associated facilities as described.

A minority of ratepayers (15%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (5%) or said they didn't have enough information to pass opinion (3%).

## Support for retention of the golf course

*Q14. The next component of the plan involves retaining the existing golf course in its present position with very minor modifications to the edge of the property. The golf course would effectively operate as it does today*



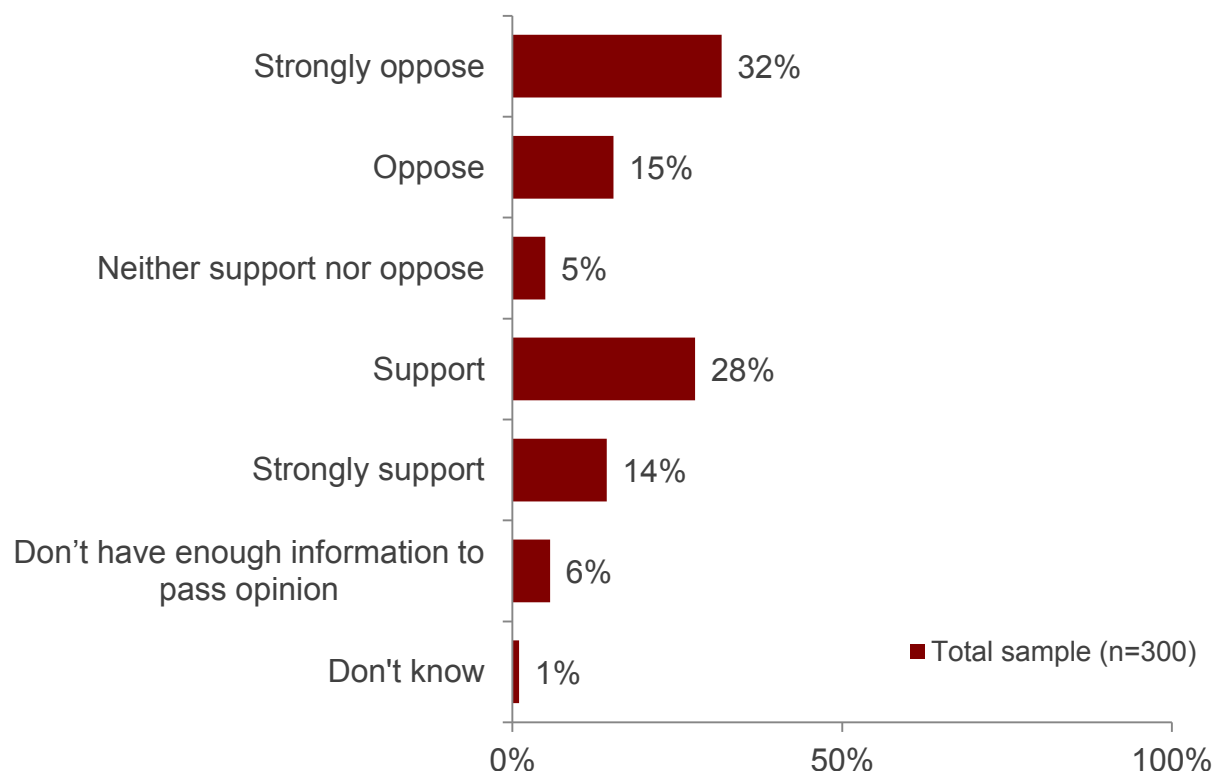
### Key findings:

The majority of ratepayers (91%) indicated support for retention of the golf course as described.

A minority of ratepayers (5%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (3%) or said they didn't have enough information to pass opinion (1%).

## Support for a boutique hotel and health and wellbeing centre

*Q16. The next component of the plan involves a small boutique hotel including a health and wellbeing centre which would be located next to the fishing cooperative. This building would be low rise, set into the hill, anticipated to be no higher than the fisherman's coop and would be designed to be sympathetic to the character of the Harbour. In addition to quality accommodation, it would include a health spa and a public access heated salt water pool. It would be privately owned but, like all hotels, it would be open to public access.*



### Key findings:

Just under half of ratepayers (47%) indicated opposition for the boutique hotel and wellbeing centre as described while slightly fewer ratepayers (42%) said they supported this element of the master plan.

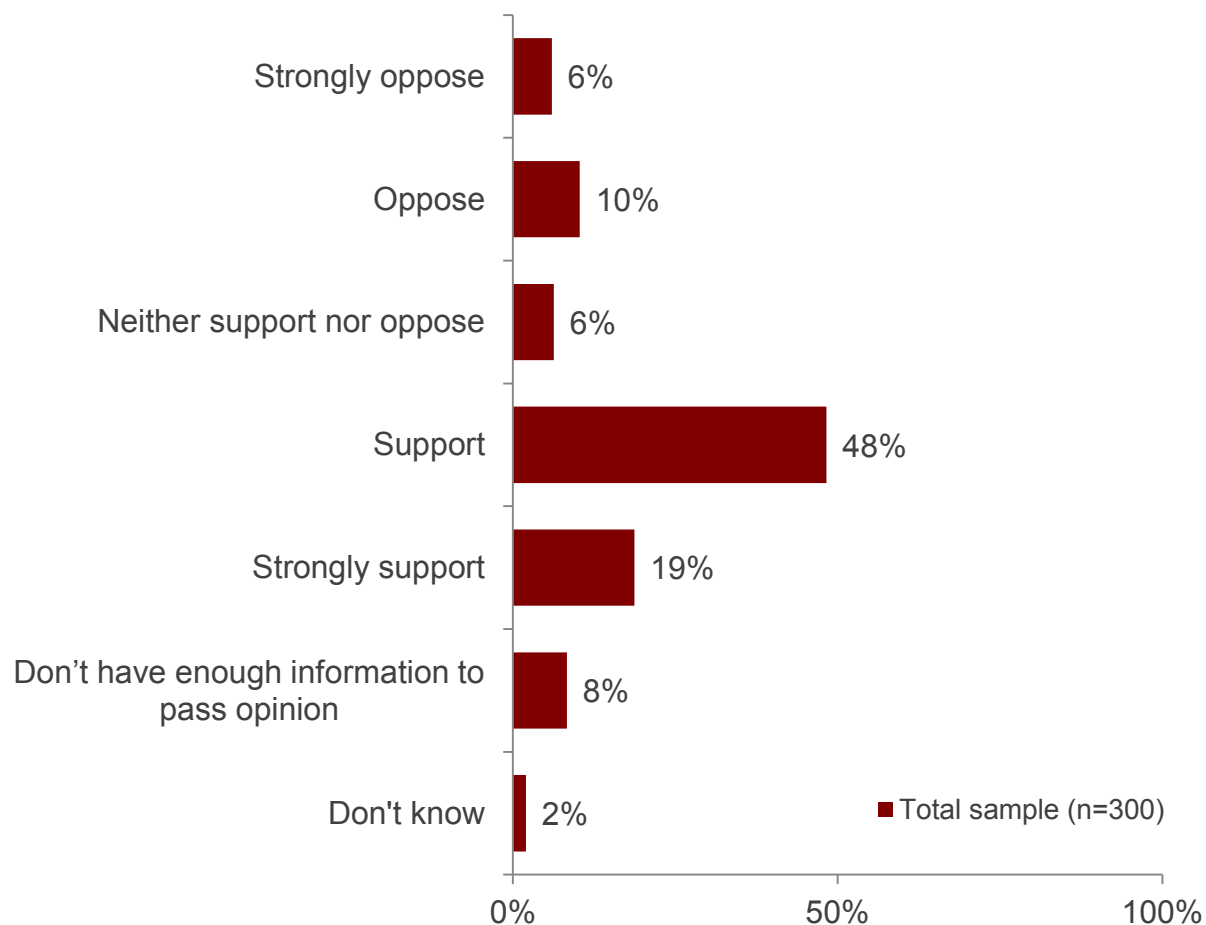
The balance of ratepayers neither supported nor opposed this element (5%), said they didn't have enough information to pass opinion (6%) or didn't know (1%).

Statistically there was no difference in levels of support or opposition for this element across ratepayers.

The results illustrate that ratepayers are divided about the boutique hotel and wellbeing centre in the Apollo Bay Harbour precinct Master plan.

## Support for the Nelson Street extension

*Q17. The next component of the plan involves extending Nelson street between the GOR and Pascoe Street to provide better access to the harbour precinct and more formalised parking.*



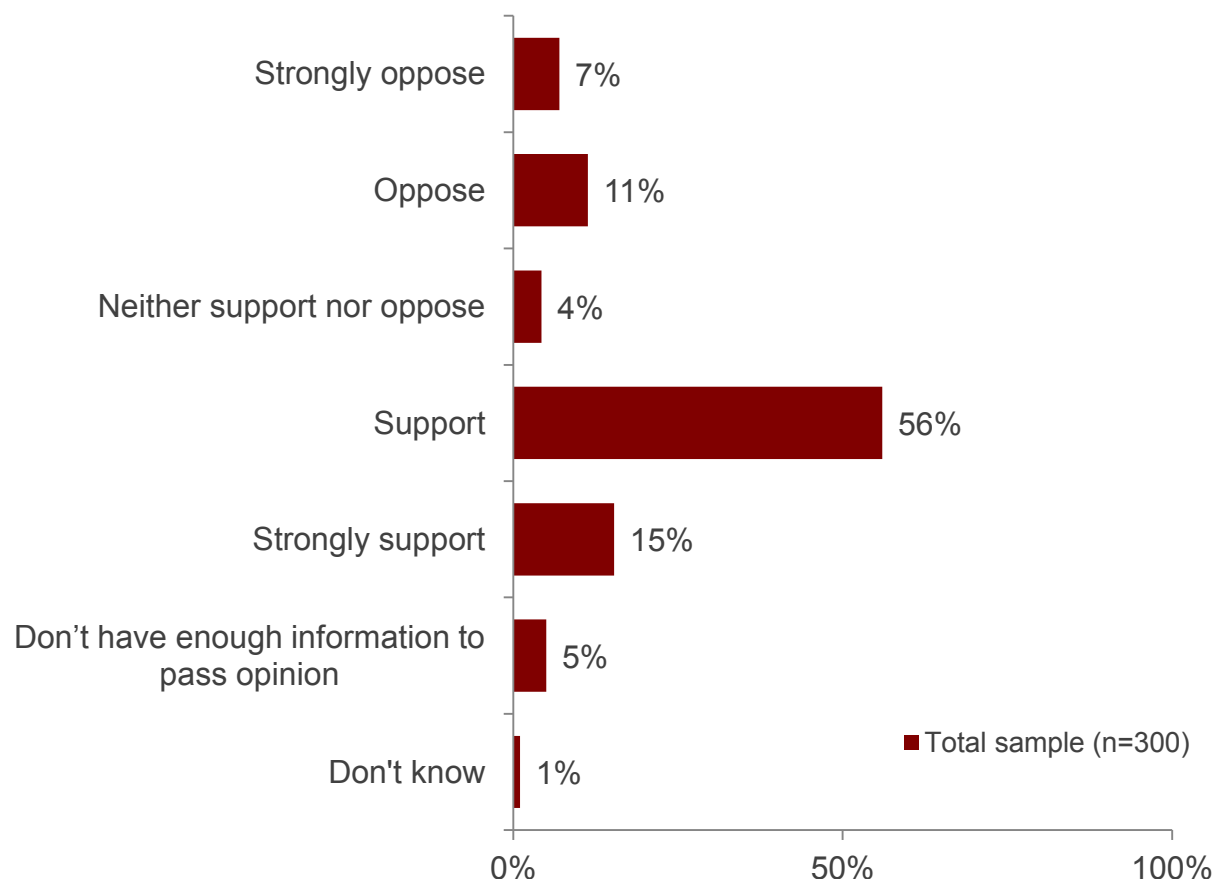
### Key findings:

Two thirds of ratepayers (67%) indicated support for the Nelson Street extension as described.

