

Melbourne Water Yarra Research

Visitors to the Yarra River

Visitors to the Yarra were more likely than non-visitors to:

- Be male (53% vs 47%) and be younger (avg 41 yrs vs 48 yrs)
- Have visited other major Melbourne Waterways
- Believe the Yarra is important to them (52%) and to Melbourne's Liveability (73%)
- Live in Lower Yarra (44%) and less likely Werribee(10%) or the Peninsula (3%)
- Believe that Protecting important views and visual aspects of the Yarra that provide a connection with the River is very or extremely important (80% vs 70%)

Yarra visitors

- 74% visited Reach 1, 15% reach 2, 26% Reach 3 and 25% Reach 4
- 29 times per yr Reach 1, about 15 times for other reaches
- 28% of population very or extremely familiar with any reach of the Yarra
- 58% rated 8 to 10 on the Yarra being important in making Melbourne a great place to live
- 36% rated the Yarra was important to them personally
- Most likely to be mainly visiting for Recreation (46%) or Entertainment/Sightseeing (32%)
- When there the main activity undertaken is walking or jogging (34%).
- The most common activities undertaken are walking/jogging (51%), Nature appreciation (34%), visiting Cafes/restaurants (33%) and Picnic/BBQ (29%).
- 48% have been interacting with the Yarra for less than 3 years
- The most frequent time for visiting the Yarra is during the day on the weekend (71%)
- On average visitors spend ~90 minutes on each visit to the Yarra
- The most common method of accessing the Yarra is driving their car (64%) followed by Public transport (26%) and walking (22%)
- With regards to improvements
 - 82% believe the Yarra is a perfect spot for recreational activities
 - 76% believe untouched healthy landscapes are what makes this place a good place to visit
 - 76% would like to see more native plants and animals in and around the river
 - 62% believe the historical and cultural features of this reach are very important to me.
 - 61% would like to see more landscaped parks and gardens here
 - 58% would like more people to visit this part of the river
 - 53% believe residential development is spoiling the river
 - 41% believe there is too much traffic near this part of the river
 - 41% believe there are too many commercial activities and buildings encroaching on the river
 - 29% disagree the amount of litter is reasonable given the location
 - Only 6% do not always feel safe when visiting this area.
- Pollution and Litter management and Managing environmental flows were the most important aspects of the Yarra (81% and 82% stating Very or Extremely Important) followed by protecting the Yarra from development (76%) and Protecting and improving Green spaces (75%).
- Visitors to the Yarra were most satisfied with Community Access and Use aspects followed Landscape and Land use aspects.
- The major issues (where Satisfaction is lower than average and importance if greater than average) appear to be Litter and Pollution management, Protection from Development, Controls on permitted land uses & Planning controls.
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DIFFERENCES BY REACH

