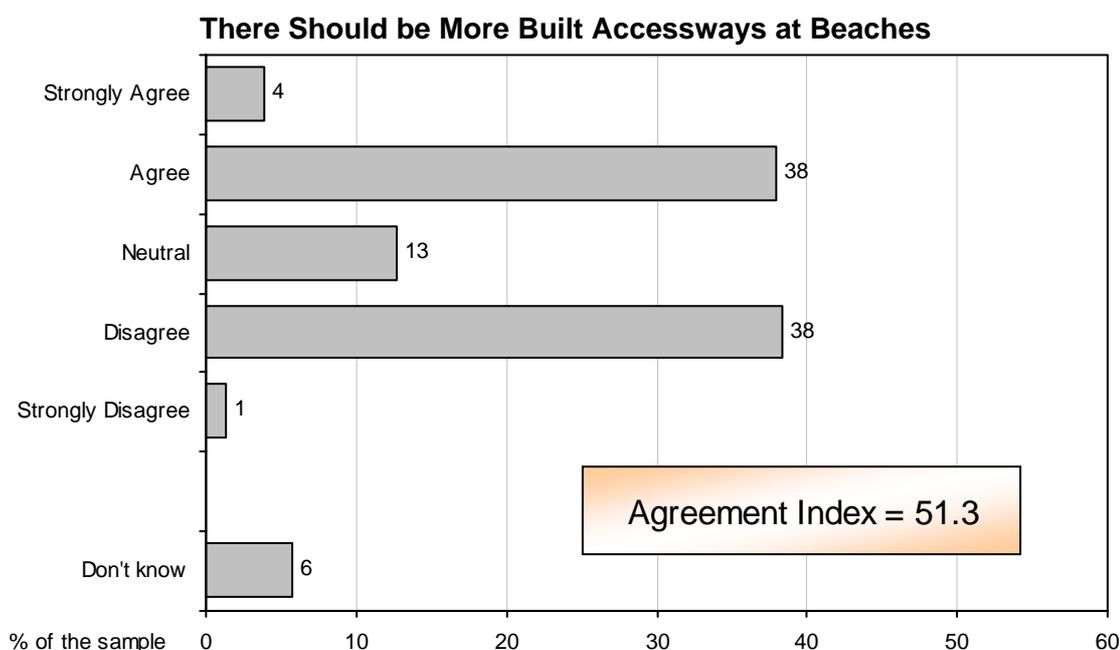


9.5 There Should Be More Built Accessways

The sample is split in its level of agreement with the statement *'there should be more built accessways at beaches'*. As the comments below suggest this may reflect the fact the question was not clear as whether it applied to Whangamata, which has a number of accessways along the length of the beach, or to New Zealand beaches in general.

Less than half of the respondents, 42% agreed with this statement although only 4% strongly agreed. An eighth of the respondents were neutral while 39% of the respondents disagreed. The Agreement Index for the statement, *'there should be more built accessways at beaches'* is 51.3.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, *'there should be more built accessways at beaches'* included those:

- Who visit on an occasional or regular basis and have a holiday home in Whangamata, 50% (95% confidence level).
- Who described their ethnicity as a New Zealand European, 50% (95% confidence level).
- With a household income of \$60,000 - \$150,000 p.a., 49% (90% confidence level).
- Who are classified as the most knowledgeable about dunes, 47%, (90% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, *'there should be more built accessways at beaches'* included those:

- Interviewed on Thursday, 22% (95% confidence level).
- Aged 25 years and under, 22% (90% confidence level).
- Who preferred a beach with few facilities, like a toilet and carpark, 21% (90% confidence level).

Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'there should be more built accessways at beaches'* included those:

- Interviewed between the geographic locators 13 – 18 (including the Estuary) 54% (90% confidence level).

The respondents who disagreed offered a few comments which included:

This beach is ok disagree ,if for sand dunes, not needed at remote beaches neutral

At Whangamata (15 respondents mentioned this)

At Whangamata - agree at some others

At Whangamata – agree at some others

At Whangamata it's fine

At Whangamata, agree - if none

Not here

Not here

Enough here

Got enough

Is plenty out this way

For Coromandel peninsula

Not at Whangamata (3 respondents mentioned this)

Not necessarily

One to get a boat down

Others not necessary - not enough people. Populated yes.

Stay more natural

This beach. Neutral - other beaches

Whangamata, agree - others

Whangamata, agree - others

The respondents who neither agreed nor disagreed offered a few comments which included:

At regular intervals

At regular intervals

At some yes

Depends

Depends on beach usage

Depends on the beach

Depends on the beach

Got enough at Whangamata

If needed

More thinking as to placement

Not necessarily and depends on no. Of people balance

The respondents who agreed offered a few comments which included:

As long as accessible from street

At Whangamata

Depends

Depends

Disagree at Whangamata, lot here now. Generally agree

Enough at Whangamata – at others

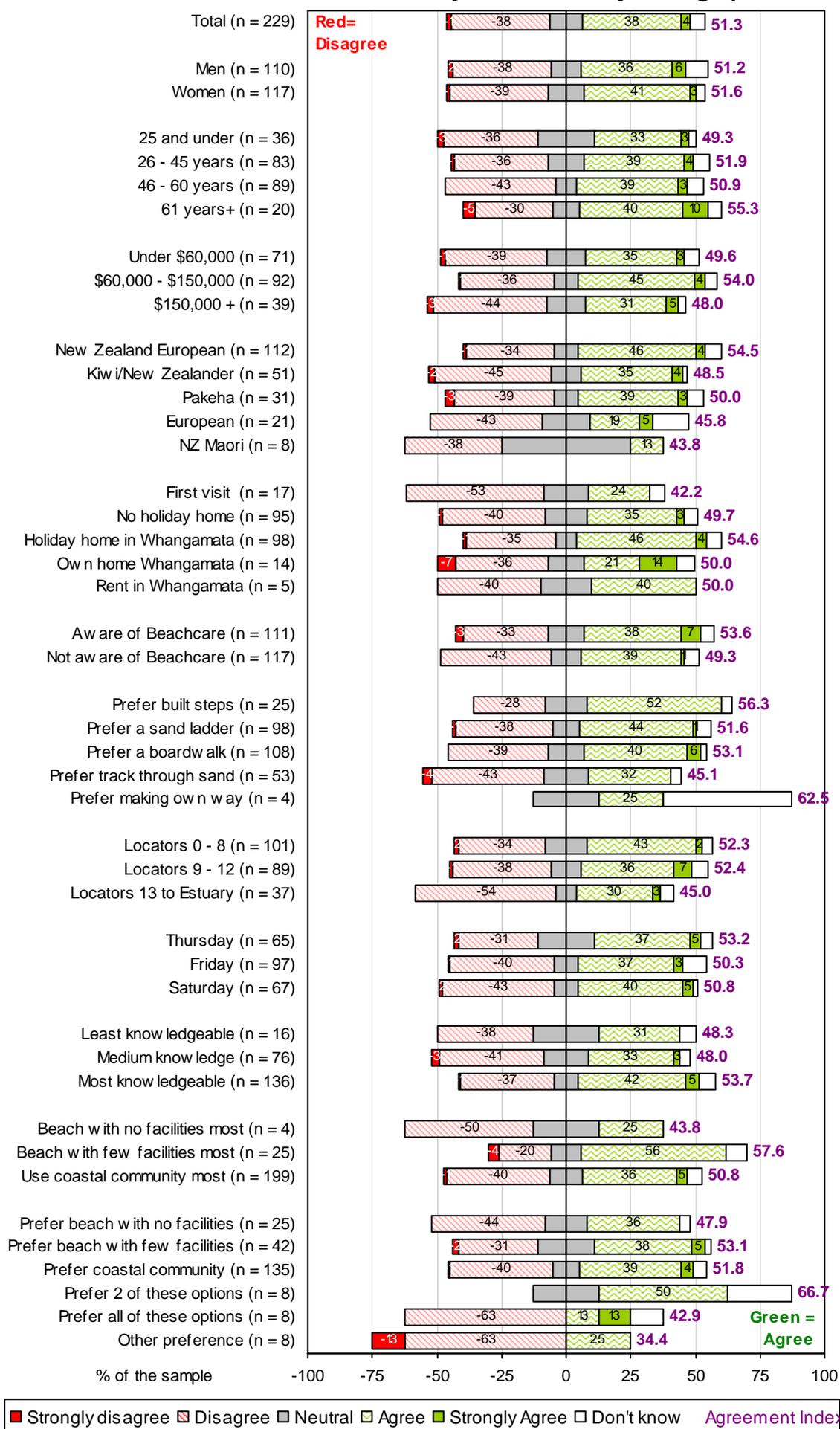
If heavily populated

If it stops accessways being damaged

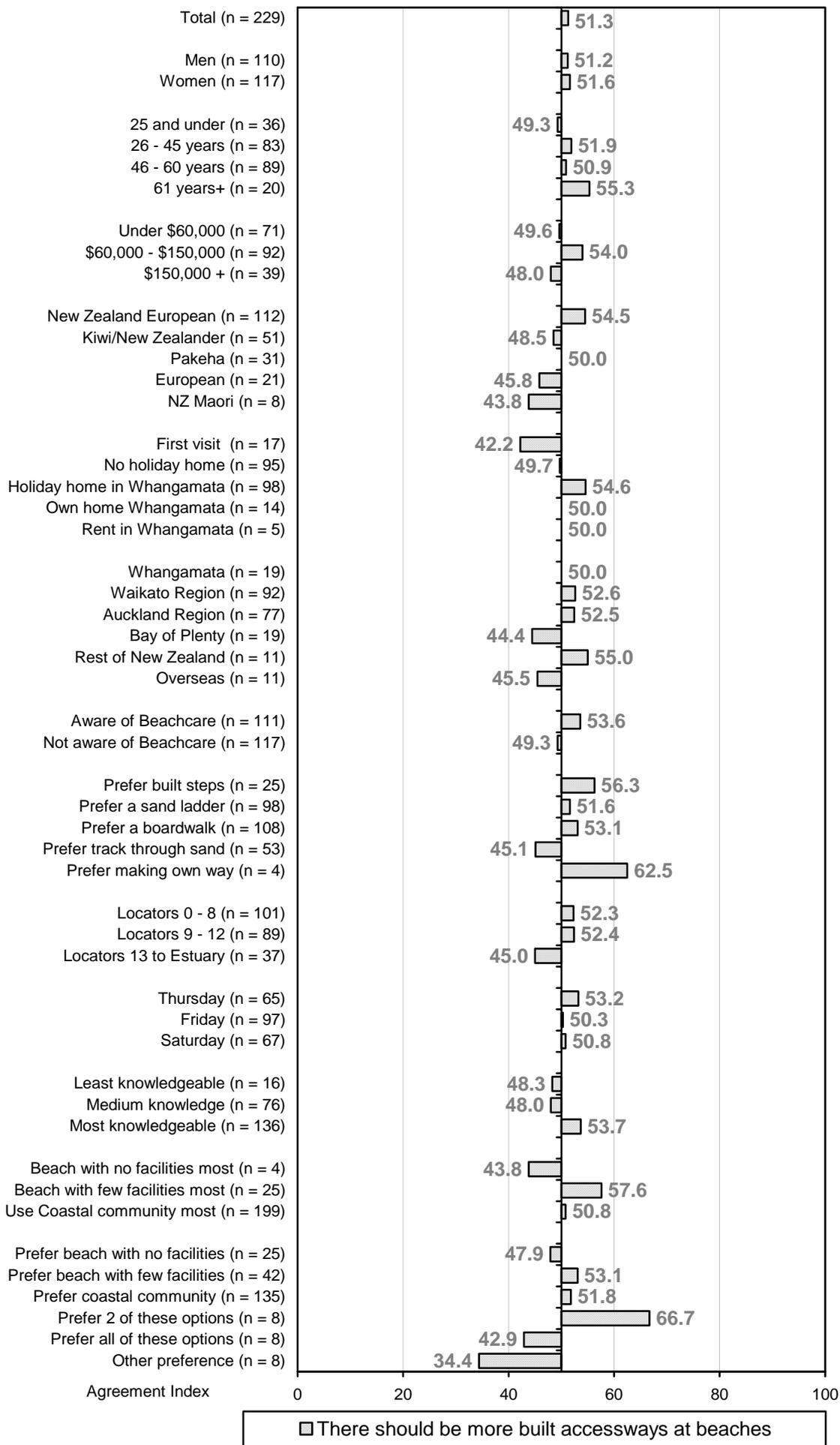
If the situation warrants it

In general
In populated areas, yes
On Whangamata or built up beaches , less developed there should be less
Only environmentally
Pretty well done everywhere at Whangamata
Varies from beach to beach
Where necessary
With more people
Enough at Whangamata

There Should be More Built Accessways at Beaches by Demographics



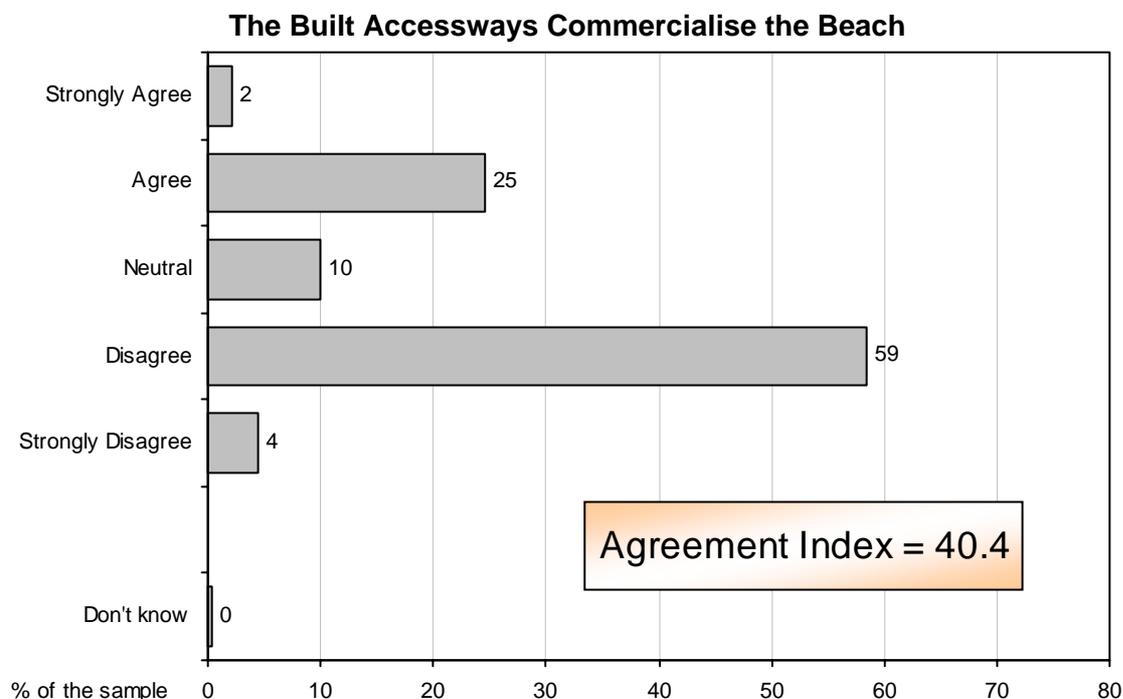
There Should Be More Built Accessways at Beaches: Index by Demographics



9.6 They Commercialise the Beach

The majority of the sample, 63% disagreed with the statement that the built accessways '*commercialise the beach*'. However, only 4% of the respondents strongly disagreed with this statement with a further 59% disagreeing. A quarter of the respondents agreed with this statement, 27% but only 2% strongly agreed. A tenth of the respondents were neutral, 10%.