A minority of ratepayers (16%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (6%), said they didn't have enough information to pass opinion (8%) or didn't know (1%).

## Support for a new park and amphitheatre

*Q18. The next component of the plan involves redevelopment of the existing foreshore between the golf club and the Nelson Street Monument. This grassed open spaced area would have a new amphitheatre just south of the existing playground. The amphitheatre would be created by reshaping the existing Lion's Club mound.*



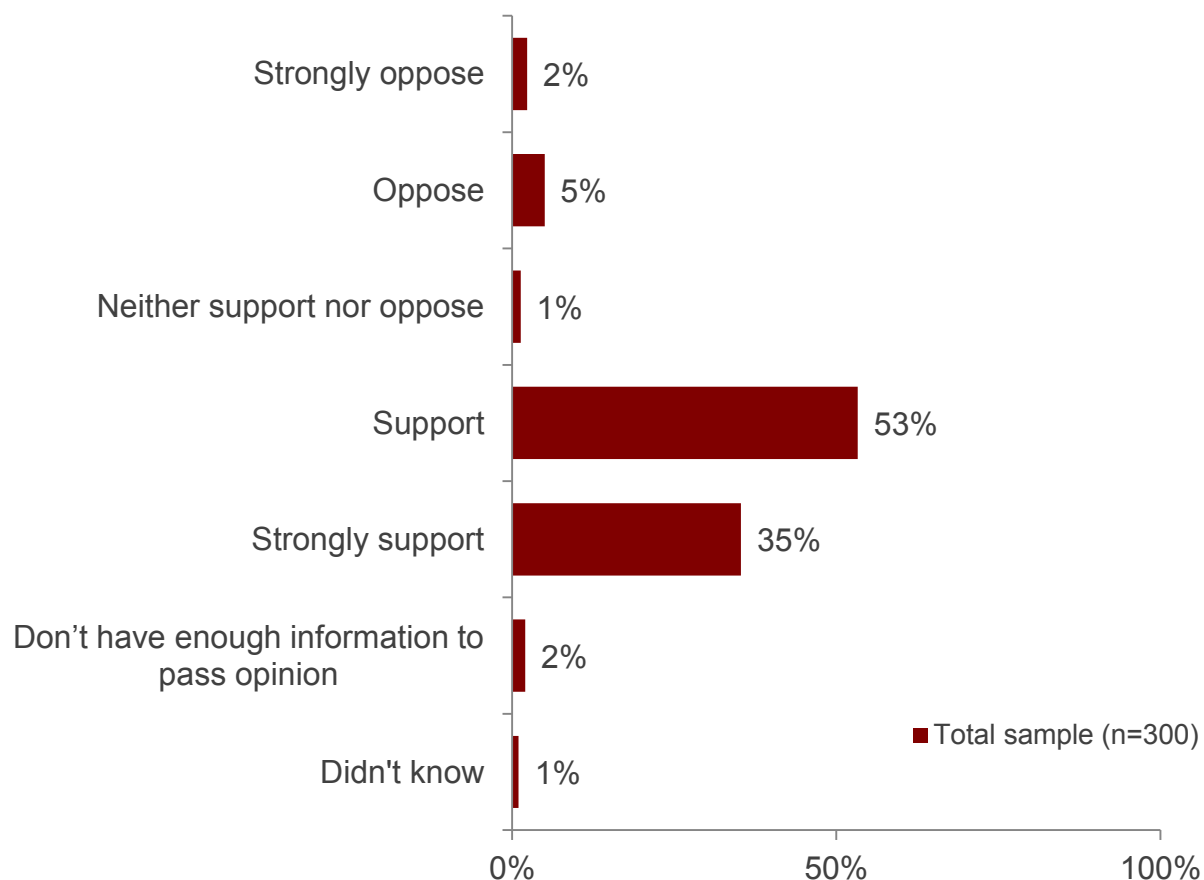
### Key findings:

The majority of ratepayers (71%) indicated support for the redevelopment of the existing foreshore between the golf club and the Nelson Street Monument as described.

A minority of ratepayers (18%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (4%), said they didn't have enough information to pass opinion (5%) or didn't know (1%).

## Support for extension of the Great Ocean Walk

*Q19. The next component of the plan involves the extension of the Great Ocean walk which would connect Point Bunbury to the existing section of the Great Ocean walk. This would create a continuous walk all the way from the harbour precinct to the twelve apostles.*



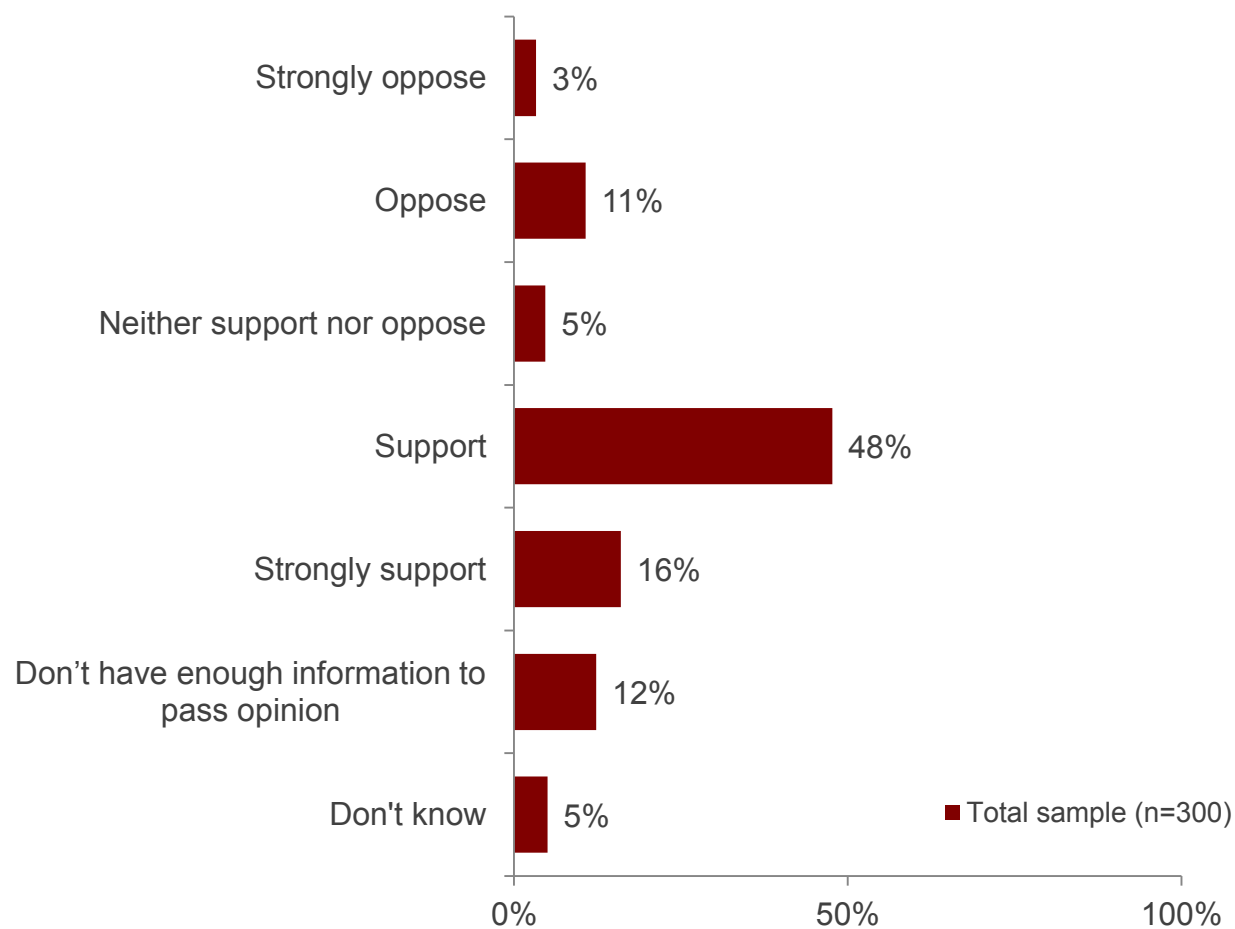
### Key findings:

The majority of ratepayers (89%) indicated support for extending the Great Ocean Walk to connect to Point Bunbury as described.

A minority of ratepayers (7%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (1%), said they didn't have enough information to pass opinion (2%) or didn't know (1%).

