Summary of Visitor Strategies

The Bronte Catchment Project developed a range of strategies in relation to visitors. The following lists each strategy. For more information, please see the Bronte Catchment Project Quarterly Progress Reports for January, April and July 2001, and the Bronte Catchment Project Monthly Update Reports.

- Visitors included in definition of ‘community’, across all project literature.
- Perceptions and concerns about visitors emerged as a major issue across social surveys with residents, interviews with community stakeholders, attendance at community group meetings, interviews with Councillors and Council staff, and in outreach contacts with small businesses and beach, park and gully users.
- Literature search of Council and EPA resources.
- Observational audits of stormwater and environmental hotspots in Bronte Gully, Park and Beach areas, carried out over two weekends in April 2000. This was to test assumptions about visitor impacts and behaviours.
- Scoped range of inner west and eastern suburbs community groups and centres, as possible outreach venues.
- Reconceptualised ‘visitors’ as ‘non-resident catchment users’, to focus on use of the area (and therefore impact), rather than on assumed points of origin.
- Outreach activities and brief survey conducted with beach, park and gully users, during one weekend in April 2000.
- Outreach activities and recruitment for Tele-poll participants conducted with beach, park and gully users, over two weekends in August 2000.
- Outreach activities and recruitment for Tele-poll in backpacker hostels in Kings Cross.
- Developed poster for display in backpackers hostels.
- Outreach activities and recruitment for Citizens Jury and Tele-poll at Bronte Primary School fete – circulated project flyers and range of information to family and friends living outside the catchment area.
- Drafted education materials for non-resident catchment users.
- Identified gaps in available baseline data regarding attitudes, values, knowledge, behaviours, and communication preferences.
- Designed survey for non-resident catchment users, to establish baseline data as above.
- Directly addressed letter to Tele-poll volunteers, outlining above gaps and inviting them to complete and return the enclosed survey. Currently awaiting survey returns.
- Data to be analysed for baseline measures, to inform priorities, identify key messages and issues, and recommend future strategies.

For further information, please contact Roberta Ryan at Elton Consulting, phone 9387 2600, fax 9387 2557, or email roberta@elton.com.au