The Agreement Index for the statement, the built accessways '*commercialise the beach*' is 40.4.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, the built accessways '*commercialise the beach*' included those:

- Aged 25 years and under, 50% (99% confidence level).
- Who have **not** heard of Beachcare, 36% (99% confidence level).
- Who visit on an occasional or regular basis without a holiday home, 35% (95% confidence level).
- Who preferred following a track through the sand where you can see others have gone, 38% (95% confidence level).
- Interviewed on Saturday, 34% (90% confidence level).
- Interviewed between the geographic locators 0 – 8 (including the Wharf) 34% (95% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, the built accessways '*commercialise the beach*' included those:

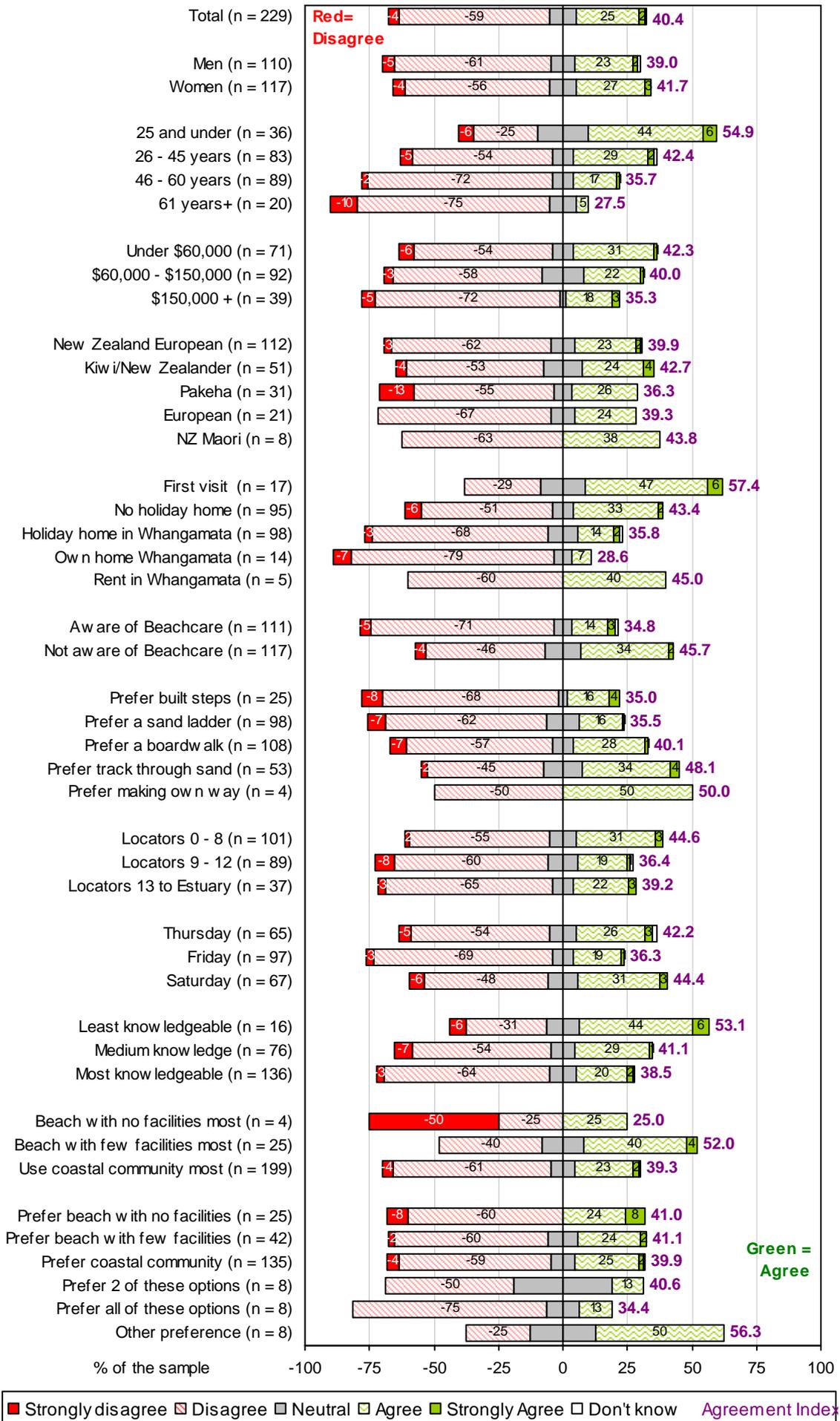
- With a household income of \$60,000 - \$150,000 p.a., 16% (99% confidence level).
- Aged 25 years and under, 19% (95% confidence level).
- Who have **not** heard of Beachcare, 14% (90% confidence level).

Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, the built accessways '*commercialise the beach*' included those:

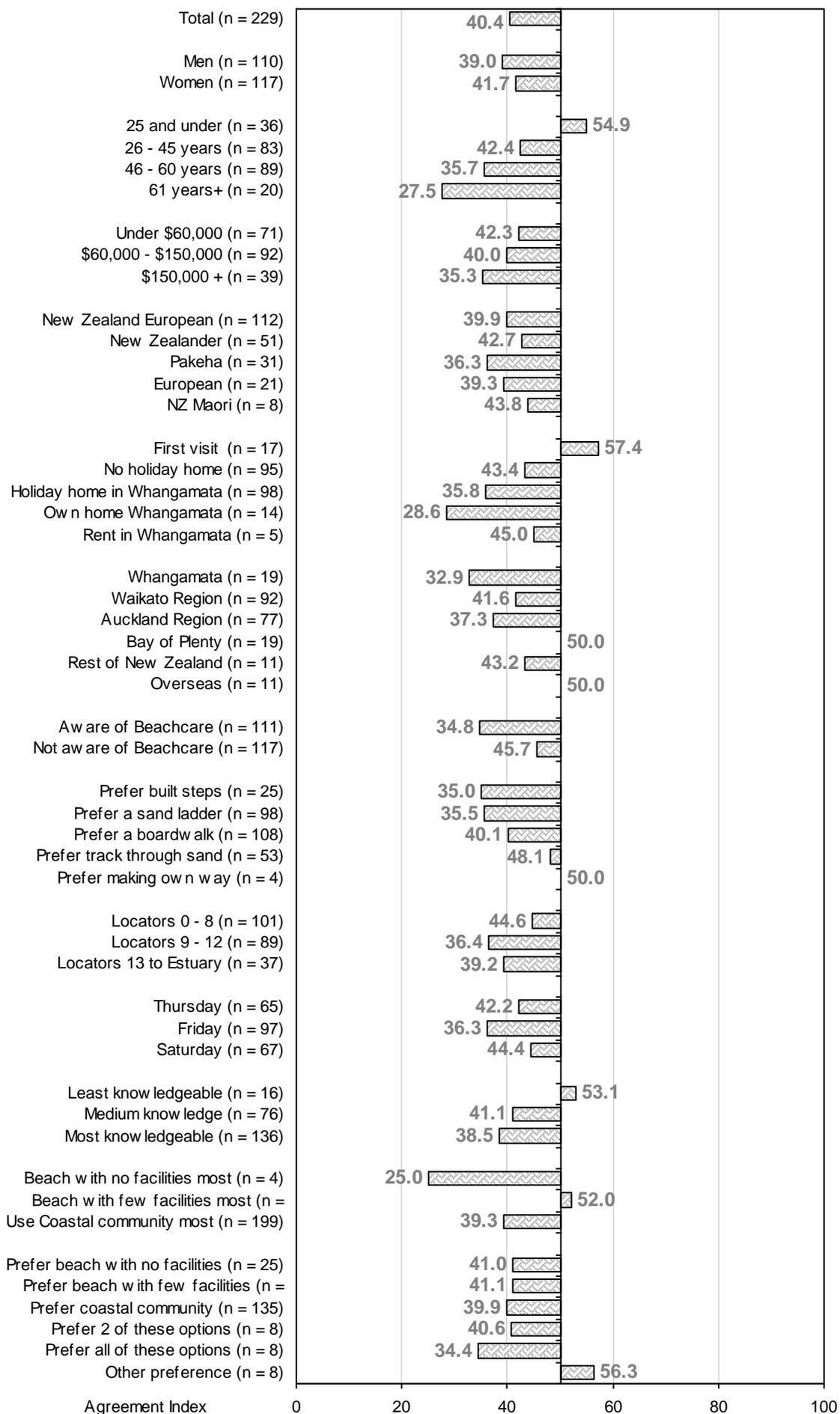
- Aged 46 – 60, 74% (99% confidence level).
- Who have heard of Beachcare, 76% (99% confidence level).

- Who visit on an occasional or regular basis and own a holiday home, 71% (95% confidence level).
- With a household income of over \$150,000 p.a., 77% (95% confidence level).
- Interviewed on Friday, 72% (95% confidence level).
- Who preferred a sand ladder or plank and chain, 69% (90% confidence level).

The Built Accessways Commercialise the Beach by Demographics



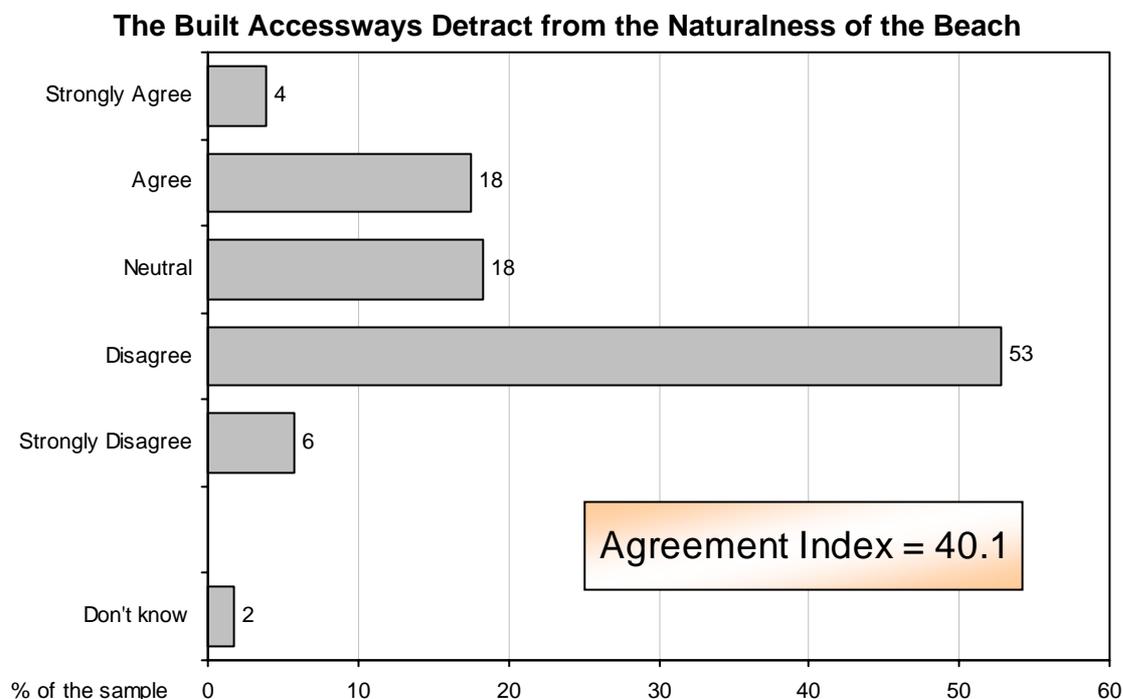
The Built Accessways Commercialise the Beach: Index by Demographics



9.7 They Detract from the Naturalness of the Beach

The majority of the sample, 59% disagreed with the statement that the built accessways *'detract from the naturalness of the beach'*. However, only 6% of the respondents strongly disagreed with this statement with a further 53% disagreeing. A fifth of the respondents agreed with this statement (22%), but only 4% strongly agreed. A fifth of the respondents were neutral, 18%.

The Agreement Index for the statement, the built accessways *'detract from the naturalness of the beach'* is 40.1.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, the built accessways *'detract from the naturalness of the beach'* included those:

- Who preferred following a track through the sand where you can see others have gone, 40% (99% confidence level).
- With a household income under \$60,000 p.a., 29% (95% confidence level).