## Support for extension of Mother's Beach car park

*Q20. The next component of the plan involves the expansion of the Mother's Beach car park which would include paths that link to the harbour promenade.*



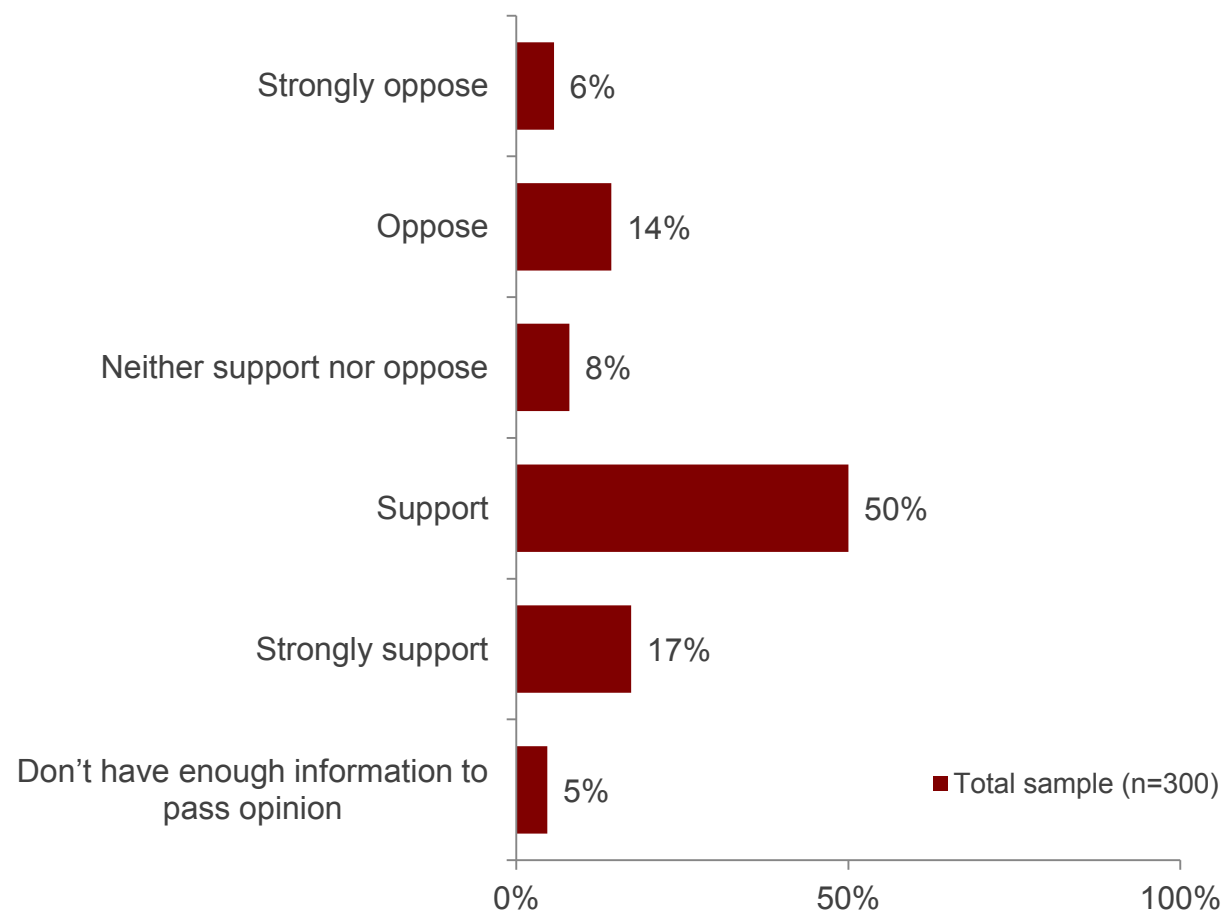
### Key findings:

Two thirds of ratepayers (64%) indicated support for extension of the Mother's Beach car Park as described.

A minority of ratepayers (14%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported or opposed this element (5%), said they didn't have enough information to pass opinion (12%) or didn't know (5%).

## Support for a new Great Ocean Road Aboriginal Cultural Centre

*Q21. The final component of the plan involves a new aboriginal cultural centre. This would be located on the harbour foreshore and explain the history of indigenous life-styles along the great ocean road.*



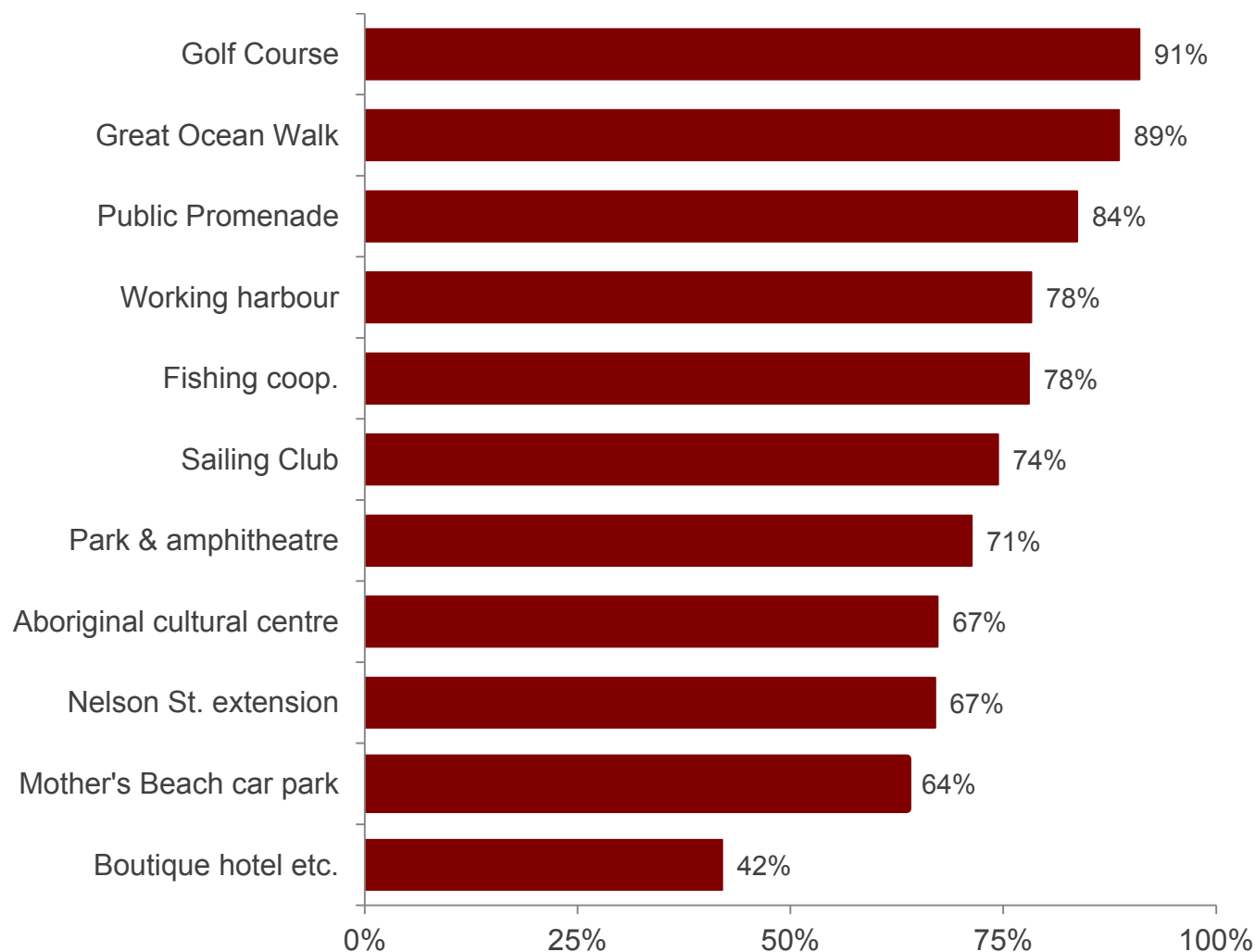
### Key findings:

Two thirds of ratepayers (67%) indicated support for a new aboriginal cultural centre as described.

A fifth of ratepayers (20%) said they were opposed to this element of the master plan while the balance of ratepayers neither supported nor opposed this element (8%) or said they didn't have enough information to pass opinion (5%).

## Summary of support for master plan elements

Percentage of ratepayers saying they support or strongly support each Master plan element. (n=300)

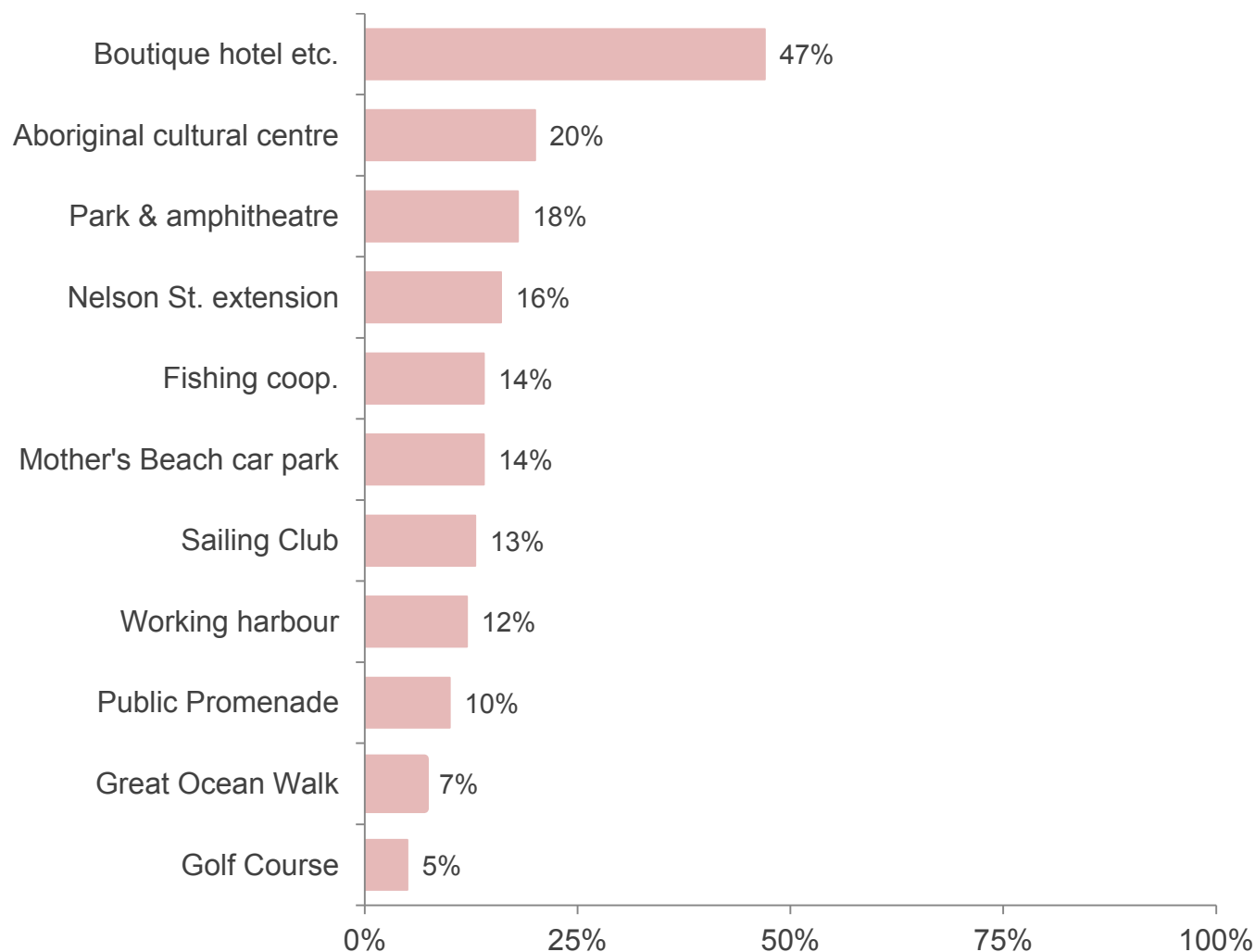


### Key findings:

A comparison of the level of stated *support* for each element in the Apollo Bay Harbour precinct Master plan showed that a majority of ratepayers supported all plan elements except the boutique hotel and health and wellbeing centre.