	Reach 1	Reach 2	Reach 3	Reach 4
DEMOGRAPHICS AND RIVER VISITATION	<p>More likely to:</p> <ul style="list-style-type: none"> • Be younger (Average 40 yrs) • Have visited Maribyrnong river in the L12M (37%) • Less likely to be in a couple family with children (39%) 	<p>More likely to:</p> <ul style="list-style-type: none"> • Be Male (63%) • Have visited Merri Creek in the L12M (41%) <p>Less likely to be a group household (8%)</p>	<p>More likely to:</p> <ul style="list-style-type: none"> • Have visited Dandenong Creek (41%) and Werribee River (24%) in the L12M • Be in a couple family with children (46%) 	<p>More likely to:</p> <ul style="list-style-type: none"> • Have visited Dandenong Creek (45%) and Werribee River (26%) in the L12M <p>Less likely to be a lone person household (13%)</p>
REACH INTERACTIONS	<p>More likely to interact with the river to:</p> <ul style="list-style-type: none"> • Commute (20%) <p>And less likely to interact for:</p> <ul style="list-style-type: none"> • Recreation (71%) • Being a local resident (12%) <p>More likely to interact at:</p> <ul style="list-style-type: none"> • Saturday dusk/evening (43%) • Weekend night time (36%) • Weekday at dusk (34%) • Weekday at night time (21%) 	<p>More likely to:</p> <ul style="list-style-type: none"> • Be a local resident (25%) <p>And less likely to interact for:</p> <ul style="list-style-type: none"> • Entertainment/Sightseeing (62%) • Commuting (5%) <p>Less likely to interact at:</p> <ul style="list-style-type: none"> • Saturday dusk/evening (28%) • Weekend night time (14%) <p>Spend less time interacting per visit (average 67 mins)</p>	<p>More likely to interact for:</p> <ul style="list-style-type: none"> • Recreation (83%) <p>And less likely for:</p> <ul style="list-style-type: none"> • Environmental projects (4%) <p>Less likely to interact at:</p> <ul style="list-style-type: none"> • Saturday dusk/evening (25%) • Sunday dusk/evening (21%) • Weekday night time (3%) • Weekend night time (18%) • Weekday at dusk (16%) 	<p>More likely to interact for:</p> <ul style="list-style-type: none"> • Operating a business on/near the river (4%) <p>And more likely to be:</p> <ul style="list-style-type: none"> • 'New interactors' – having interacted for 3.6 years on average <p>More likely to interact at:</p> <ul style="list-style-type: none"> • Saturday morning (41%) • Sunday morning (37%) <p>Less likely to interact at dusk on weekdays (19%).</p> <p>Spend more time there per visit (average 109 mins)</p>

ACCESS	<p>More likely to access the river by:</p> <ul style="list-style-type: none"> Walking (31%) Catching public transport (52%) <p>And less likely to:</p> <ul style="list-style-type: none"> Drive and park a car (40%) 	<p>More likely to access the river by:</p> <ul style="list-style-type: none"> Cycling (21%) <p>And less likely to:</p> <ul style="list-style-type: none"> Catch public transport (14%) 	<p>More likely to access the river by:</p> <ul style="list-style-type: none"> Driving and parking a car (87%) <p>And less likely to:</p> <ul style="list-style-type: none"> Walk (8%) Catch public transport (6%) 	<p>More likely to access the river by:</p> <ul style="list-style-type: none"> Driving and parking a car (80%) <p>And less likely to:</p> <ul style="list-style-type: none"> Catch public transport (16%)
ACTIVITIES	<p>Less likely to do the following activities:</p> <ul style="list-style-type: none"> Nature appreciation (26%) Picnic or BBQ (20%) Dog Walking (8%) Bird Watching/Feeding (6%) Swim (1%) Camp (0%) Environmental activities (0%) 	<p>More likely to do the following activities:</p> <ul style="list-style-type: none"> Bike ride (23%) Canoe, Row or Boat (7%) <p>And less likely to:</p> <ul style="list-style-type: none"> Visit café's/restaurants (19%) 	<p>More likely to do the following:</p> <ul style="list-style-type: none"> Visit cafés/restaurants (40%) Picnic or BBQ (34%) Walk their dog (21%) Swim (6%) 	<p>More likely to do the following:</p> <ul style="list-style-type: none"> Nature appreciation (44%) Picnic or BBQ (40%) Bird watching/feeding (16%) Fish (8%) Camp (7%)
ATTITUDES (AGREE/STRONGLY AGREE)	<p>More likely to agree that:</p> <ul style="list-style-type: none"> There is too much traffic near this part of the river (47%) I would like to see more landscaped parks and gardens here (68%) <p>Less likely to agree that:</p> <ul style="list-style-type: none"> Untouched healthy landscapes are what make this place a good place to visit (69%) I always feel safe when visiting this area (69%) The historical and cultural features of this reach are very important to me (55%) I would like more people to visit this part of the river (52%) 	<p>Less likely to agree that:</p> <ul style="list-style-type: none"> I would like to see more landscaped parks and gardens here (49%) There is too much traffic near this part of the river (34%) 	<p>More likely to agree that:</p> <ul style="list-style-type: none"> Untouched healthy landscapes are what make this place a good place to visit (83%) <p>Less likely to agree that:</p> <ul style="list-style-type: none"> Irrigation for agriculture is the most important use of the river here (34%) (compared to reach 4 only) Residential development is spoiling the river here (48%) 	<p>More likely to agree that:</p> <ul style="list-style-type: none"> Untouched healthy landscapes are what make this place a good place to visit (82%) I always feel safe when visiting this area (83%) The historical and cultural features of this reach are very important to me (70%) I would like more people to visit this part of the river (69%) Irrigation for agriculture is the most important use of the river here (48%) (compared to reach 3 only)