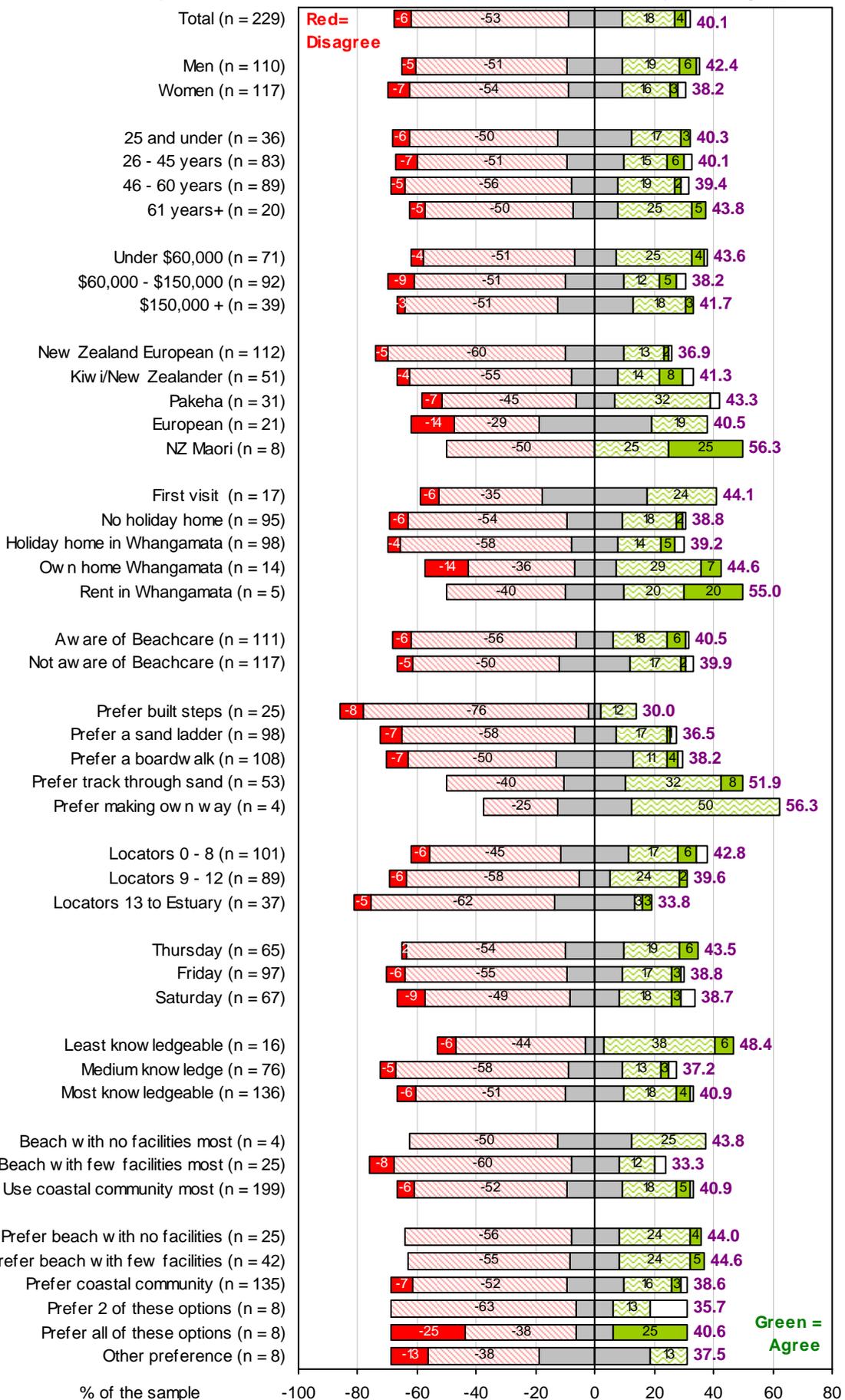
Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, the built accessways *'detract from the naturalness of the beach'* included those:

- Who preferred a boardwalk or track built through the dunes, 26% (99% confidence level).
- Who have **not** heard of Beachcare, 24% (95% confidence level).

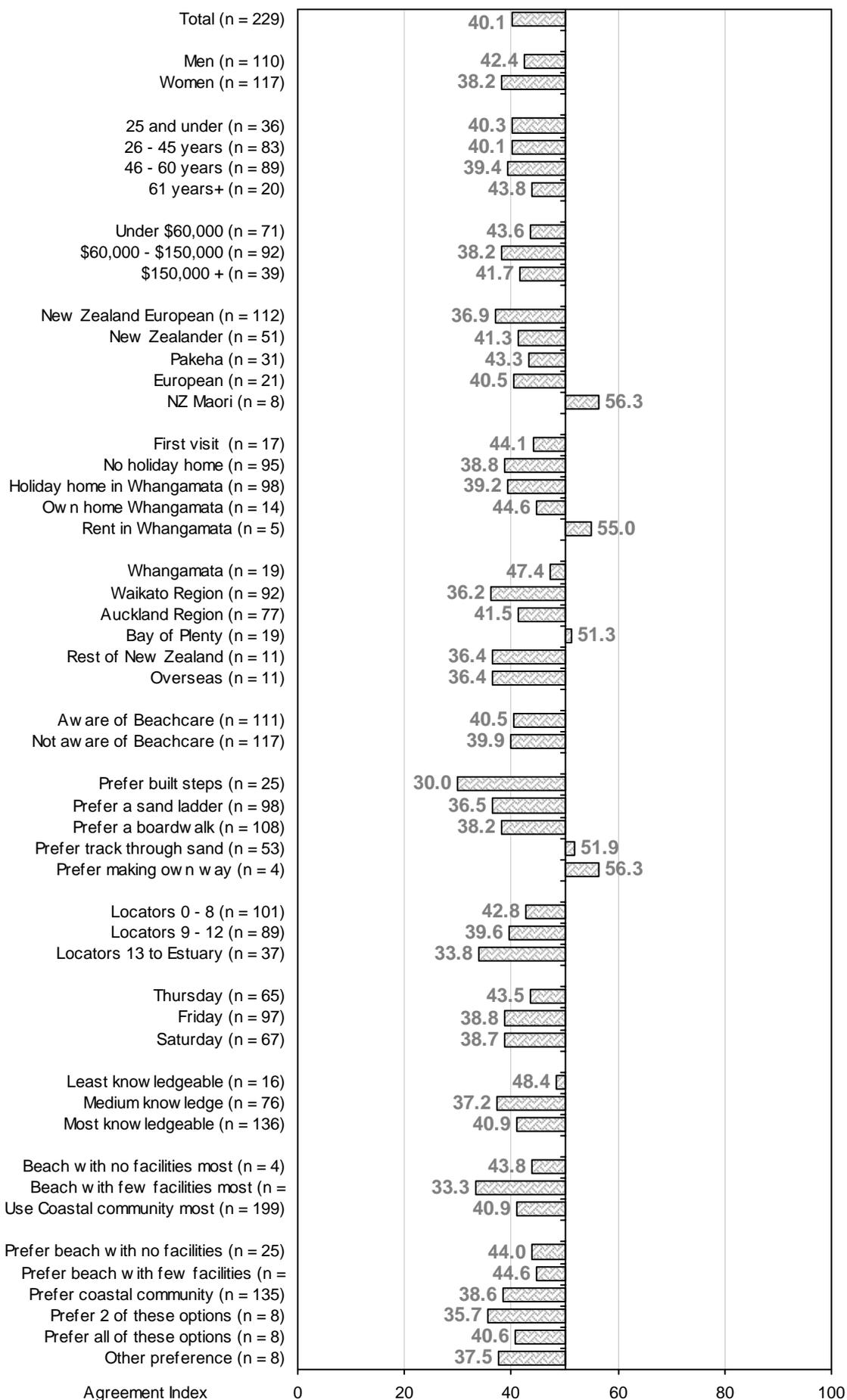
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, the built accessways *'detract from the naturalness of the beach'* included those:

- Who are occasional or regular visitors, 61% (90% confidence level).
- Who preferred a sand ladder or plank and chain, 65% (90% confidence level).
- Who described their ethnicity as a New Zealand European, 65% (90% confidence level).

Built Accessways Detract from the Naturalness of the Beach by Demographics

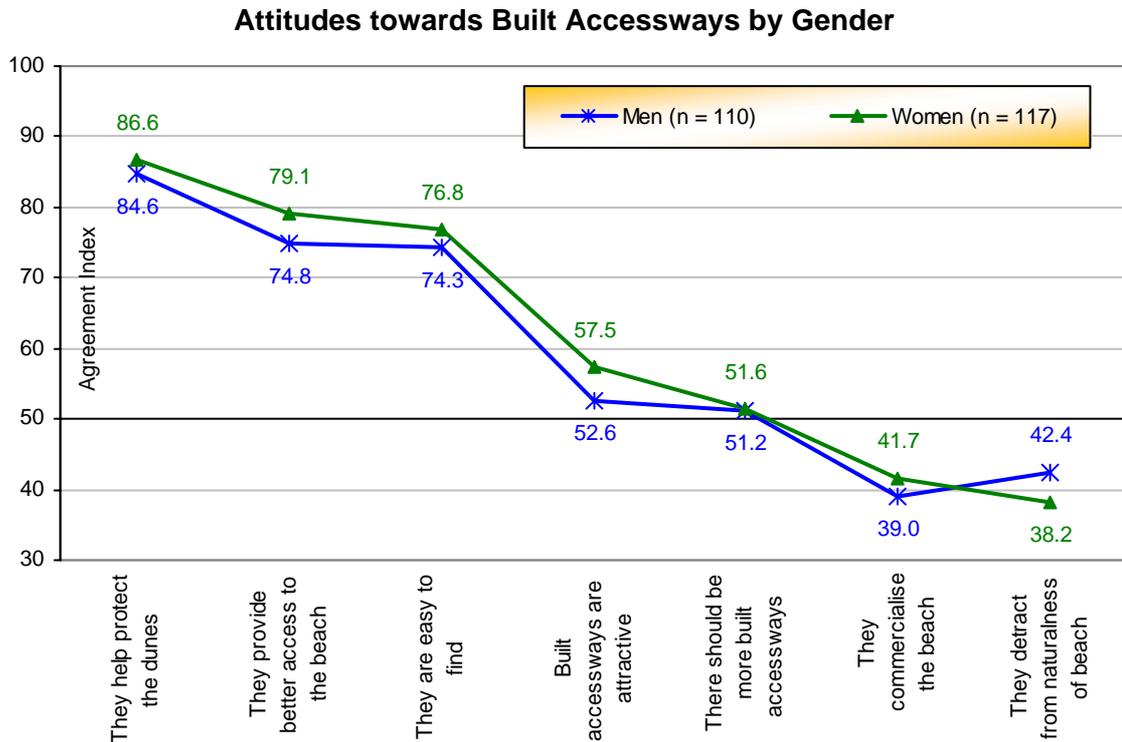


Built Accessways Detract from the Naturalness of the Beach: Agreement Index by Demographics

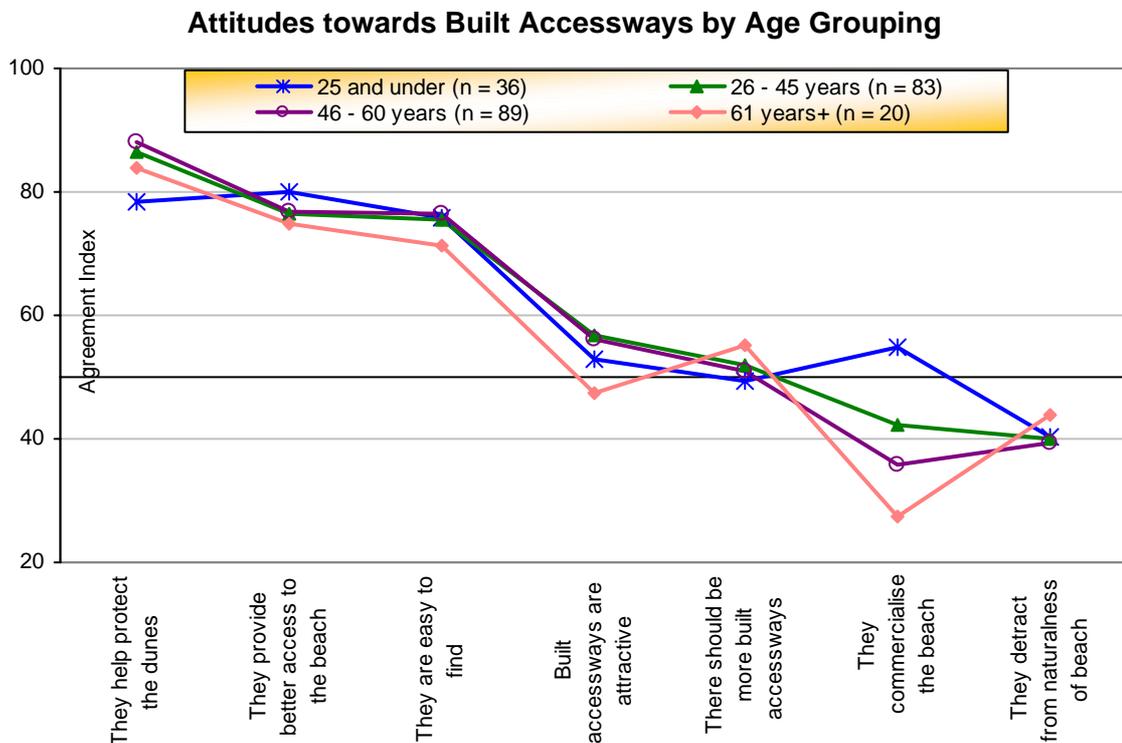


9.7.1 Comparison of Attitude Ratings by Demographic Sub-groups

Comparing the agreement ratings for the statements in relation to the built accessways shows there are limited variations in the level of agreement between the genders. Women tended to agree slightly more than men with most of these statements.