## Summary of opposition for master plan elements

Percentage of ratepayers saying they oppose or strongly oppose each Master plan element. (n=300)



### Key findings:

A comparison of the level of stated *opposition* for each element in the Apollo Bay Harbour precinct Master plan showed that a minority of ratepayers opposed all plan elements except the boutique hotel and health and wellbeing centre.

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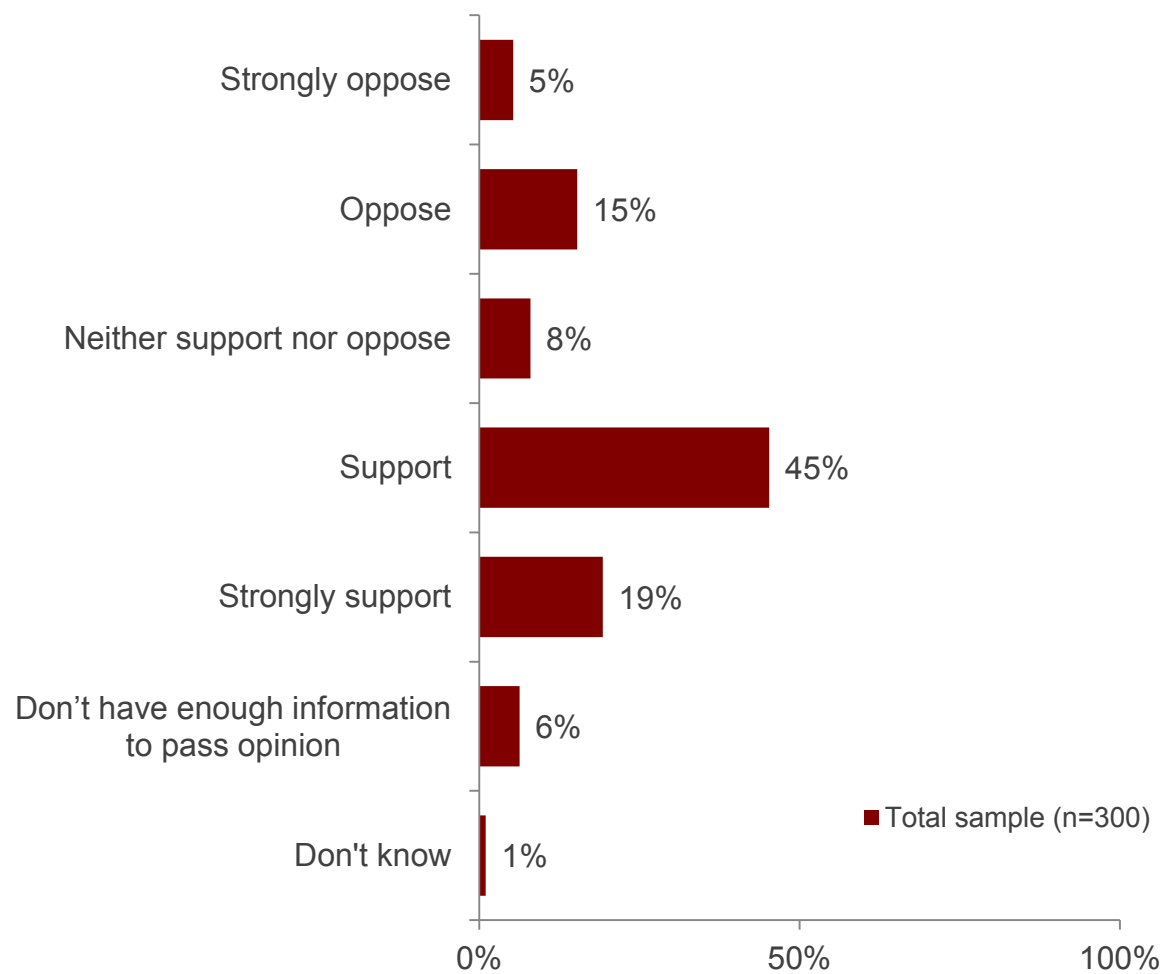
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## **Part 4: Overall support for the Master Plan**

## Overall support / opposition for the master plan concept

*Q21. So thinking of the Apollo Bay Harbour precinct master plan as a whole, to what degree do you support this plan as I have described it? .*



### Key findings:

Two thirds of ratepayers (65%) said they supported the Apollo Bay Harbour precinct Master plan as a whole.

Around 21% of ratepayers said they opposed the Master plan as a whole while the balance of ratepayers didn't have enough information to pass opinion (6%) or didn't know (1%).

## Overall support before and after survey information provided

*Q5 Based on your present knowledge, which of the following best describes your level of support for the Apollo Bay Harbour precinct master plan?*

*Q21. So thinking of the Apollo Bay Harbour precinct master plan as a whole, to what degree do you support this plan as I have described it? .*

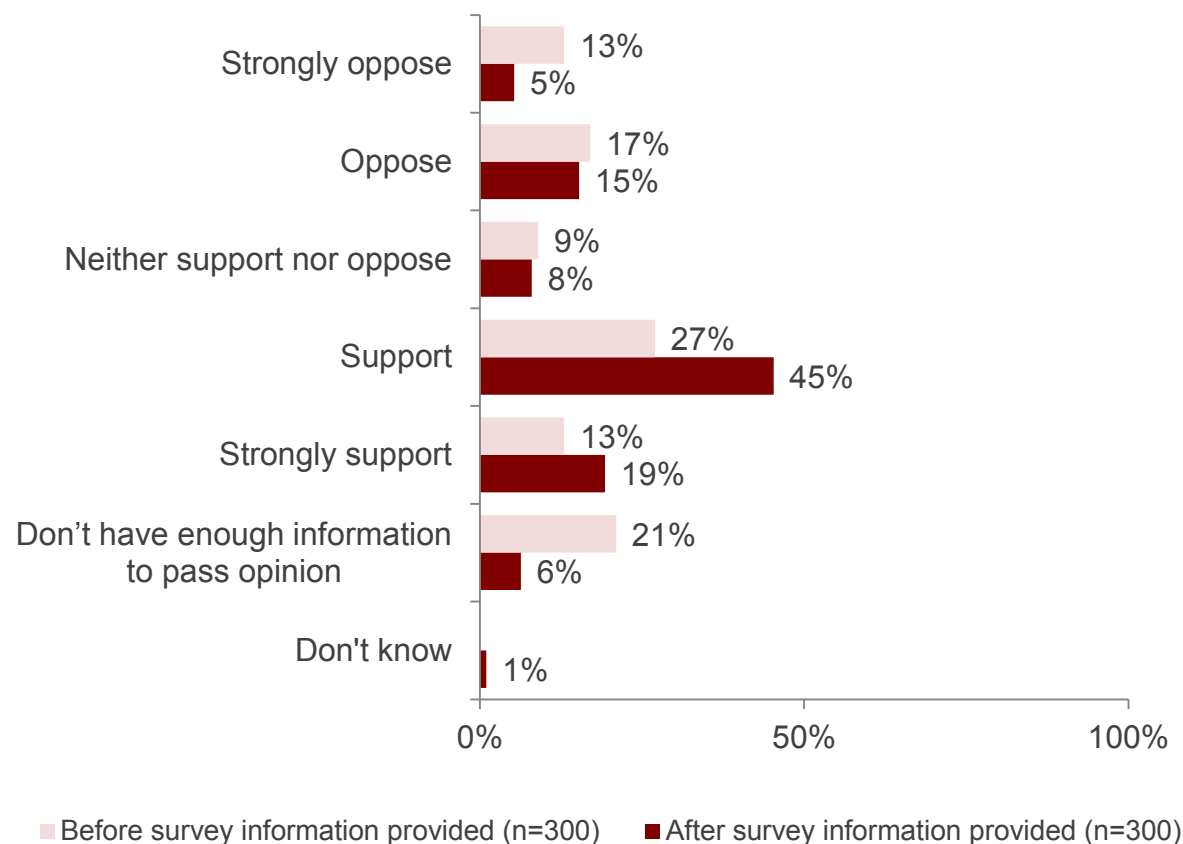
### Key findings:

There was a significant change in the degree of support for the Apollo Bay Harbour Precinct Master plan after providing the information contained in the survey.

Overall support increased from around 40% prior to providing the information to around 65% after providing the information.

