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OCEANS AND ATMOSPHERE FLAGSHIP, LAND AND WATER FLAGSHIP







GREAT BARRIER REEP



Overview

Integrate people into management

Develop baseline

Integrate knowledge

Identify data gaps

Integrate all datasets

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GREAT BARRIER REE



Purpose

Integrate people into management

Traditional Owners

Ports & shipping

Agriculture

Australians

Tourism

Commercial Fishing

Coastal residents

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GREAT BARRIER REE

CSIRC







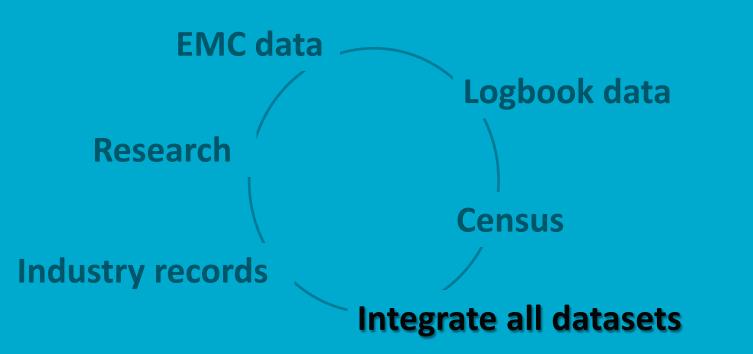
Formal knowledge

Integrate knowledge

Informal knowledge



Adding Value

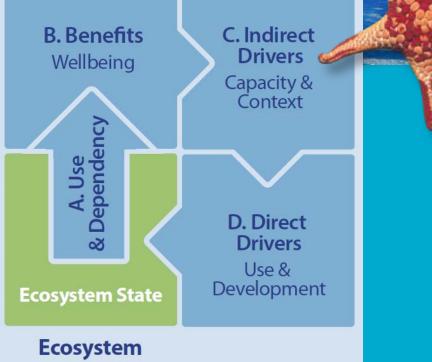






Global, Regional, Local Household Scales

Identify data gaps





Methods

SELTMP (Social and Economic Long Term Monito) Programme) for the Great Barrier Reef RESIDENT SURVEY (27/5/2013) - Version RESIDENT SURVEY (27/5/2013) - Version This survey is for RESIDENTS ONLY

Start

3,000 Australians

Develop baseline

3,000 Locals

211 Fishers

3,000 Tourists

119 Tourism ops

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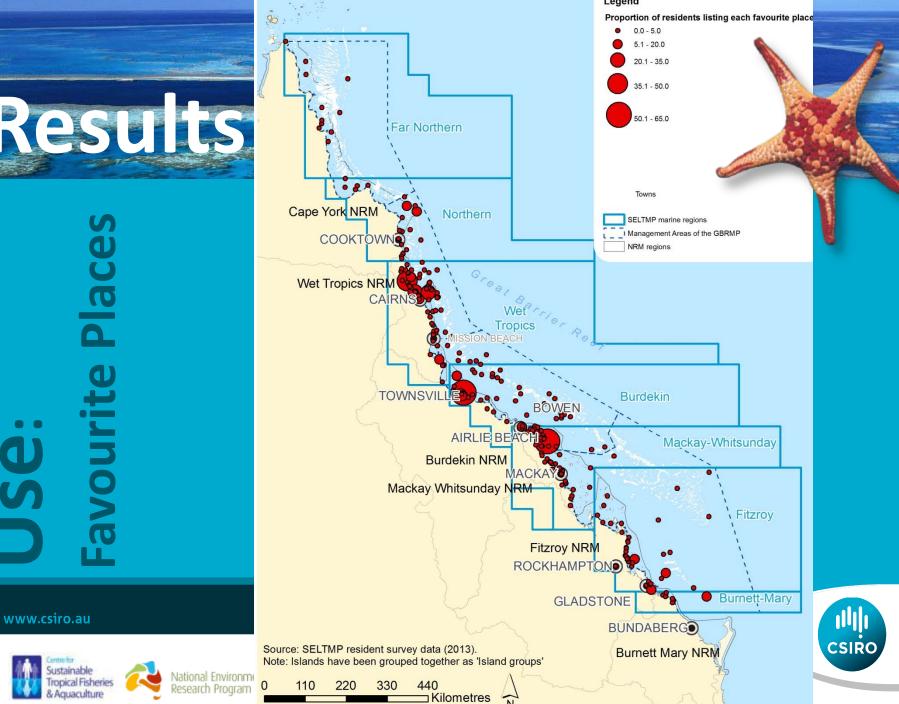


GREAT BARRIER REEP





Place avourite . .



Inspiring....

Q: Below is a list of places in Australia that people have said are inspiring Please rank the following in terms of how inspiring they are to you.

	nspiring, in my top		■ Thiro inspi	l most ring	Second inspiri		■ Mos insp	t iring
Great Barrier Reef	12 4	18	I	1	15		39	
Outback Australia	14	10		50		9	9 9	8
Kakadu	20	7		41		13	13	7
Blue Mountains	14	6		52		1	2 10	7
Uluru	14	9		47		11	13	6
Great Ocean Road	19	11			48		8 8	8 6
The Kimberley Region	21	7		2	48		10	7 6
Sydney Opera House	13	30	0		44		5	4 4
The Gold Coast	14		37			37		4 4 3
Melbourne Cricket Ground	16			55			22	<mark>2</mark> 32
Margaret River	26		14		54	4		3 2 2
Bondi Beach	15		38			40		3 2 1



Context: First Words... Q: Please list the first words that come to mind when you think of the Great Barrier Reef. **Beautiful** 26% Coral 20% March 2013 Amazing 14% reef TISN Fish 13% Endangered/under threat 12% beautiful world water world here water world hatural Water/ocean 10% Natural 9% Marine life 8% Colourful 6% beauty ----dving = "Negative" mentions account for 19% and they include: endangered, dying, marine endangered colourful fragile, pollution, crown of thorns starfish, bleaching



Fishers: First Words...