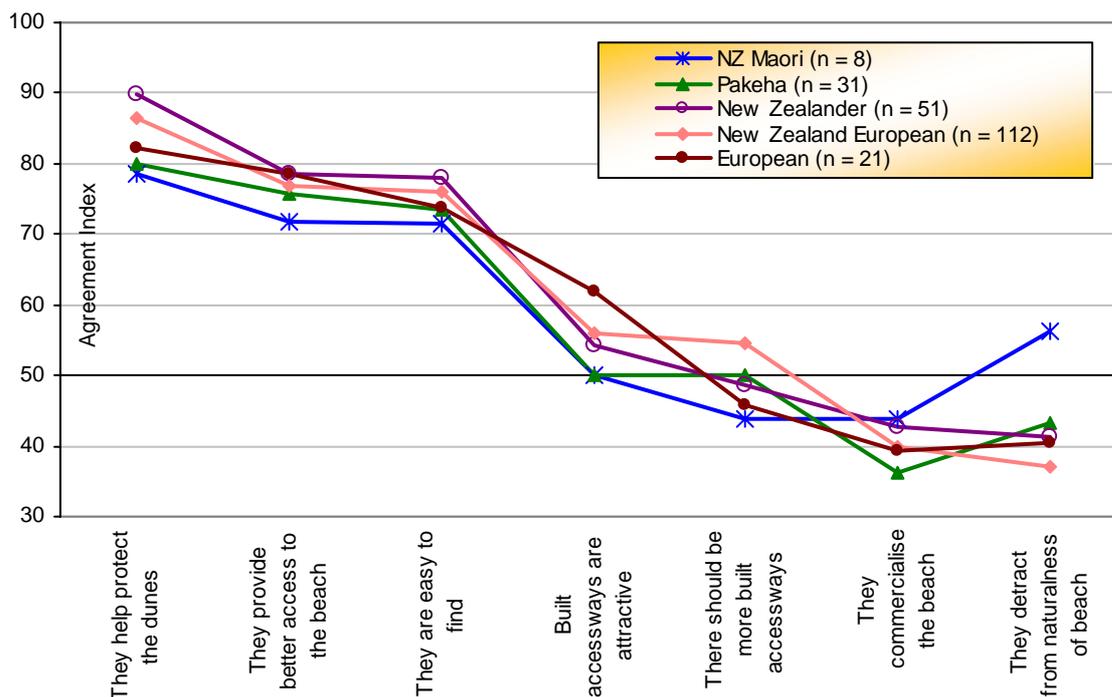
Comparing the agreement ratings between the age brackets for the statements about built accessways shows there are limited variations. The exception seems to be with the statement '*they commercialise the beach*' with older respondents tending to disagree, while the younger respondents are the more neutral they are.



Ethnic background tends to have limited impact on the level of agreement with the statements in relation to the built accessways. The few Maori respondents surveyed tended to agree less with each statement than those of other ethnic backgrounds

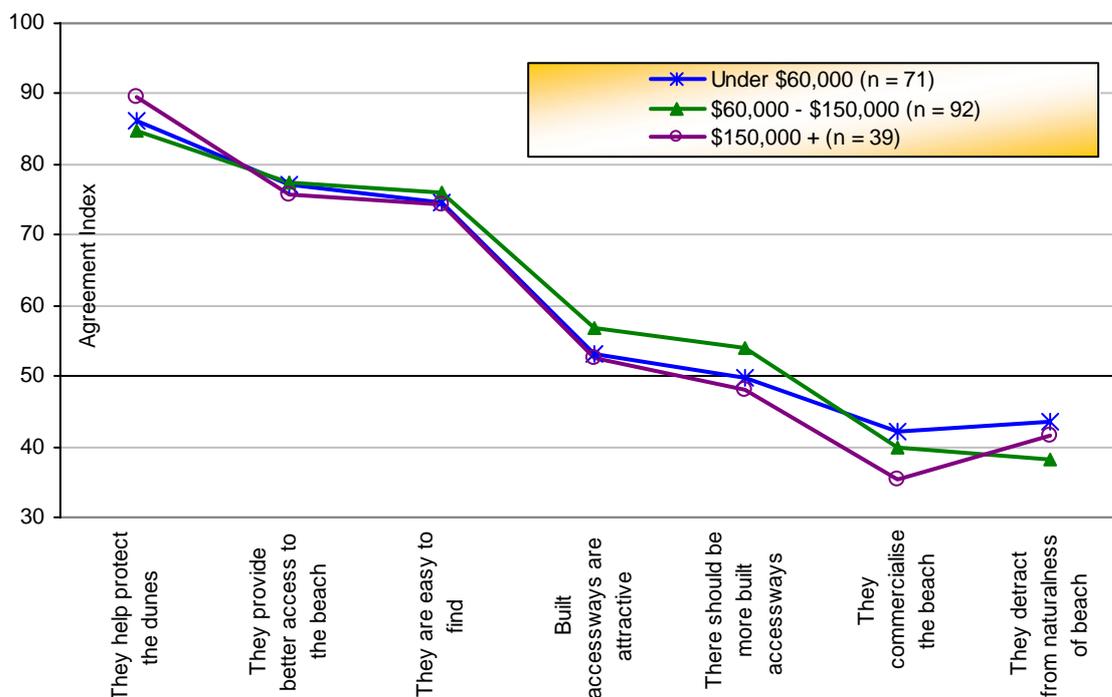
except on the statements 'they commercialise the beach' and 'they detracted from the naturalness of the beach' when they tended to agree more.

Attitudes towards Built Accessways by Ethnicity



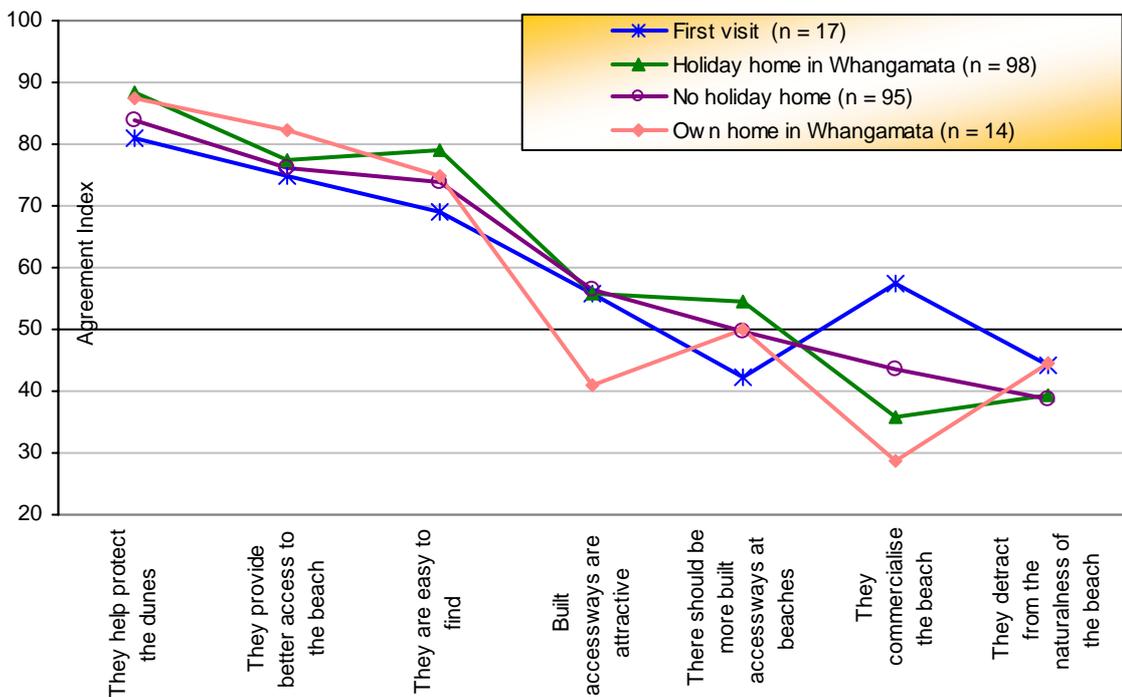
Comparing the agreement ratings between the household income brackets for the statements in relation to the built accessways shows there are limited variations.

Attitudes towards Built Accessways by Income Level



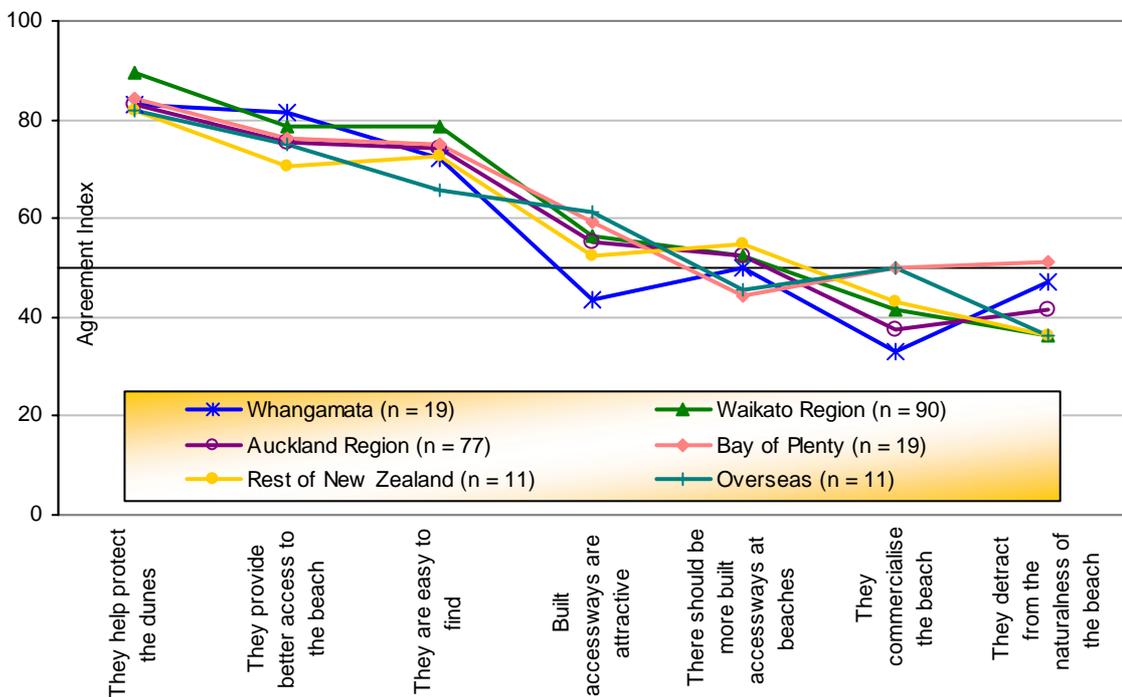
The type of beach user tends to have a greater impact on the level of agreement with the statements in relation to the built accessways. Those who live in their own home in Whangamata tended to disagree with the statement, 'built accessways are attractive' and that 'built accessways commercialise the beach'. First time visitors tended to agree more with the statement 'built accessways commercialise the beach'.

Attitudes towards Built Accessways by Beach User Type



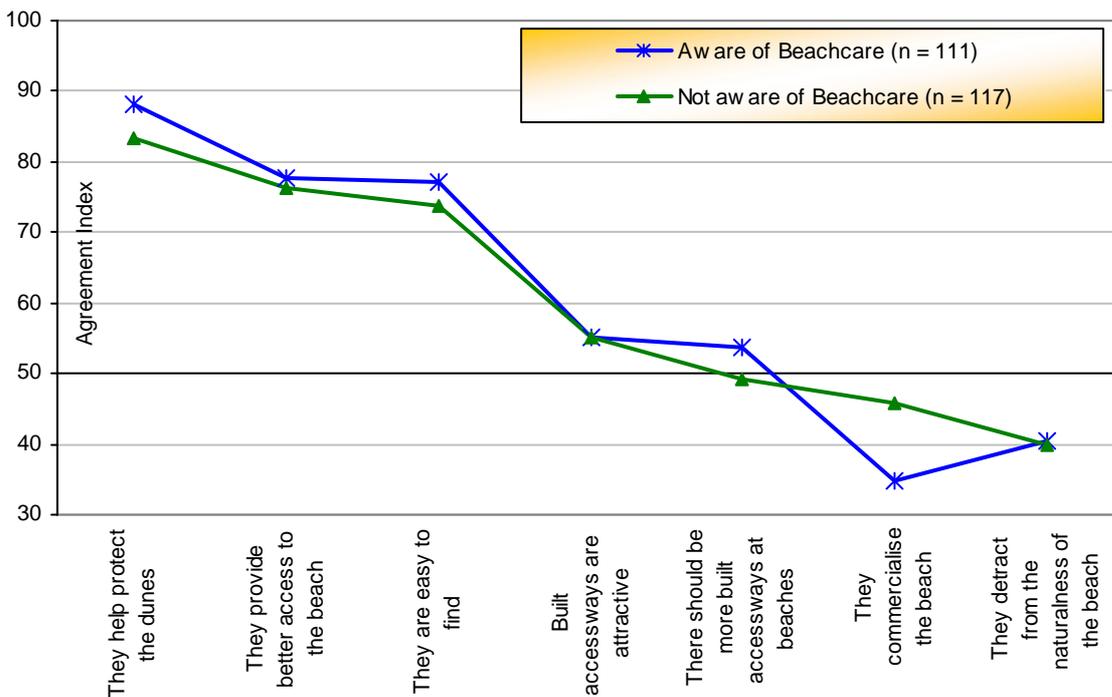
Comparing the agreement ratings in relation to the built accessway statements shows there are some variations based on where the respondent is from. The main difference is those who live in Whangamata tended to disagree with the statement, 'built accessways are attractive' and the 'built accessways commercialise the beach'.

Attitudes towards Built Accessways by Where From



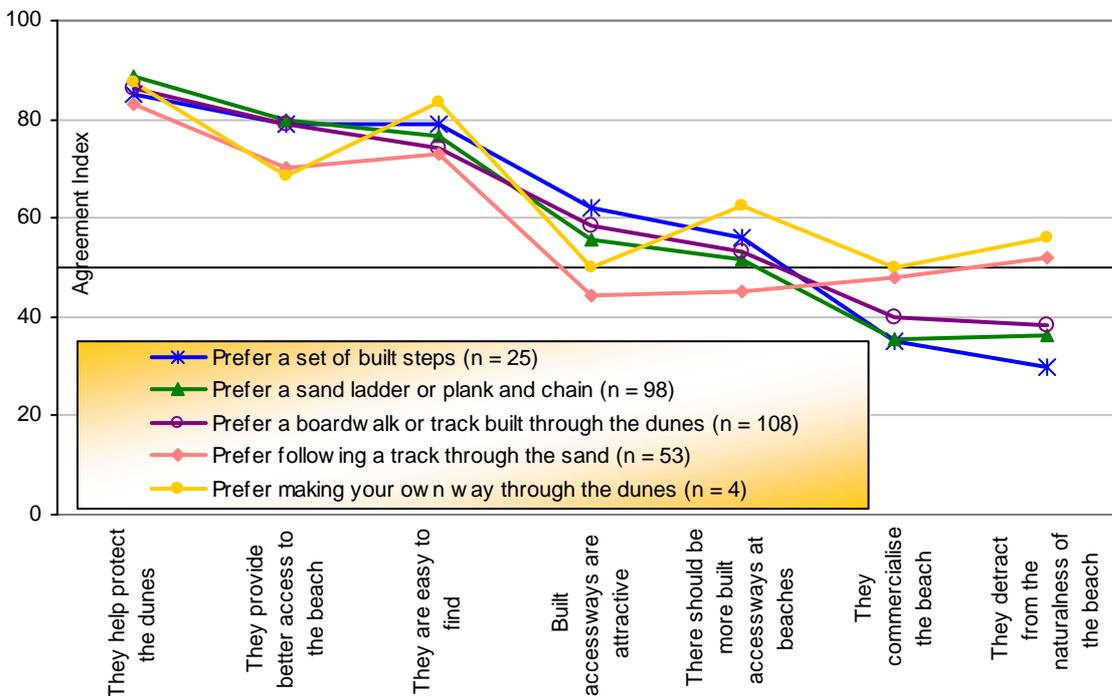
Comparing the agreement ratings for the statements in relation to the built accessways shows there are limited variations in the level of agreement based on their awareness of Beachcare. The largest difference is 10.9 points in the Agreement Index for the statement 'they commercialise the beach'.