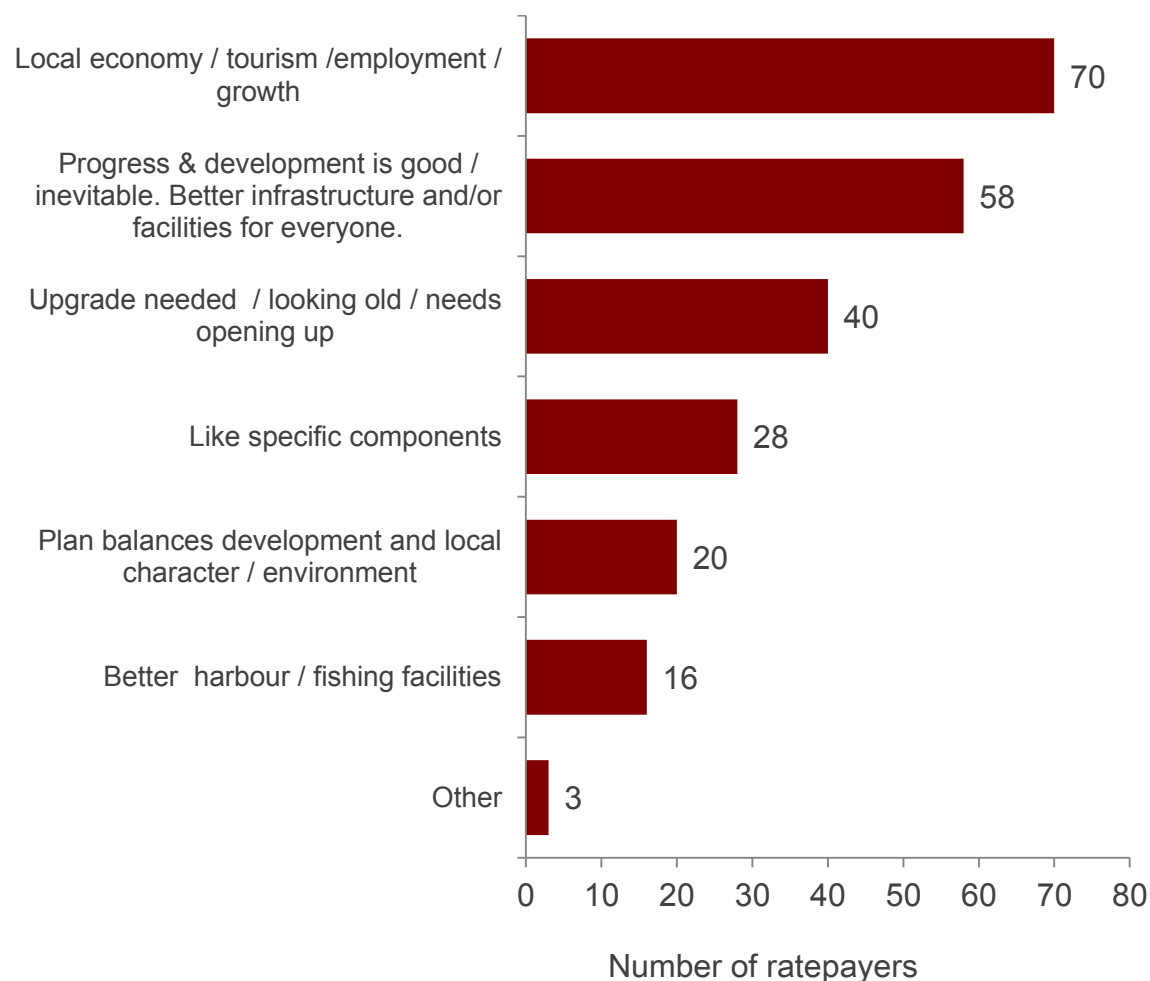
Similarly, opposition to the Master plan reduced from 30% prior to providing the information to around 21% after providing the information.

We concluded that the information provided during the survey had a positive impact on ratepayer overall attitudes to the Apollo Bay Harbour precinct Master plan.



## Reasons for support of Master plan as a whole

Q23. And what are the main reasons you support the harbour redevelopment plan?



### Key findings:

The most mentioned reasons for supporting the Apollo Bay Harbour precinct Master plan as a whole were:

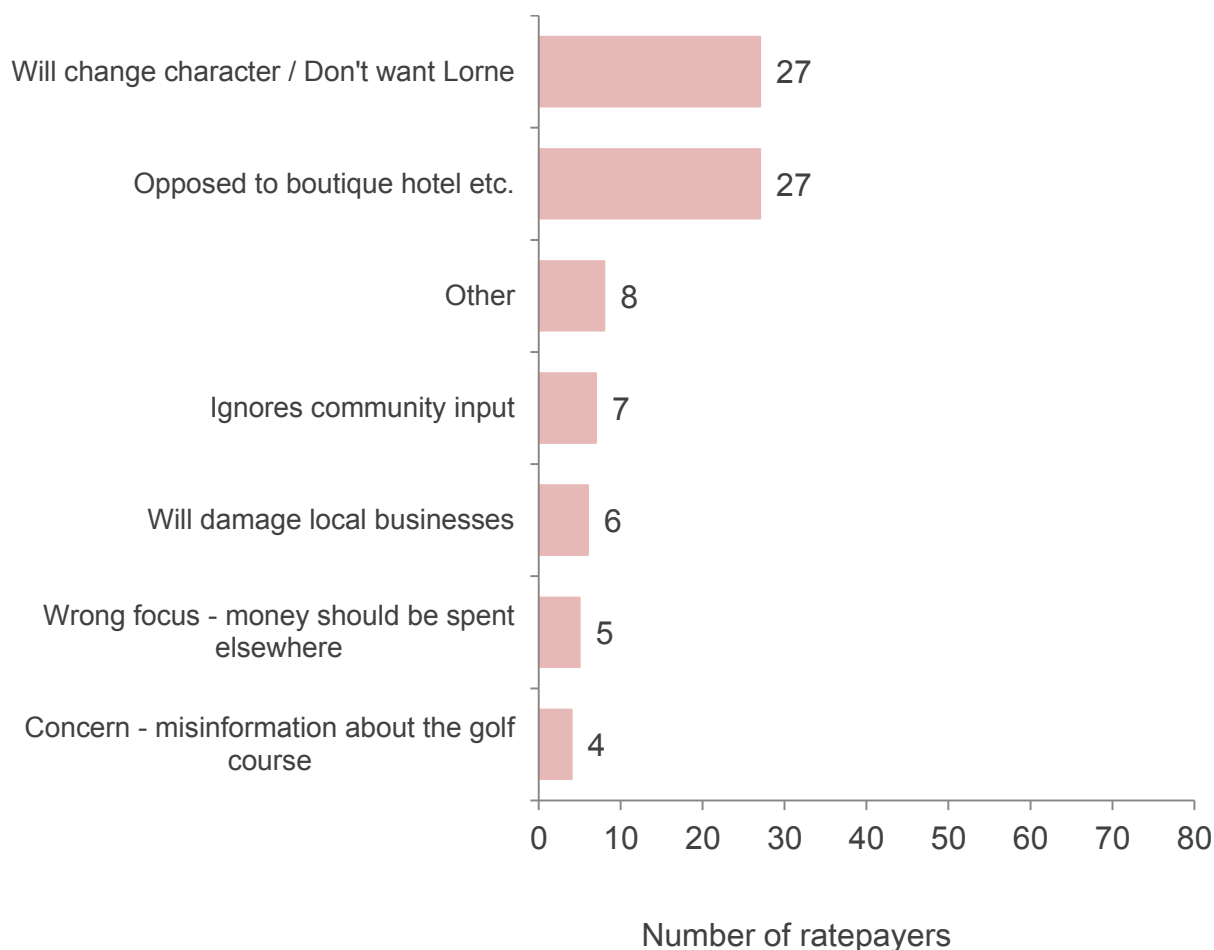
- ▶ Because of the benefits for local tourism and the local economy (23%);
- ▶ Because it would improve infrastructure and facilities that would benefit the community (19%);
- ▶ Because the Apollo Bay Harbour precinct needs an upgrade (13%).

Some ratepayers were attracted to specific components of the plan particularly upgrading of the harbour and fishing facilities.

Some ratepayers thought the Master plan would deliver a balance or compromise between development and preservation of local character and/or environment (7%).

## Reasons for opposition to Master plan as a whole

Q23. And what are the main reasons you oppose the harbour redevelopment plan? .



### Key findings:

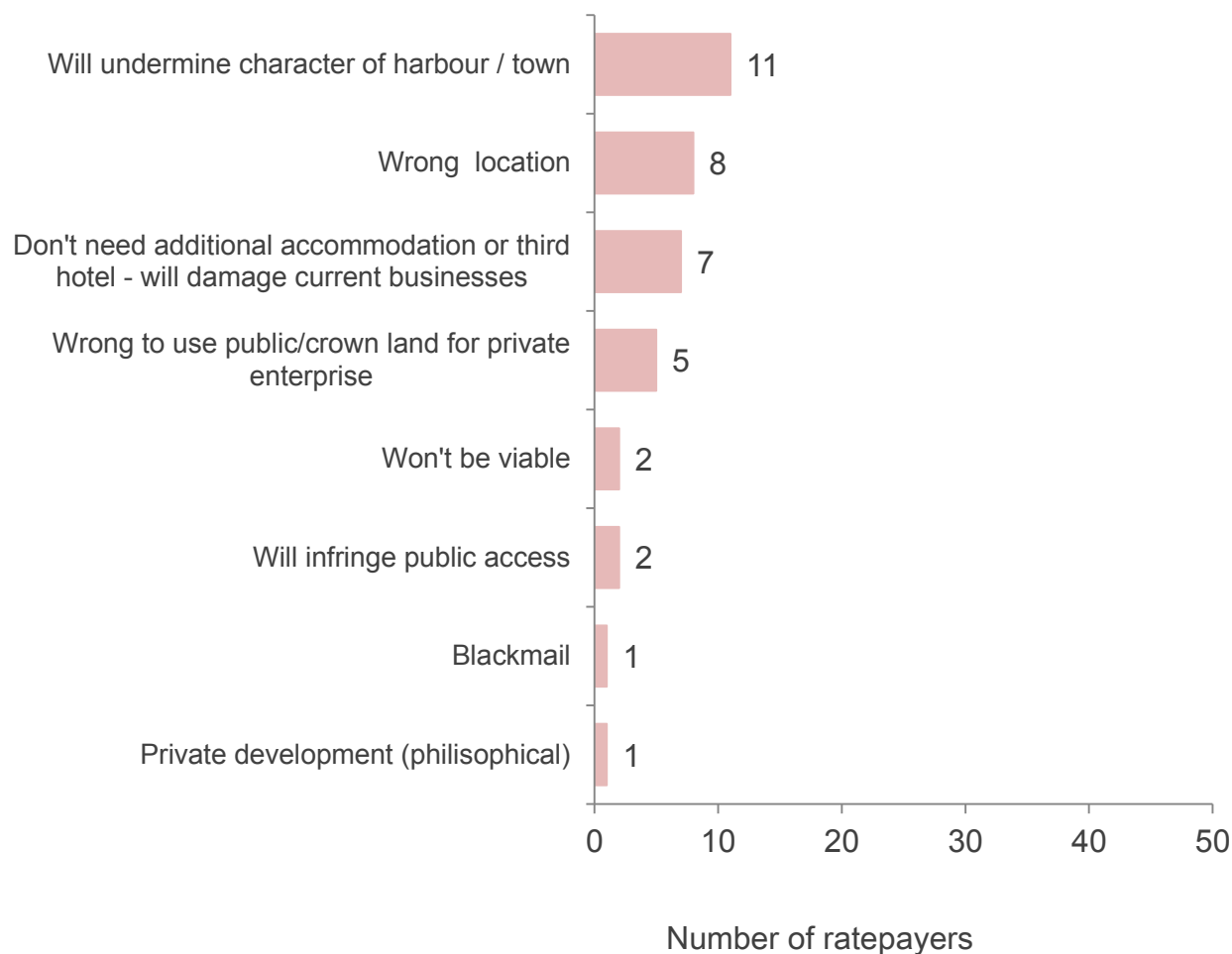
The most mentioned reasons for opposing the Apollo Bay Harbour precinct Master plan as a whole were:

- ▶ Concern that the redevelopment would change the character of Apollo Bay for the worse. Lorne was said to be an example of the kind of development these ratepayers did not want (9%);
- ▶ Because the privately owned boutique hotel and health and wellbeing centre was not appropriate for Apollo Bay Harbour precinct (9%).