Australian identity

	Disagree				Agre	
R a	<mark>5</mark> 2014 6 6	24	19)	30	
D R	<mark>6</mark> 212 4 5 9	11	23	14	24	
у	6 314 3 4	12 11	24	14	4 18	
f R	7 4 12 3 5	9 12	25	1	4 17	
e 1	8 11 8	17	9 9	11	7 12 3	84
R	10 3 3 8	9 10	15	15	19	4 3
ł	13 4 3 9	8 10	13	15	18	42
R	8 13 9	18	9	10 11	89	33

I feel proud that the GBR is a World Heritage Area

It is the responsibility of all Australians to protect the GBR

The GBR is part of my Australian identity

I am concerned about the impacts of climate change on the GBR

I would not personally be affected if the health of the GBR declined

I feel optimistic about the future of the GBR

I feel confident that the GBR is well managed It is not my responsibility to protect the GBR

Local Identity

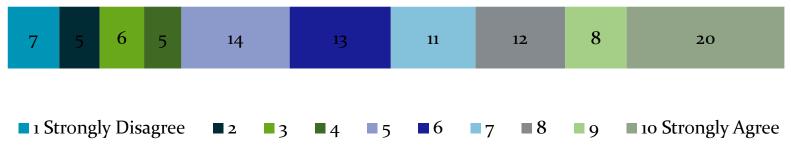
There are many other places that are better for than the GBR for the recreation activities that I enjoy



I feel proud that the GBR is a World Heritage Area

2011 2 3 5 11	16	59
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The GBR is part of my identity



Tourist perceptions

"The	aes	thetic l	beauty of the G	BR is outstanding"		
IO1 3	3	6	15	19	52	

"The place that I most recently visited in the GBR is NOT in great condition"

21	17	14	8	9	9	7	7	3	4
----	----	----	---	---	---	---	---	---	---

"I feel optimistic about the future of the GBR"

4	5	7	8	15		13			15			15		8	10
	1 Very strongly disagree		2	3	4	5	6	7	8	∎9	1	0 Very stro	ngly agree		

Tourist values

"I value the GBR because it supports a variety of life, such as fish and corals"



"I value the GBR because it supports a desirable and active way of life"

12122	62	82	142	211	152		312		
"I valu	e th	ne GBR	because v	ve can learn	about the env	vironment	through sc	ientific di	scoveries"

"I value the GBR because it attracts people from all over the world"

38 28 28 38 78 88 118	162	142	330
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"I value the GBR for the fresh seafood it provides"

117	52	72	62	122		112		112		122		87	182	
	1	VeryBtron	ıgly⊡disagı	ree? 2?	32	4?	5?	6?	7 ?	82	9?	■10®/e	ry&trongly&gree2	

Tourism Operators

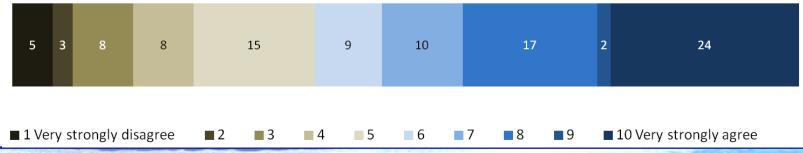
"The aesthetic beauty of the GBR is outstanding"

123	6	14	8	66

"The areas that my operation uses in the GBR are <u>NOT</u> in great condition"

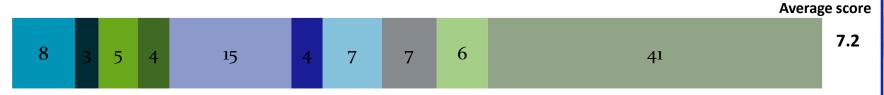
23 14	22	8	7	11	7	5 0 3
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"I am optimistic about the future of the GBR"



Commercial fishers

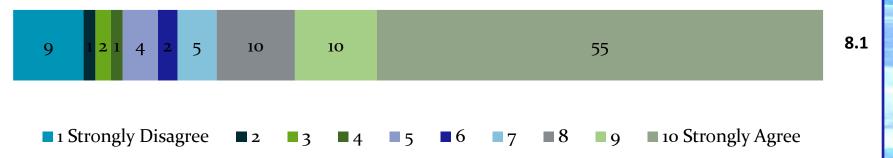
I wouldn't want to be anything other than a commercial fisher



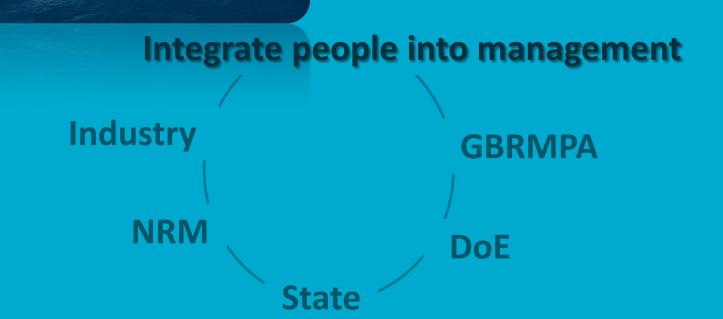
The fishing industry to me is not just a job – it is my lifestyle



I plan to still be a commercial fisher in 5 years time



Partnering





Using SELTMP

Research

M&E

Scenario testing

Context

SIA Linkages





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GREAT BARRIER REE foundation



eatlas.org.au/seltmp

nerptropical.edu.au

Thanks

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