Attitudes towards Built Accessways by Awareness of Beachcare



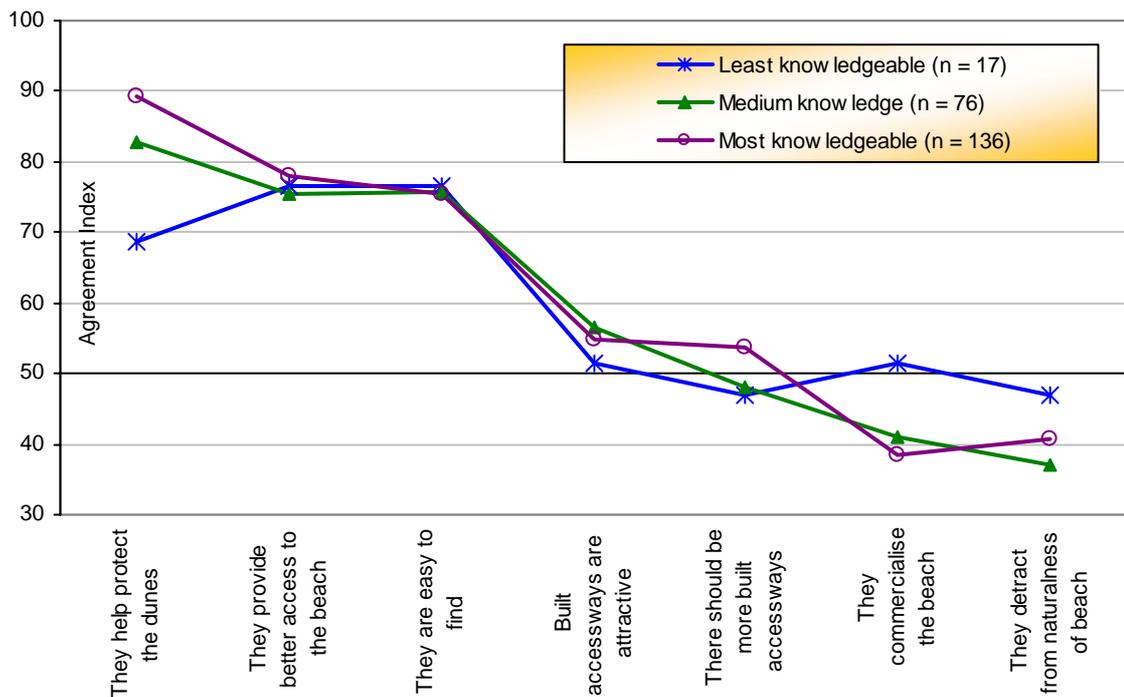
Comparing the agreement ratings for the statements in relation to the built accessways based on the preference for access shows some interesting variations. The least variation is in the level of agreement with the statement, 'they help protect the dunes' while the greatest variation is in the level of agreement with the statement, 'they detract from the naturalness of the beach'.

Attitudes towards Built Accessways by Preference for Accessway



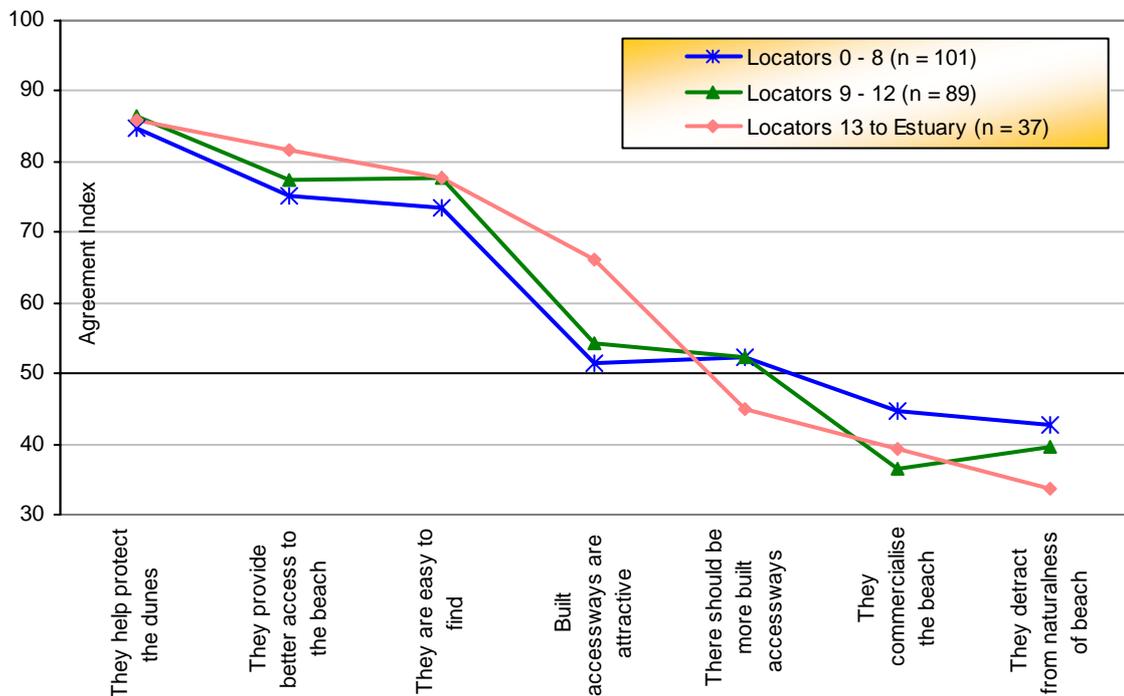
The level of knowledge of dune systems of the respondent (based on the knowledge scale) appears to have limited impact on the level of agreement with the statements in relation to the built accessways. The greatest variation is in the level of agreement with the statement 'they help protect the dunes' followed by 'they commercialise the beach'.

Attitudes towards Built Accessways by Knowledge Scale



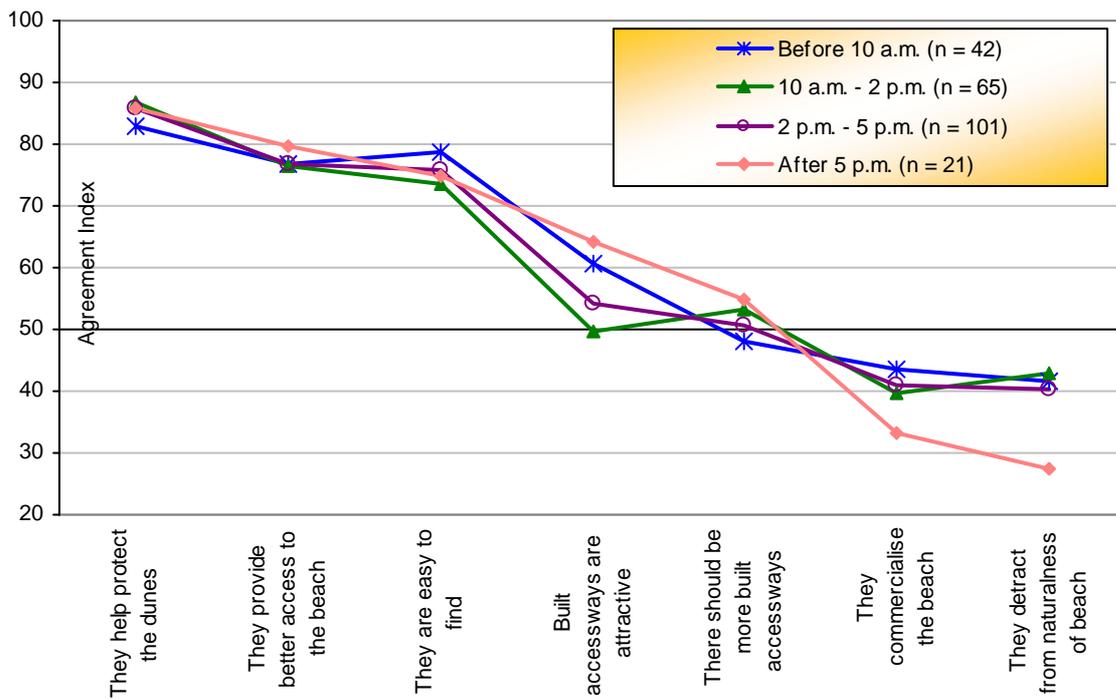
Comparing the agreement ratings in relation to the built accessway statements shows there are some variations based on where the respondent was interviewed. The main difference is those interviewed between the geographic locators 13 – 18 (including the Estuary) tended to have a stronger view, especially with the statement *'built accessways are attractive'*.

Attitudes towards Built Accessways by Where Interviewed



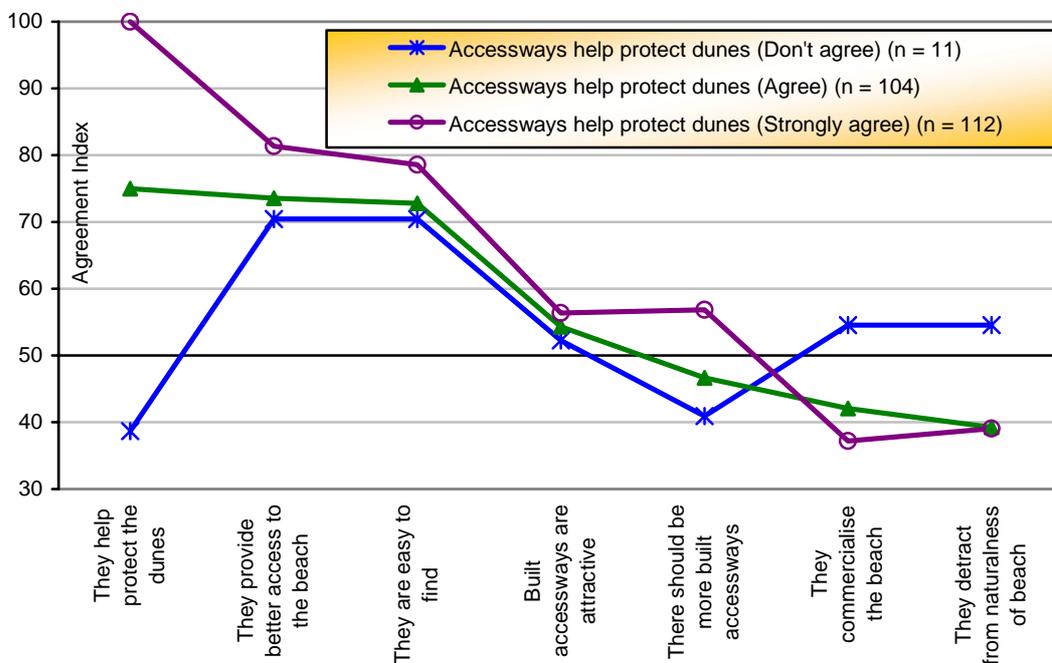
Comparing the agreement ratings for the statements in relation to the built accessways shows there are limited variations in the level of agreement based on the time of the interview. The largest difference is 16 points in the Agreement Index for the statement *'they detract from the naturalness of the beach'* with those interviewed after 5:00 pm having the lowest level of agreement.

Attitudes towards Built Accessways by Time of Interview



Comparing the agreement ratings for the statements in relation to the built accessways based on the level of agreement with the statement *'they help protect the dunes'* shows some interesting variations. The respondents who strongly agree with this statement tend to have a more favourable attitude to most statements, including disagreeing that *'they commercialise the beach'* and that *'they detract from the naturalness of the beach'*.

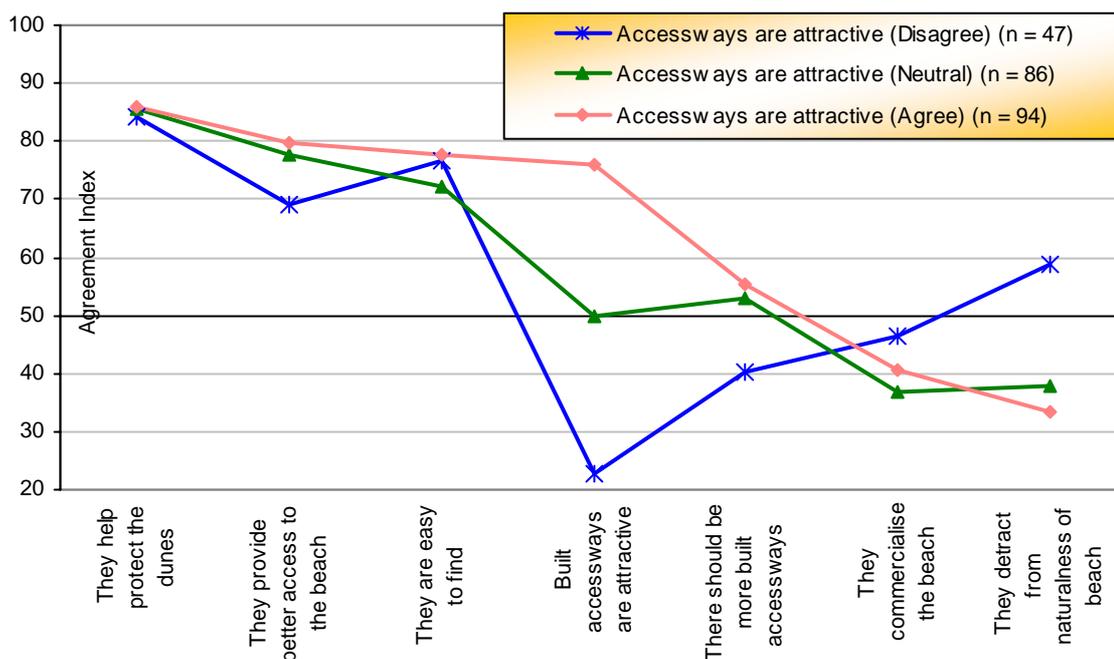
Attitudes towards Built Accessways – by Agreement with 'they help protect the dunes'



Note: the category 'don't agree' includes those saying strongly disagree, disagree or neutral.