A few ratepayers thought the Apollo Bay Harbour precinct Master plan ignored community input (2%) and / or will damage local business (2%). A few thought the money should be spent elsewhere (2%) or had concerns about the golf course (1%).

## Reasons for opposition: Boutique Hotel & Health and Wellbeing Centre

Q23. And what are the main reasons you oppose the harbour redevelopment plan?



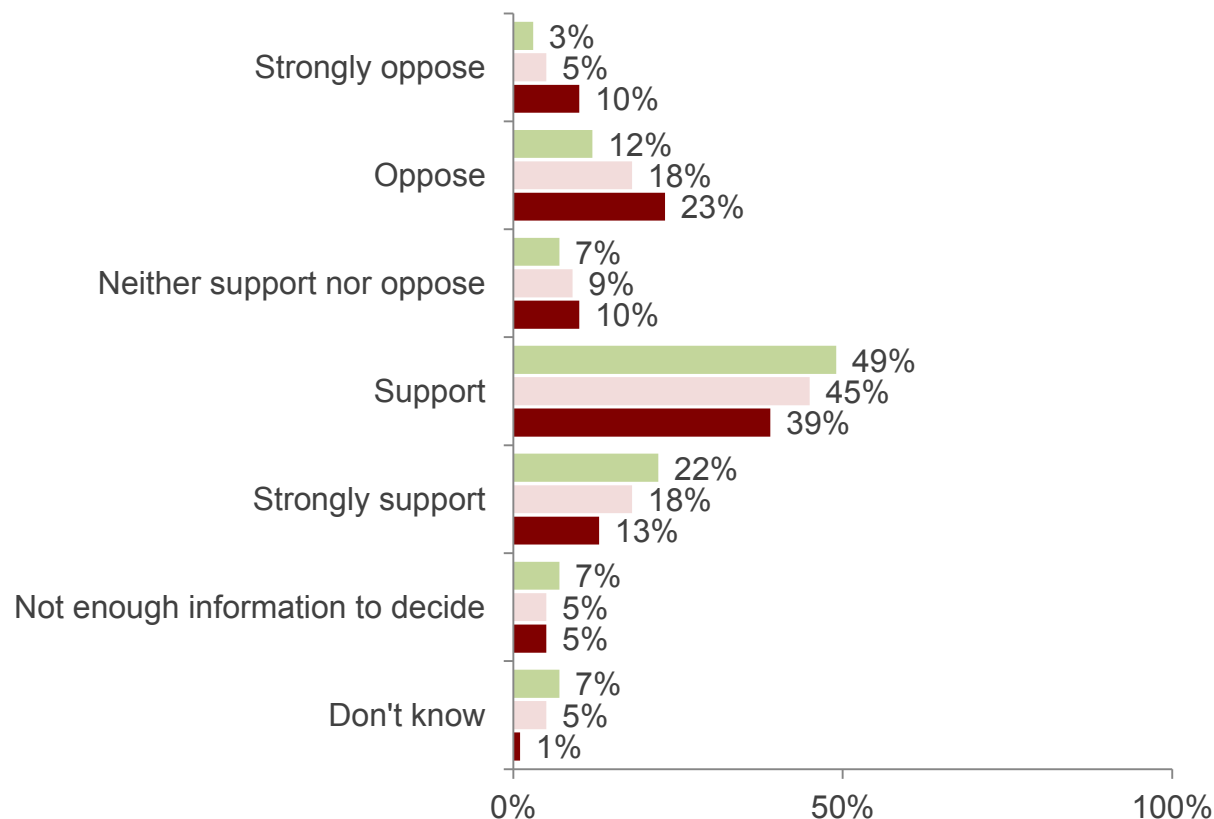
### Key findings:

Of the 27 ratepayers who explicitly mentioned their opposition to the Boutique hotel and health and wellbeing centre:

- ▶ 11 (40%) felt it would damage the character of the harbour and/or town.
- ▶ 15 (55%) expressed concern about the proposed location for various reasons included the loss of public land (5) and/or public access (2).
- ▶ 7 (25%) saw no need for additional accommodation or a third hotel.

## Differences between local and non resident ratepayers

Q21. So thinking of the Apollo Bay Harbour precinct master plan as a whole, to what degree do you support this plan as I have described it? .



■ Someone from outside the Apollo Bay area with a residence in the Apollo Bay area (n=185)

■ A business owner in the Apollo Bay area (n=44)

■ A local resident in the Apollo Bay area (n=111)

### Key findings:

There was a significant difference in support between *local residents in the Apollo Bay area* and ratepayers from *outside the Apollo Bay area with a residence in the Apollo Bay area*.

More ratepayers from outside the Apollo Bay area (71%) supported the Apollo Bay Harbour Precinct Master Plan than did local residents in the Apollo Bay area (52%).

Fewer ratepayers from outside the Apollo Bay area (15%) opposed the Apollo Bay Harbour Precinct Master Plan than did local residents in the Apollo Bay area (32%).

## Reactions to options: With boutique hotel or no redevelopment

Q23 The Victorian Government will only provide the money for the harbour redevelopment if a privately owned boutique hotel and health and wellbeing centre is included in the plan. This creates two choices for the Apollo Bay community.

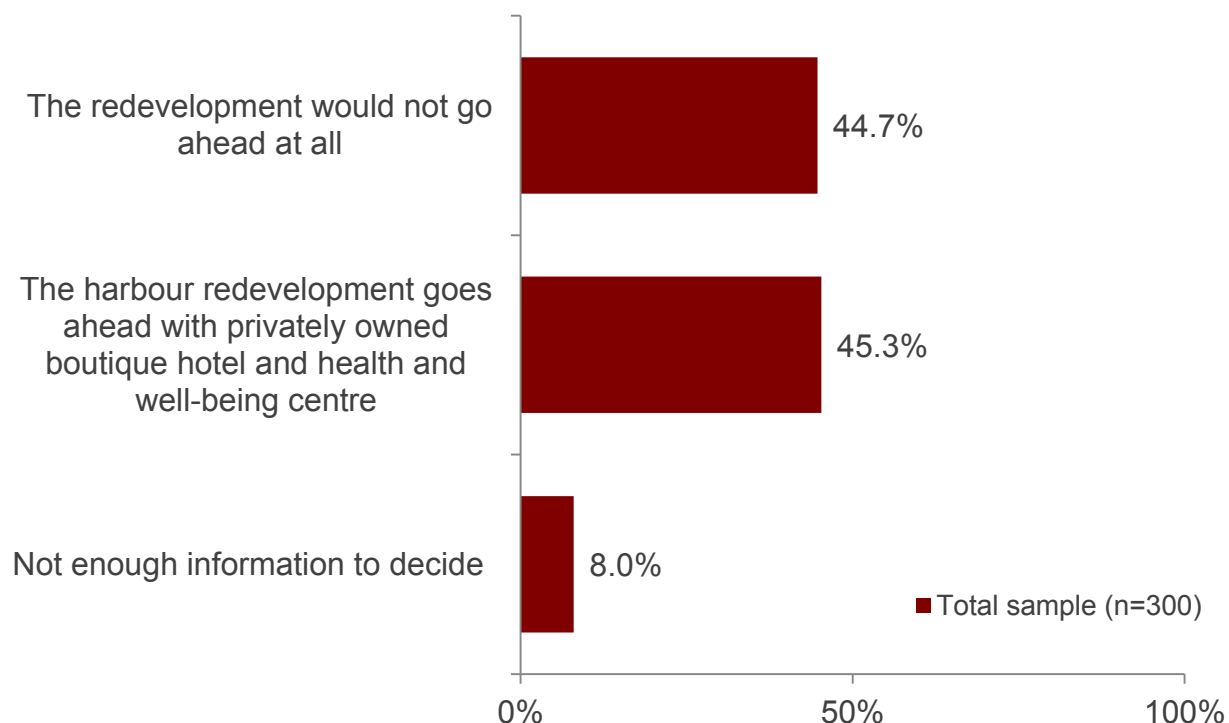
1. The first choice would be that the redevelopment goes ahead with privately owned boutique hotel and health and wellbeing centre
  2. The second choice would be that the redevelopment would not go ahead at all.
- If it was up to you, which of these options would you choose?

### Key findings:

Ratepayers were evenly divided between the option of *redevelopment a with privately owned boutique hotel and health and wellbeing centre* (45%) or *no redevelopment* (45%).

The balance of ratepayers didn't have enough information to decide between the options (8%).

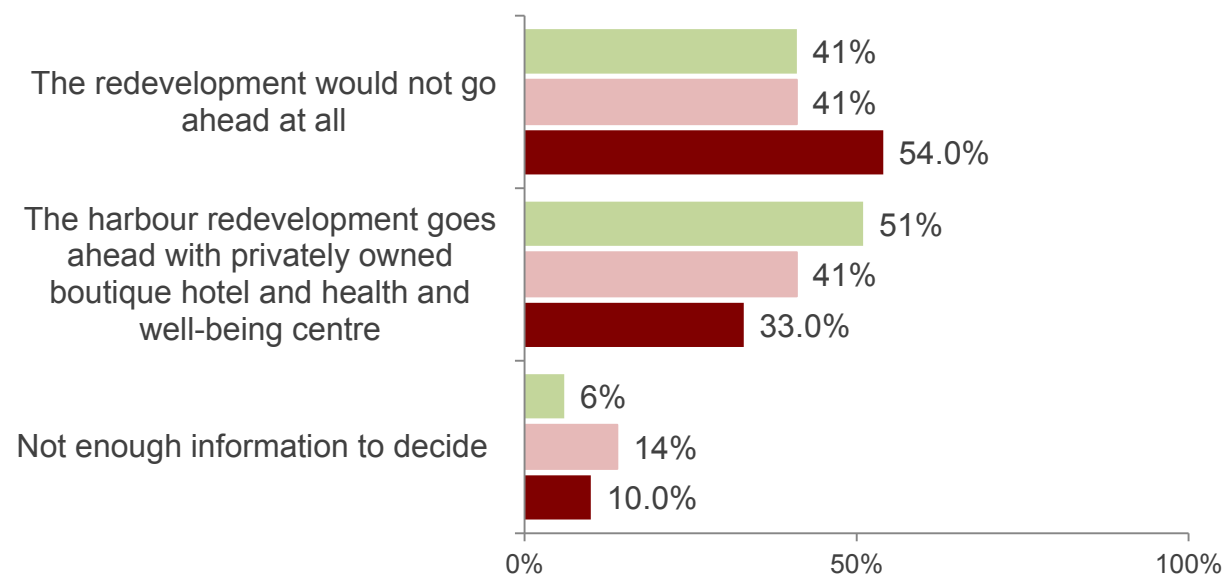
Again this reflects ratepayer concern about the *privately owned boutique hotel and health and wellbeing centre* element of the Apollo Bay Harbour precinct Master plan.