VALUES	<p>Reach 1 was significantly more likely to value the Yarra for being a Melbourne icon (17%).</p> <p>And less likely to value:</p> <ul style="list-style-type: none"> • Access for recreation (27%) • Protecting/improving green spaces along the Yarra (12%) • Protecting the Yarra from development on its banks (1%) <p>Also less likely to believe the Yarra is important to them personally (avg 7.4/10).</p>	<p>Less likely to value the Yarra for an icon of Melbourne (5%)</p>	<p>More likely to value the river for:</p> <ul style="list-style-type: none"> • Biodiversity (26%) <p>Less likely to value:</p> <ul style="list-style-type: none"> • Amenities (picnic/toilets) (2%) <p>More likely to believe the Yarra is more important:</p> <ul style="list-style-type: none"> • To them personally (avg 7.9/10) • In making Melbourne a great place to live (avg 8.5/10). 	<p>More likely to value the river for:</p> <ul style="list-style-type: none"> • Biodiversity (26%) • Climate Change (3%) <p>More likely to believe the Yarra is more important to them personally (avg 7.9/10).</p>
IMPORTANCE	<p>Place less importance on:</p> <ul style="list-style-type: none"> • The quality of drinking water sourced from the river • Incorporating Aboriginal values across all activities affecting the river • Recognition and protection of Traditional Owner areas of cultural significance • Biodiversity along the Yarra River corridor • Community responsibility for the Yarra River to better care for the river and its surrounding lands 			<p>Place more importance on:</p> <ul style="list-style-type: none"> • The quality of drinking water sourced from the river • Incorporating Aboriginal values across all activities affecting the river • Recognition and protection of Traditional Owner areas of cultural significance • Pest management • Community responsibility for the Yarra River to better care for the river and its surrounding lands

Less satisfied with:

- Environmental flows
- Managing effects of climate change
- Education to increase public awareness of environmental issues
- The quality of drinking water
- Incorporating Aboriginal values across all activities affecting the river
- Recognition and protection of Traditional Owner areas
- Promotion of Traditional Owner culture and practices
- Biodiversity
- Managing effects of climate change
- Pest management
- Weed management
- Storm water management
- Litter and pollution management
- Support of local community projects
- Protecting the Yarra River from development occurring on its banks
- Ensuring new developments benefit the Yarra River and the community
- That permitted land uses do not impact on the river
- Protecting views and visual aspects
- Protecting and improving green spaces along the river
- Amenities along the Yarra River
- Public safety
- Community responsibility for the Yarra River
- Incorporating Aboriginal values
- Recognition and protection of Traditional Owner areas

More satisfied with

- Biodiversity along the Yarra River corridor
- Pest management
- Weed management
- Storm water management
- Public safety while using the river and its surrounding parklands

Less Satisfied with:

- Weed management
- Recognition and protection of Traditional Owner areas of cultural significance

More satisfied with:

- Education to increase public awareness of environmental issues concerning the Yarra and surrounds
- The quality of drinking water sourced from the river
- Biodiversity
- Managing effects of climate change
- Education to increase public awareness of environmental issues
- Weed management
- Litter and pollution management
- Support of local community projects that will protect and improve the health of the river
- Protecting the Yarra River from development
- Ensuring new developments benefit the Yarra River and the community
- Protecting views and visual aspects
- Amenities along the Yarra River
- Incorporating Aboriginal values
- Recognition and protection of Traditional Owner areas
- Promotion of Traditional Owner culture and practices
- Sites of heritage value identified and protected