Comparing the agreement ratings for the statements in relation to the built accessways based on the level of agreement with the statement *'built accessways are attractive'* shows some variation in some factors but little in most of the key statements. Disliking the look of the accessways appears to have little impact on people's understanding of the value of these in protecting the sand dunes.

Attitudes towards Built Accessways – by Agreement with ‘built accessways are attractive’



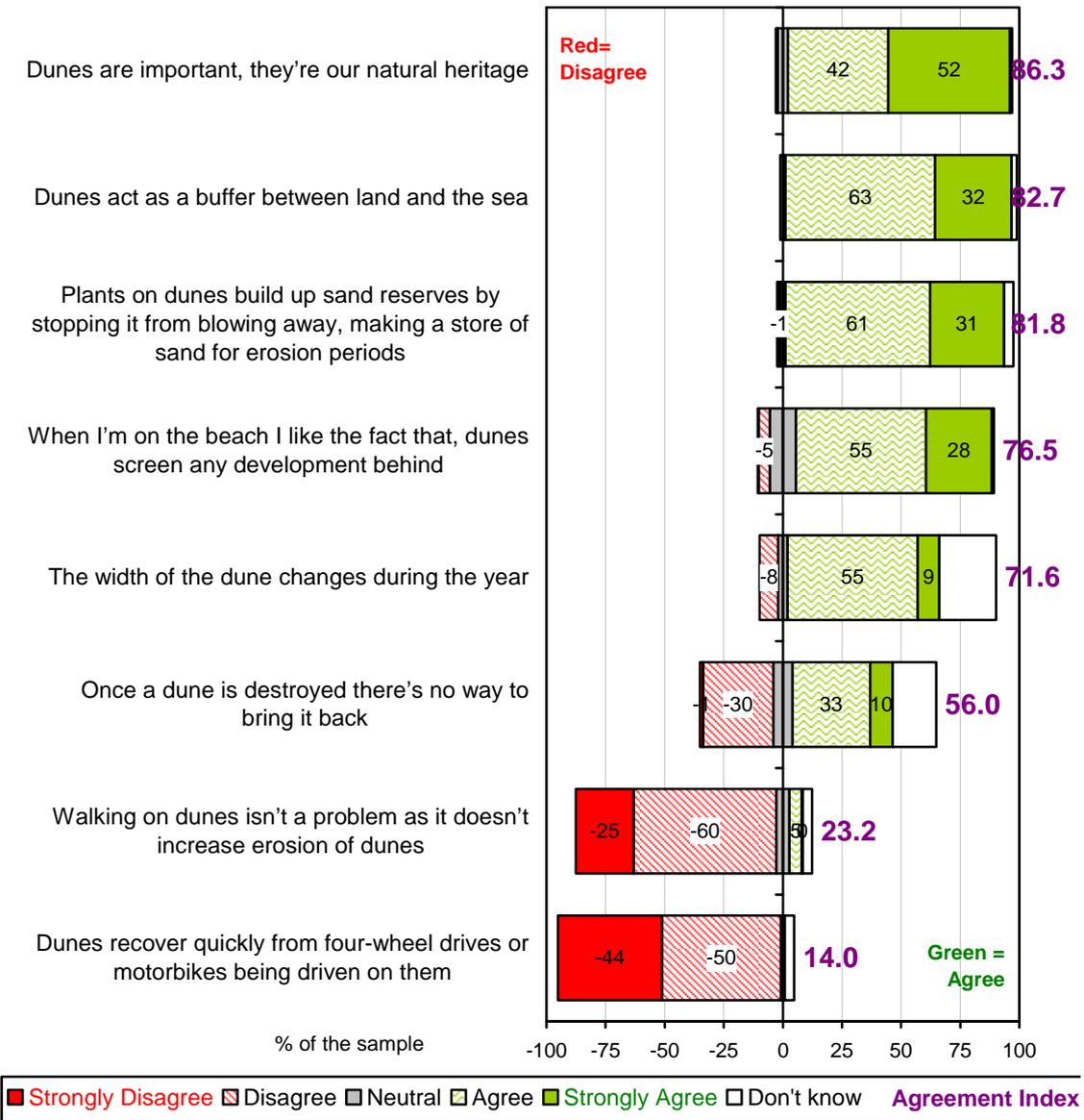
10 Attitudes towards Sand Dunes

The respondents were read out eight different statements about the sand dunes and for each they were asked if they agreed or disagreed using a 5 point scale (Strongly Disagree, Disagree, Neutral, Agree, Strongly Agree or Don't Know). The level of agreement for each of these statements varies considerably by statement. This is because the three lowest scoring statements are negatively framed, which means a person disagreeing with the statement holds a positive attitude to that statement.

The chart shows the Agreement Index³⁸, (a weighted score across the agreement scale) ranges from agreement with the statement, *'dunes are important, they're our natural heritage'* (Agreement Index = 86.3) down to strong disagreement with the statement, *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'* (Agreement Index = 14.0).

The majority of the sample, 94% agreed with the statement, *'dunes are important, they're our natural heritage'* while none of the sample (0%) agreed with the statement, *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'*. Conversely, 94% disagreed with this statement while only 1% disagreed with the previous statement.

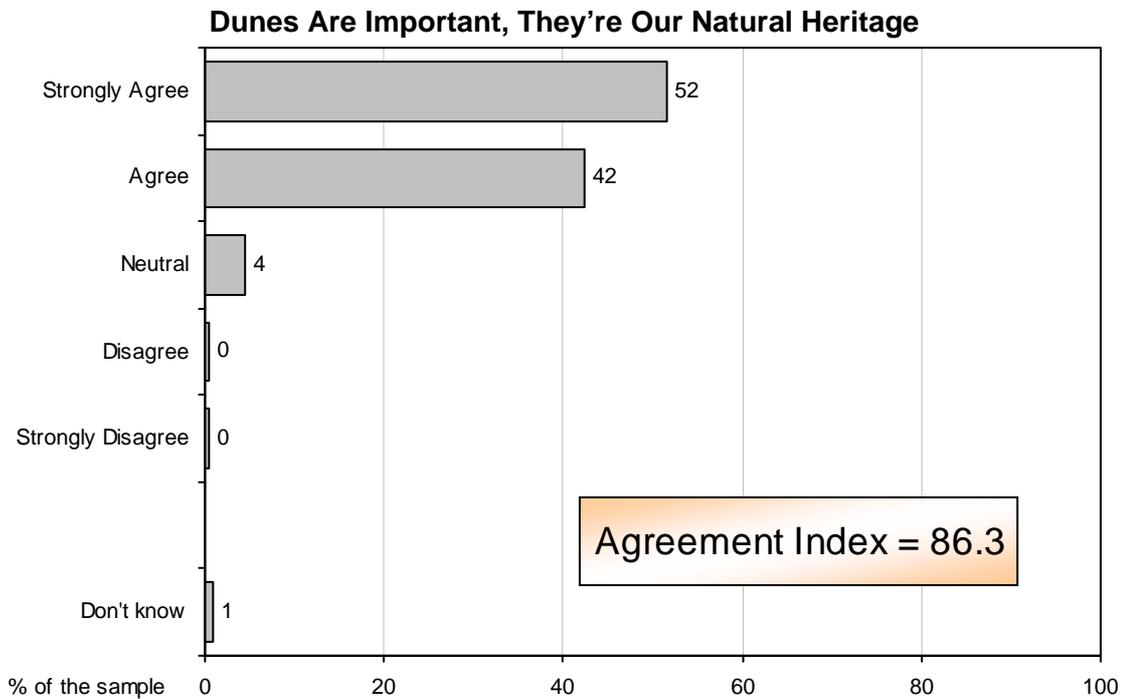
³⁸ The Agreement Index (AI) converts each respondents' answer across the agreement scale to a score out of 100. The conversion is as follows; Strongly Disagree = 0, Disagree = 25, Neutral = 50, Agree = 75 and Strongly Agree = 100



10.1 Dunes are Important, They're Our Natural Heritage

The majority of the sample, 94% agreed with the statement 'dunes are important, they're our natural heritage'. Over half of the respondents, 52% strongly agreed with this statement with a further 42% agreeing. Only 4% of the respondents were neutral and 1% disagreed.

The Agreement Index for the statement, 'dunes are important, they're our natural heritage' is 86.3.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement *'dunes are important, they're our natural heritage'* included those:

- Who are classified as the most knowledgeable about dunes, 98%, (99% confidence level).
- Women, 97% (95% confidence level).
- Aged 46 – 60, 98% (95% confidence level).
- Interviewed on Friday, 98% (95% confidence level).

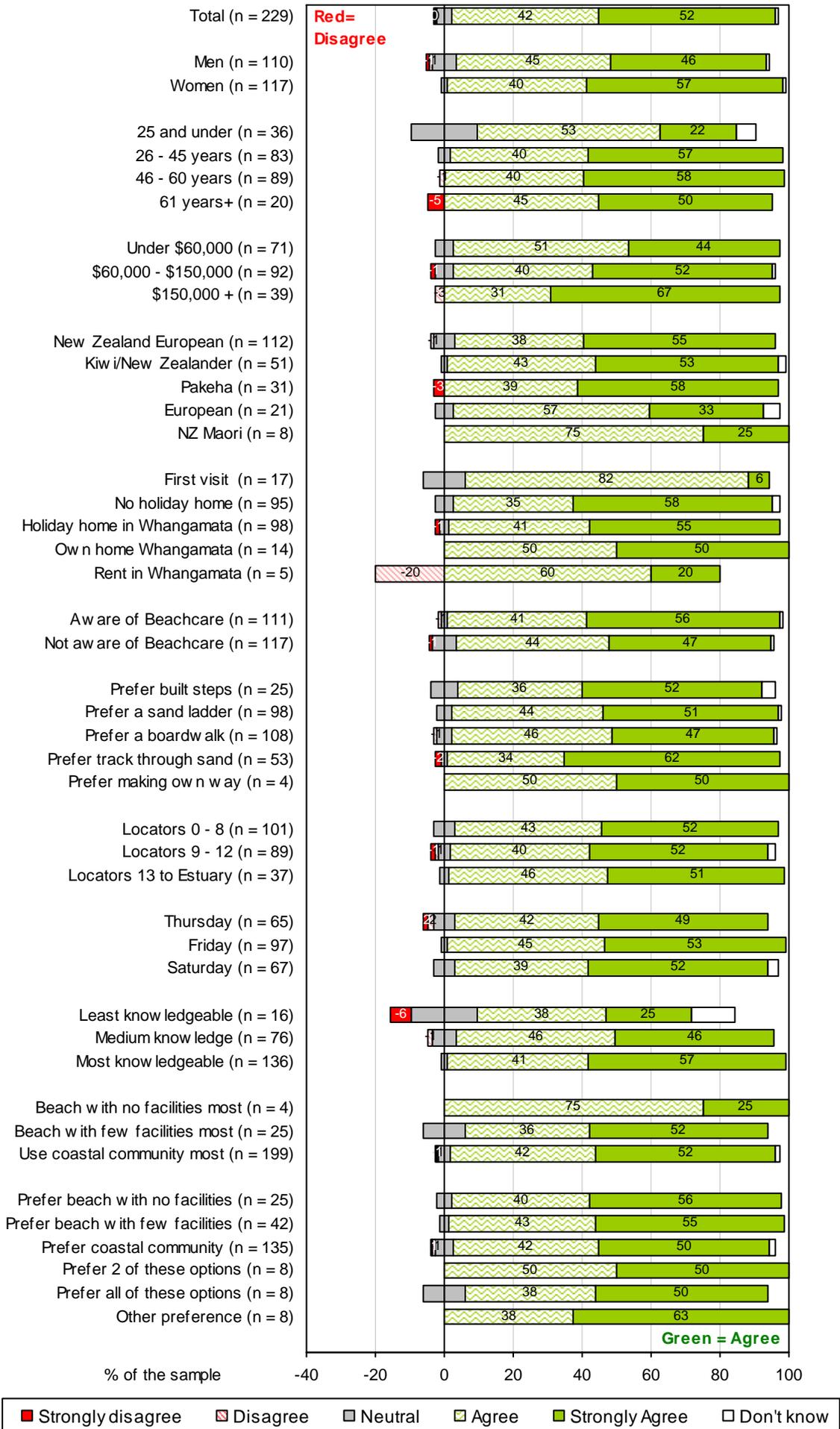
Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement *'dunes are important, they're our natural heritage'* included those:

- Aged 25 years and under, 19% (99% confidence level).
- Men, 7% (95% confidence level).
- Who have **not** heard of Beachcare, 7% (90% confidence level).