## Differences between local and non resident ratepayers

Q23 The Victorian Government will only provide the money for the harbour redevelopment if a privately owned boutique hotel and health and wellbeing centre is included in the plan. This creates two choices for the Apollo Bay community.

1. The first choice would be that the redevelopment goes ahead with privately owned boutique hotel and health and wellbeing centre
  2. The second choice would be that the redevelopment would not go ahead at all.
- If it was up to you, which of these options would you choose?



■ Someone from outside the Apollo Bay area with a residence in the Apollo Bay area (n=185)

■ A business owner in the Apollo Bay area (n=44)

■ A local resident in the Apollo Bay area (n=111)

### Key findings:

There was a significant difference in choice of option by *local residents in the Apollo Bay area* and ratepayers from *outside the Apollo Bay area*.

More non resident ratepayers (51%) chose *redevelopment a with privately owned boutique hotel and health and wellbeing centre* than did local resident ratepayers (33%).

More resident ratepayers (54%) chose *redevelopment would not go ahead at all* than did non resident ratepayers (41%).

Again this reflects local resident ratepayer concern about the *privately owned boutique hotel and health and wellbeing centre* element of the Apollo Bay Harbour precinct Master plan (but also reflects general ratepayer concern about this element of the plan).

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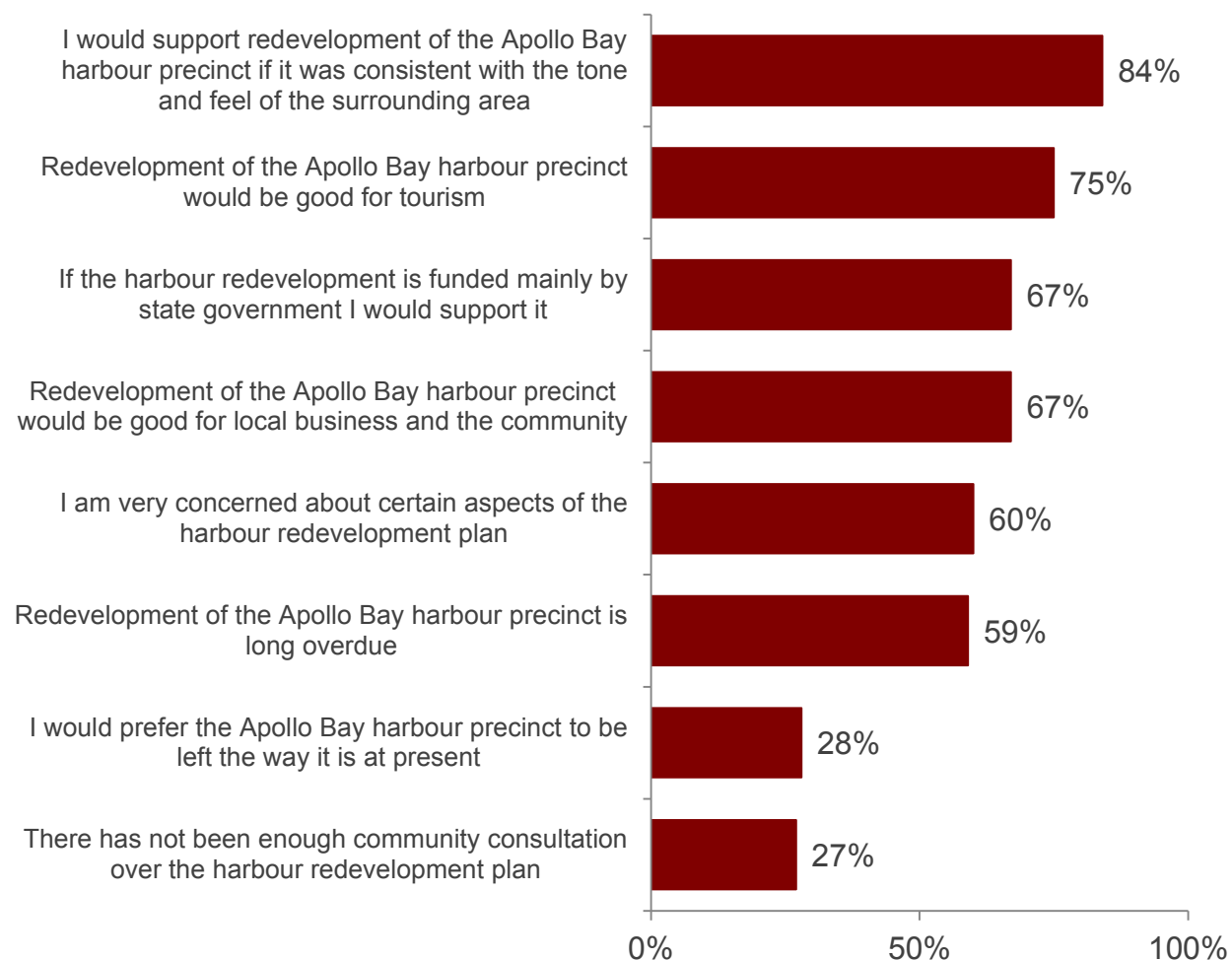


## Part 5: Attitude statements

## Agreement with attitude statements

Q24 to Q31: I am now going to read to you a number of statements. I would like you to tell me whether you agree or disagree with each statement.

**% of ratepayer who agree or strongly agree with each statement (n=300)**



### Key findings:

The vast majority of ratepayers (84%) agreed they would support the Master plan if the *Apollo Bay Harbour precinct redevelopment was consistent with the tone and feel of the surrounding area*.

Two thirds (67%) of ratepayers agreed they would support the harbour precinct redevelopment plan *if it was mainly funded the state government*.

The majority of ratepayers agreed the redevelopment of Apollo Bay harbour precinct *would be good for tourism (75%), would be good for local business and the community (67%) and is long overdue (59%)*.

Over half of ratepayers (60%) agreed they were *concerned about certain aspects of the harbour redevelopment plan* and a over a quarter agreed *there has not been enough community consultation (27%)*. Over a quarter of ratepayers agreed they would *prefer the harbour precinct is left as it is*.

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## **Part 6: The planning scheme amendment**

## Awareness of planning scheme amendment

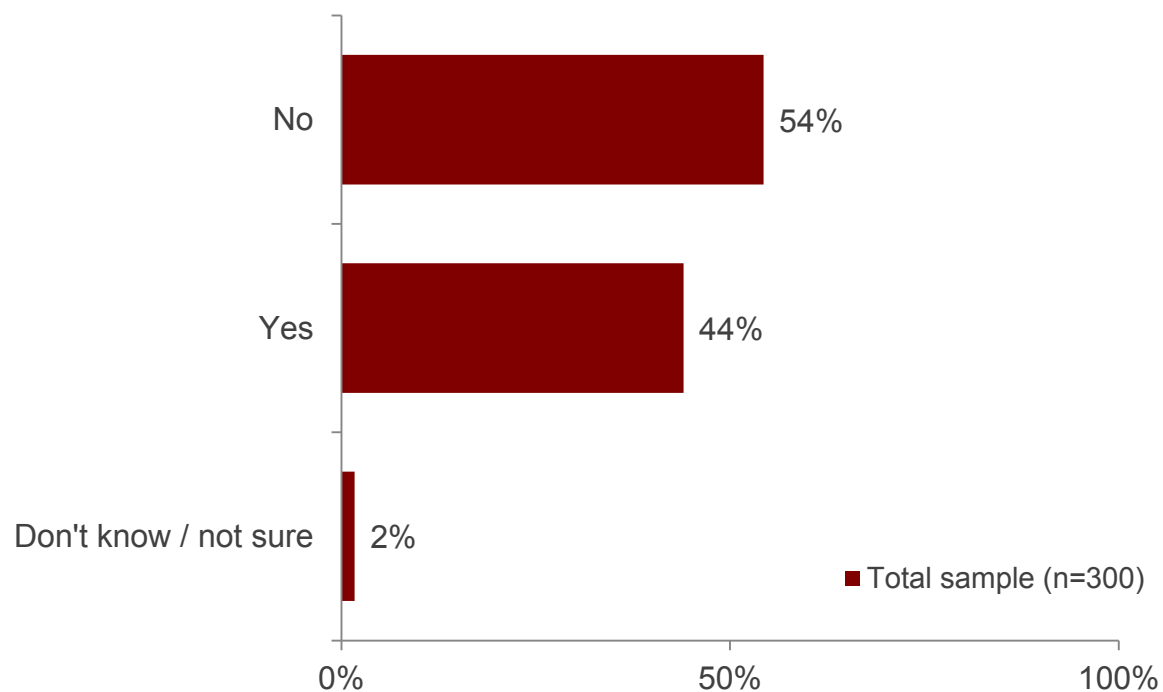
*The Apollo Bay Harbour Precinct master plan we have been discussing is only a concept that will guide future development. It is not a fully developed plan.*

*The next stage of the process involves adding more detail to the current concept so that it can be incorporated into the Colac Otway Shire's planning scheme, which governs what can and cannot happen on the site. This stage is called a 'Planning Scheme Amendment'*

*Q32. Were you aware that a planning scheme amendment is the next stage of the process?*

### Key findings:

Just over half of ratepayers (54%) were not aware that a planning scheme amendment is the next stage of the process while the balance were aware (44%).