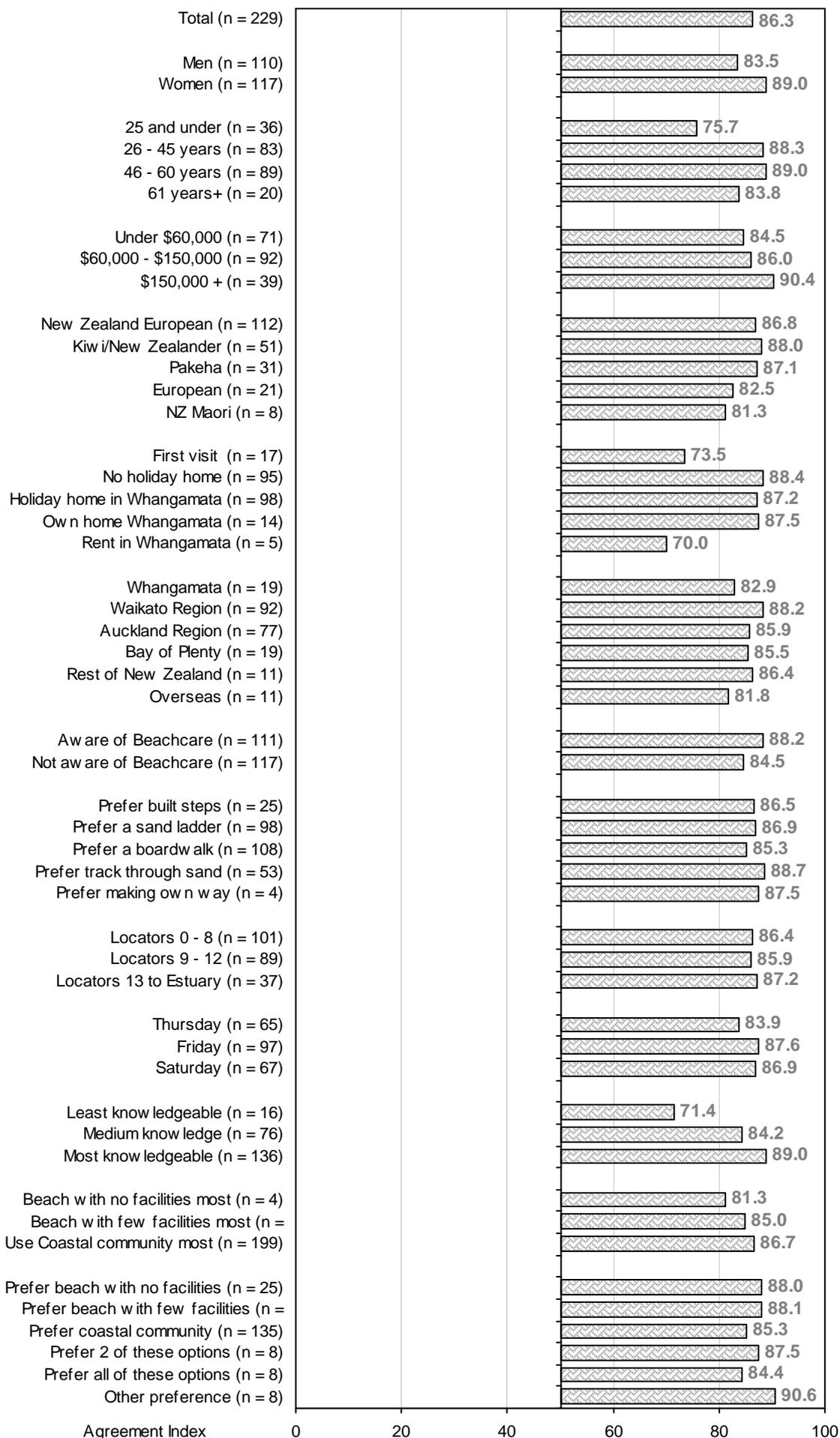
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'dunes are important, they're our natural heritage'* included those:

- Interviewed on Thursday, 3% (95% confidence level).

Dunes Are Important, They're Our Natural Heritage by Demographics



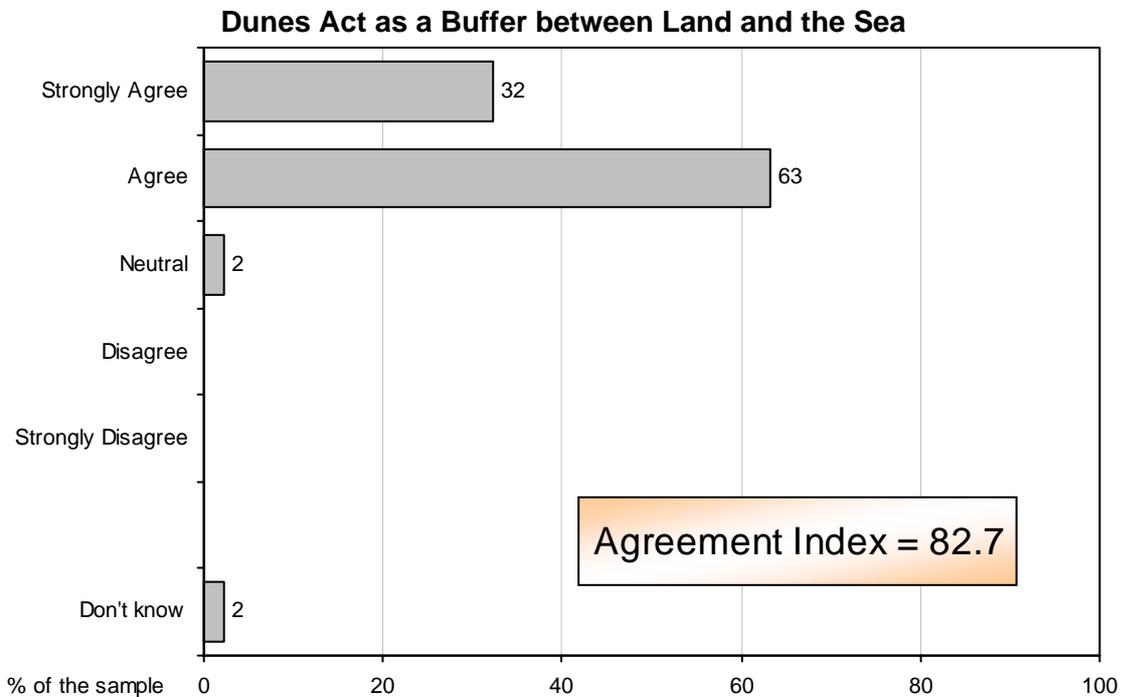
Dunes Are Important, They're Our Natural Heritage: Index by Demographics



10.2 Dunes Act as a Buffer between Land and the Sea

The majority of the sample, 95% agreed with the statement '*dunes act as a buffer between land and the sea*'. A third of the respondents, 32% strongly agreed with this statement with a further 63% agreeing. Only 2% of the respondents were neutral and no respondents disagreed.

The Agreement Index for the statement, '*dunes act as a buffer between land and the sea*' is 82.7.

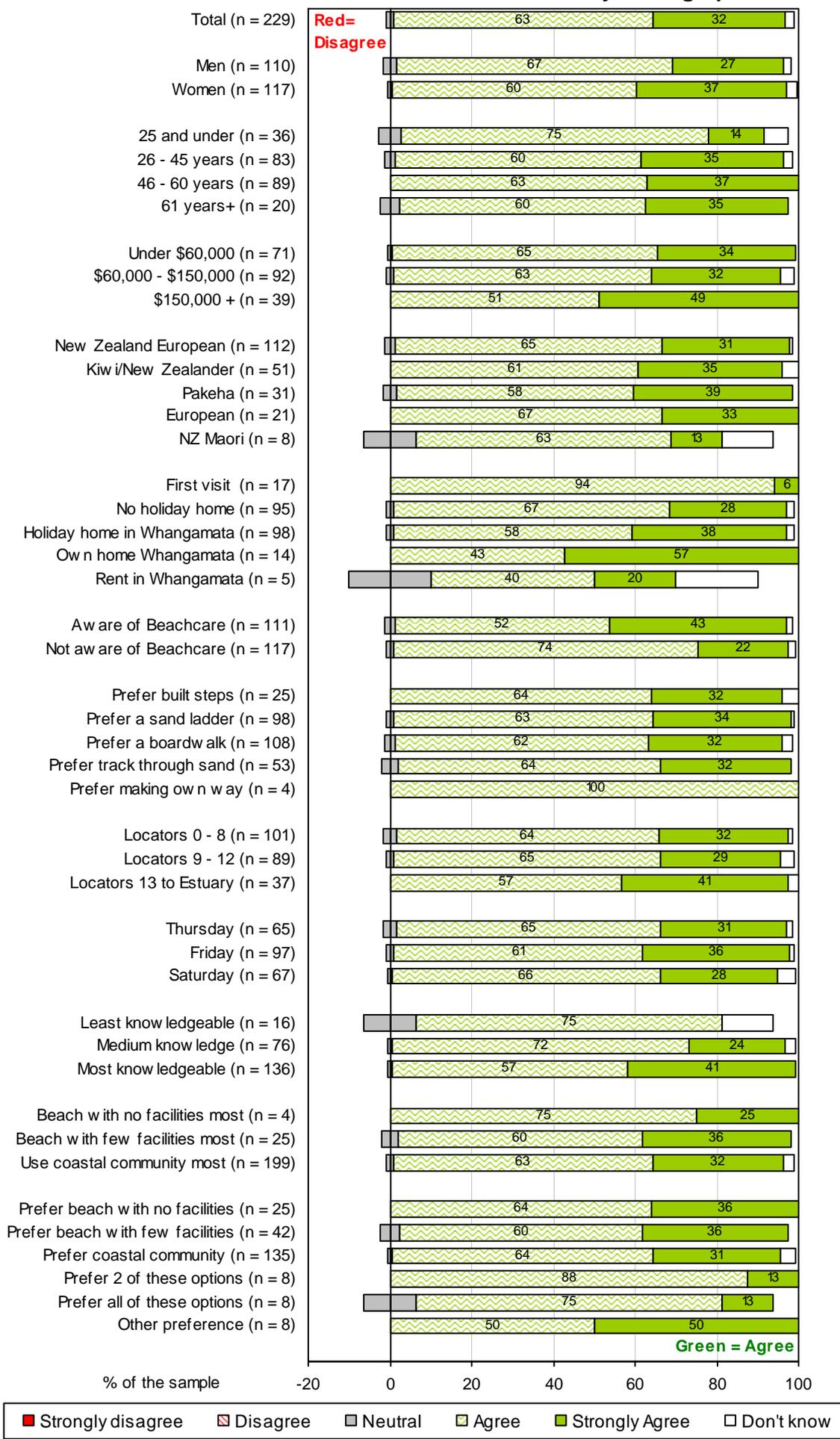


Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, '*dunes act as a buffer between land and the sea*' included those:

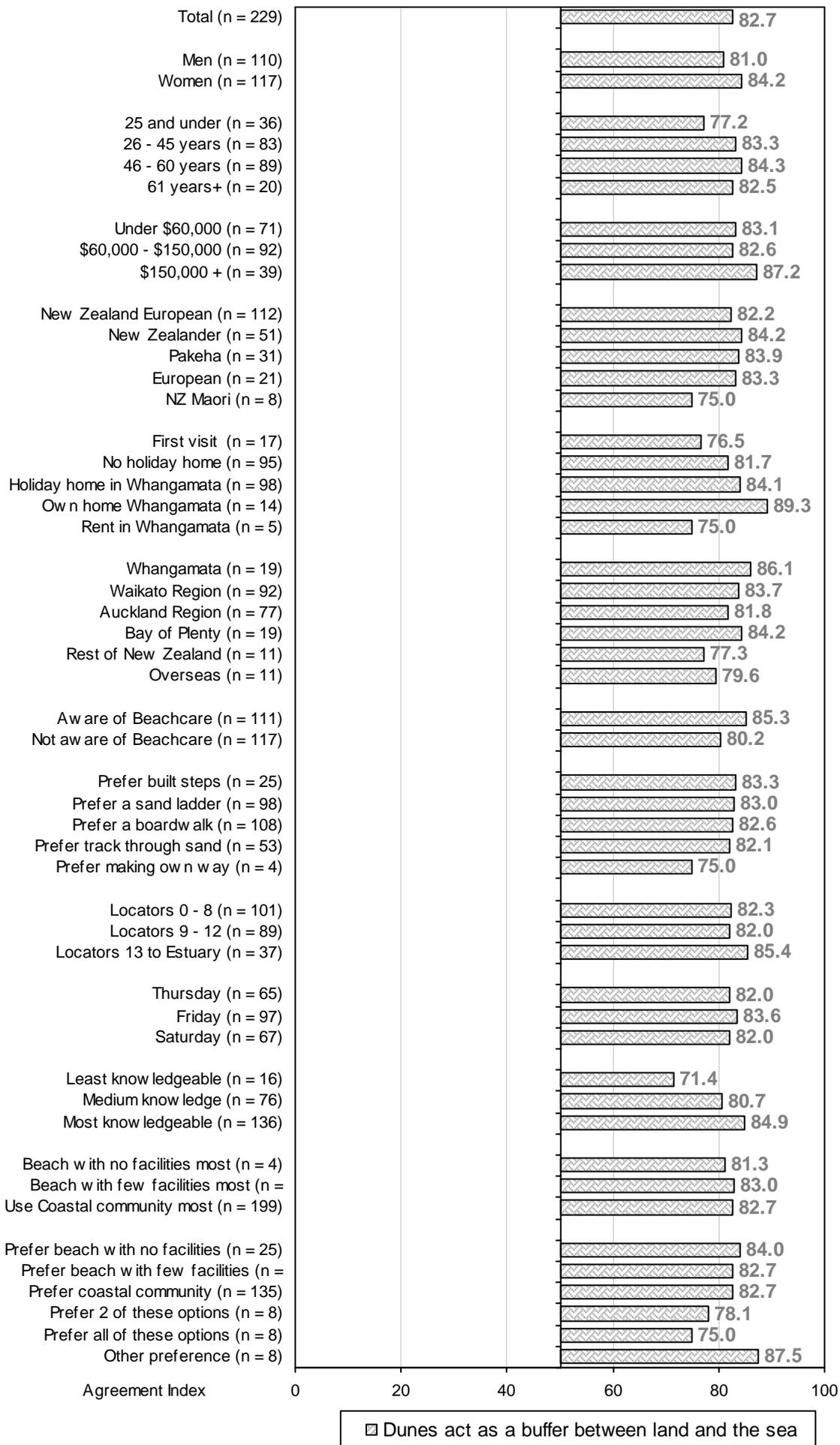
- Who are classified as the most knowledgeable about dunes, 98%, (99% confidence level).
- Aged 46 – 60, 100% (95% confidence level).

No groups were significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, '*Dunes act as a buffer between land and the sea*'.