## Awareness of what's involved in a planning scheme amendment

*The 'Planning Scheme Amendment' process takes about 18 months to complete and will be funded by the Victorian state government.*

*The process will add precise detail to the plan and will establish clear parameters, guidelines and boundaries for various components of the plan. For example, the dimensions, style and tone of buildings, details about traffic flow and what can and what can't be done under the plan.*

*The proposed amendment would be exhibited for public comment. Submissions would be heard and investigated by an independent panel and changes would be made.*

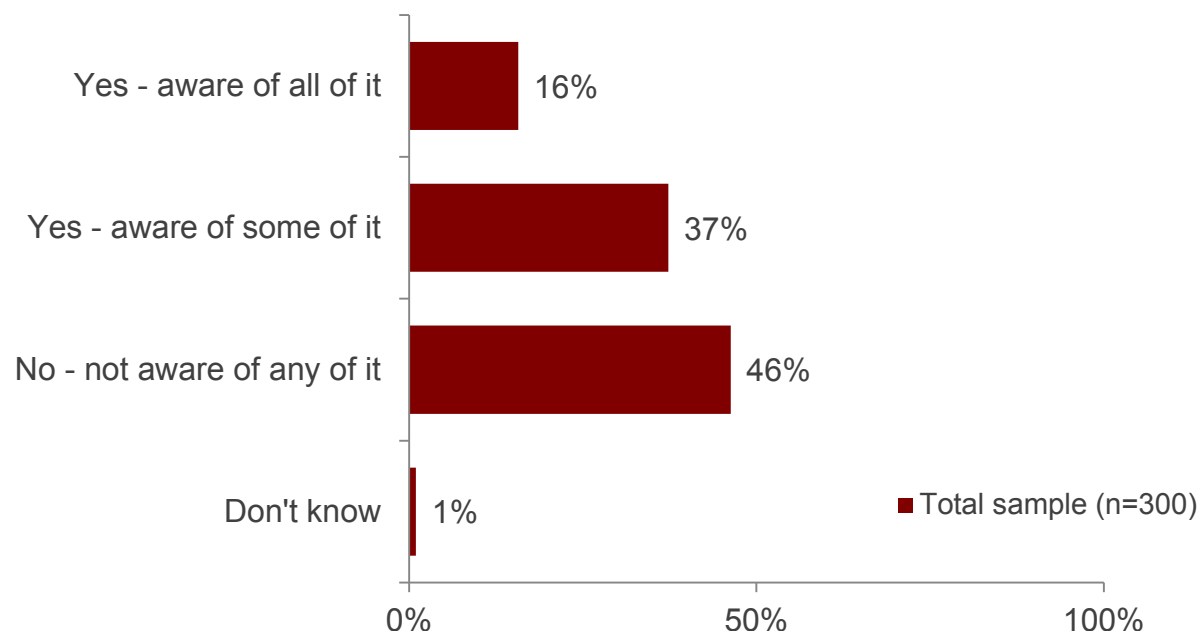
*Assuming there is public support for the revised amendment, council would then adopt the plan into the overall Shire planning scheme. It would then become the basis for the redevelopment of the Apollo Bay Harbour Precinct over the next ten to twenty years.*

Q33. Were you aware of what is involved with the Planning Scheme Amendment?

### Key findings:

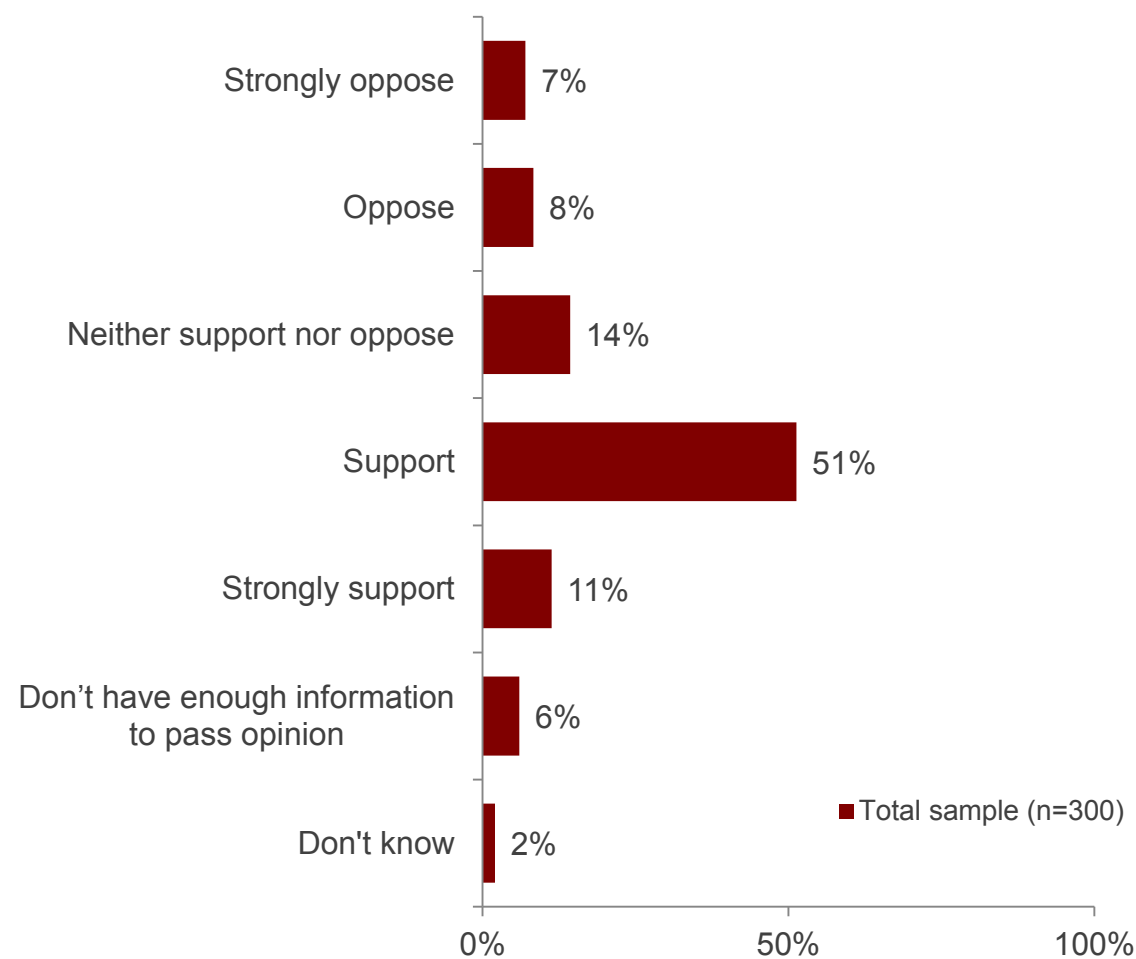
Just over half of ratepayers (53%) said they were aware of *all* (16%) or *some* (37%) of what is involved with the planning scheme amendment.

The balance of ratepayers were not aware (46%) or didn't know what was involved.



## Support for a planning scheme amendment

Q34. So thinking about the Planning Scheme Amendment process, to what degree do you support the Planning Scheme Amendment process as I have described it?



### Key findings:

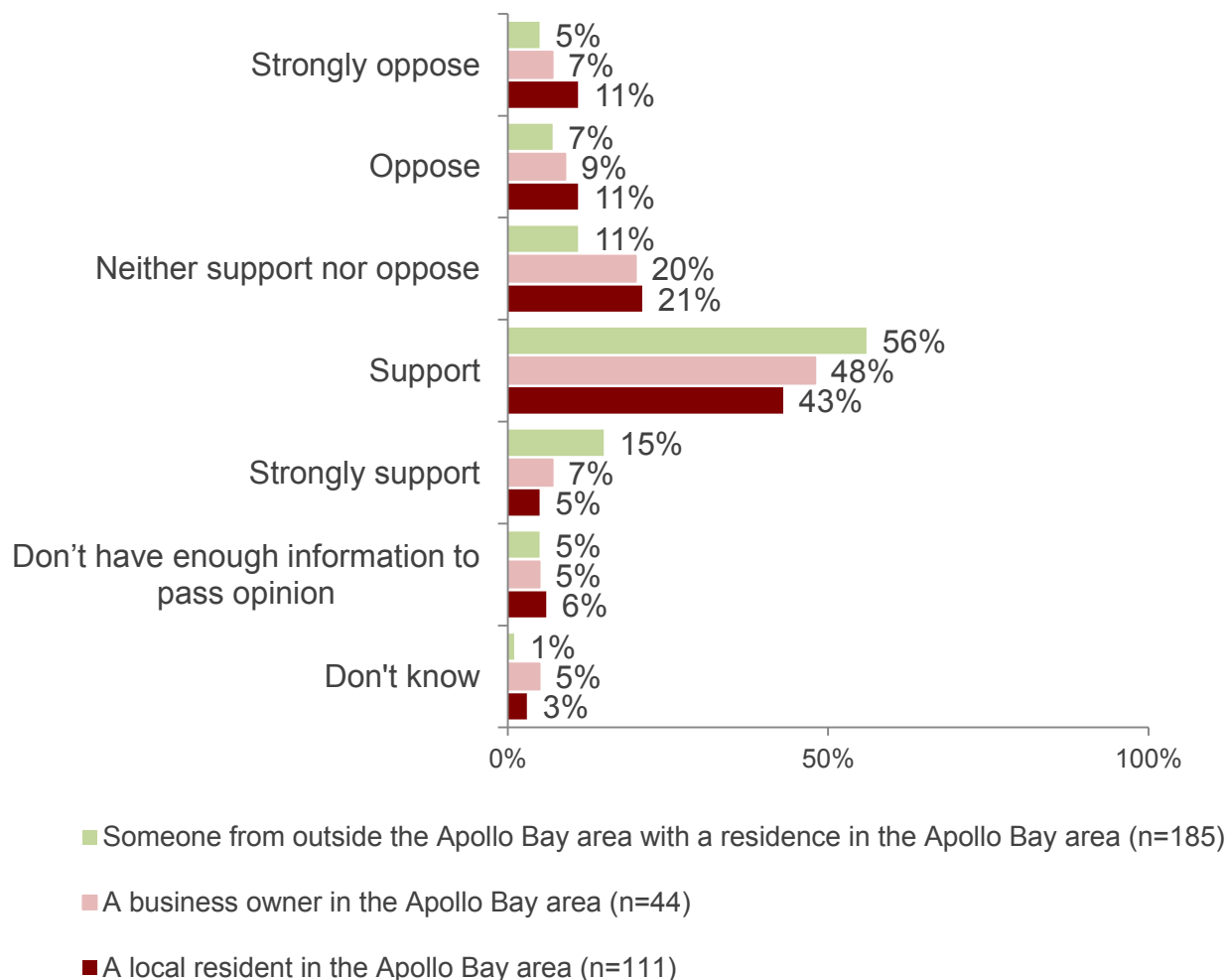
Over half (62%) of ratepayers said they support or strongly support the planning scheme amendment process as described.

A minority of ratepayers (15%) said they didn't support the planning scheme amendment process.

A further 14% neither supported nor opposed the amendment, didn't have enough information to pass opinion (6%) or didn't know (2%).

## Differences between local and non resident ratepayers

Q34. So thinking about the Planning Scheme Amendment process, to what degree do you support the Planning Scheme Amendment process as I have described it?



### Key findings:

There were significant differences in support or opposition from *local residents in the Apollo Bay area, local business owners in the local area* and ratepayers from *outside the Apollo Bay area with a residence in the Apollo Bay area*.

More non resident ratepayers (71%) supported the *Planning Scheme Amendment process* than did local resident ratepayers (48%) or local business owners (55%).

Fewer non resident ratepayers (12%) opposed the *Planning Scheme Amendment process* than did local resident ratepayers (22%).

Fewer non resident ratepayers (11%) neither supported or opposed the *Planning Scheme Amendment process* than did local resident ratepayers (21%) or local business owners (20%).

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