Dunes Act as a Buffer between Land and the Sea by Demographics



Dunes Act as a Buffer between Land and the Sea: Index by Demographics

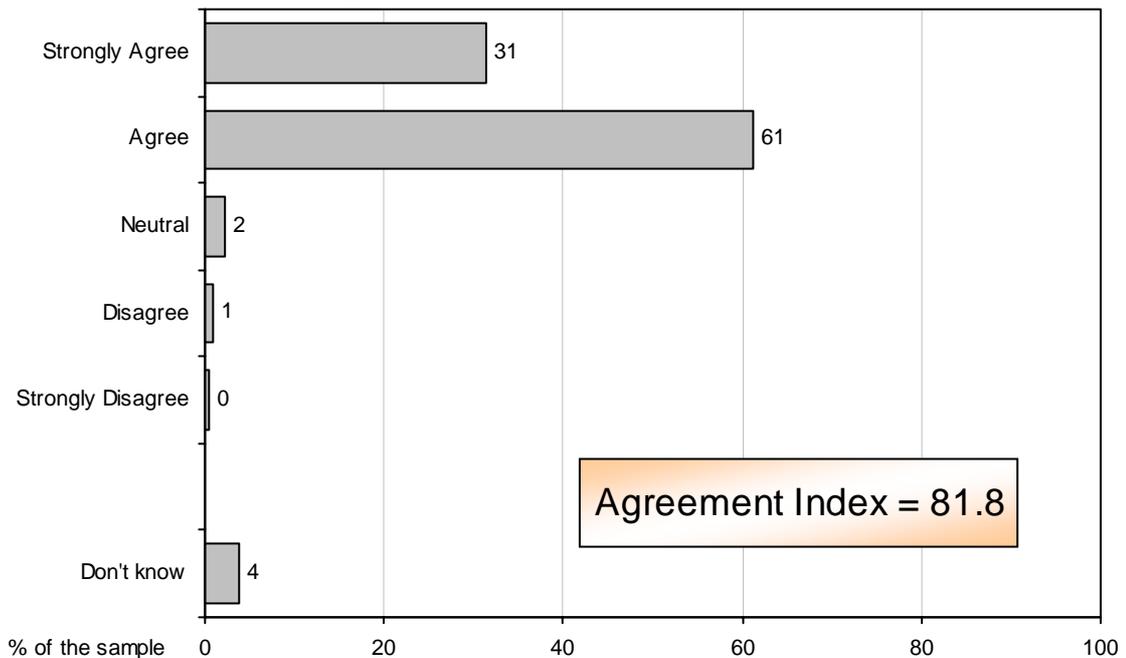


10.3 Plants on Dunes Build up Sand Reserves

The majority of the sample, 92% agreed with the statement '*plants on dunes build up sand reserves by stopping it from blowing away, making a store of sand for erosion periods*'. A third of the respondents, 31% strongly agreed with this statement while a further 61% agreed. Only 2% of the respondents were neutral and 1% disagreed.

The Agreement Index for the statement, '*plants on dunes build up sand reserves by stopping it from blowing away, making a store of sand for erosion periods*' is 81.8.

Plants on Dunes Build up Sand Reserves by Stopping It from Blowing Away, Making a Store of Sand for Erosion Periods



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, '*plants on dunes build up sand reserves by stopping it from blowing away, making a store of sand for erosion periods*' included those:

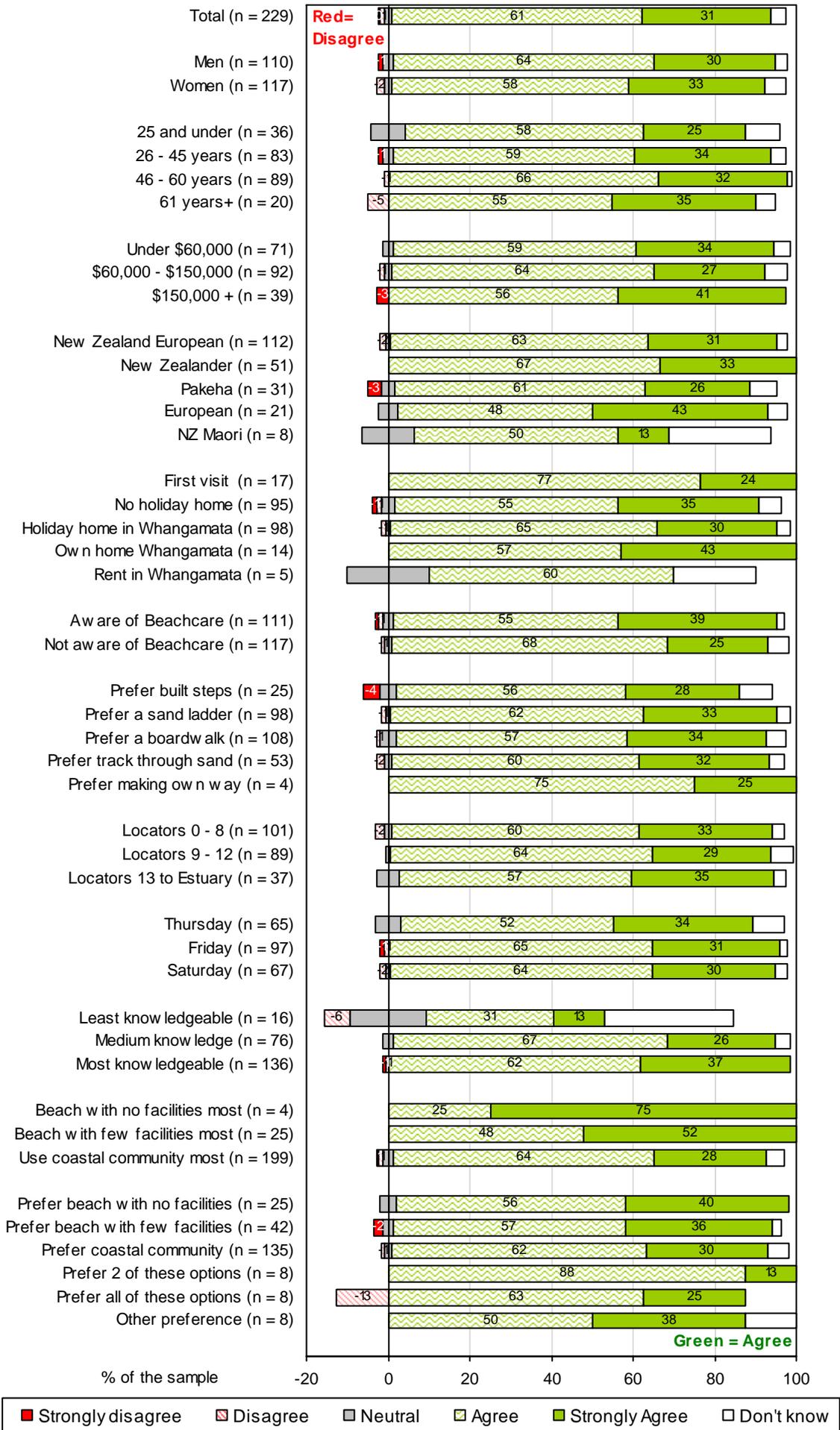
- Who are classified as the most knowledgeable about dunes, 99%, (99% confidence level).
- Who described their ethnicity as a Kiwi or New Zealander, 100% (95% confidence level).
- Aged 46 – 60, 98% (95% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, '*plants on dunes build up sand reserves by stopping it from blowing away, making a store of sand for erosion periods*' included those:

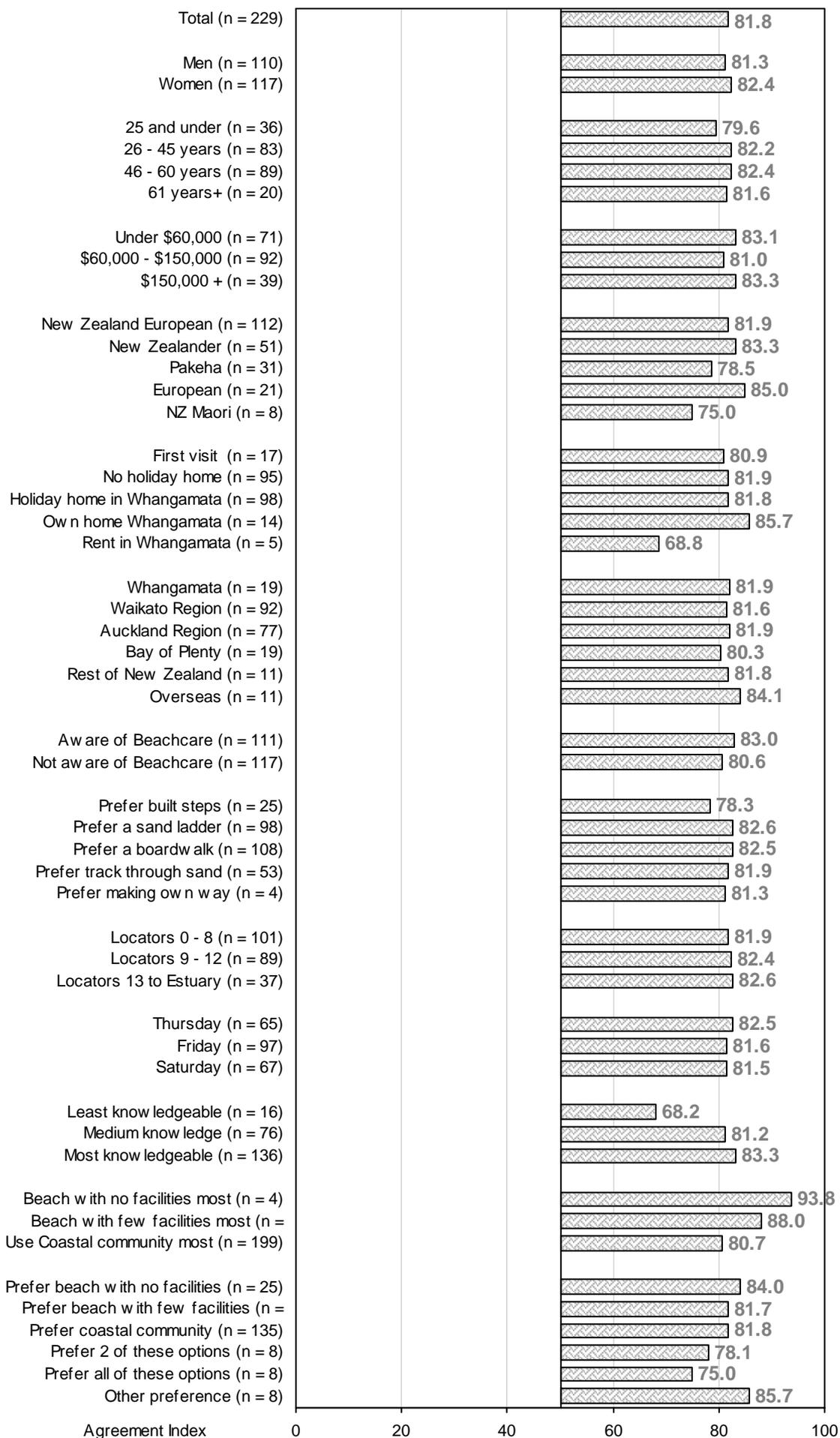
- Aged 25 years and under, 8% (99% confidence level).
- Interviewed on Thursday, 6% (99% confidence level).

No groups were significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, '*plants on dunes build up sand reserves by stopping it from blowing away, making a store of sand for erosion periods*'.

Plants on Dunes Build up Sand Reserves by Demographics



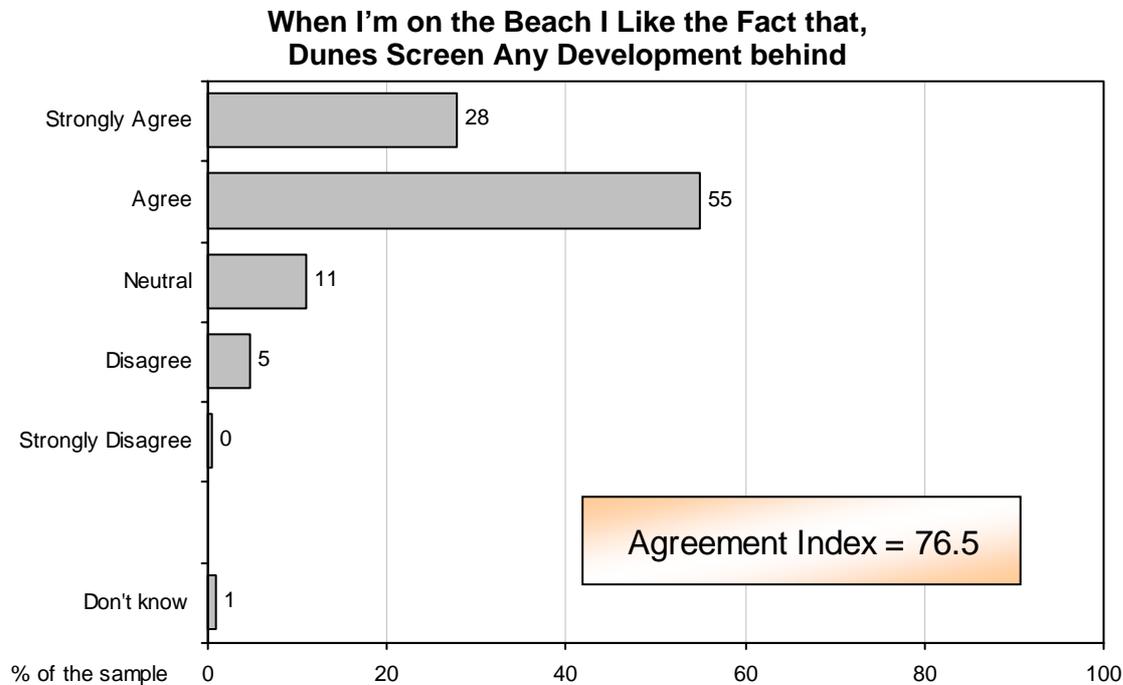
Plants on Dunes Build up Sand Reserves: Index by Demographics



10.4 Dunes Screen Any Development Behind

Four fifths of the sample, 83% agreed with the statement *'when I'm on the beach I like the fact that, dunes screen any development behind'*. Over a quarter of the respondents, 28% strongly agreed with this statement, with a further 55% agreeing. A tenth of the respondents were neutral (11%) and 5% disagreed.

The Agreement Index for the statement, *'When I'm on the beach I like the fact that, dunes screen any development behind'* is 76.5.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, *'when I'm on the beach I like the fact that, dunes screen any development behind'* included those:

- Who described their ethnicity as a New Zealand European, 89% (95% confidence level).
- Interviewed between the geographic locators 0 – 8 (including the Wharf) 88% (90% confidence level).
- Who visit on an occasional or regular basis and own a holiday home in Whangamata, 88% (90% confidence level).

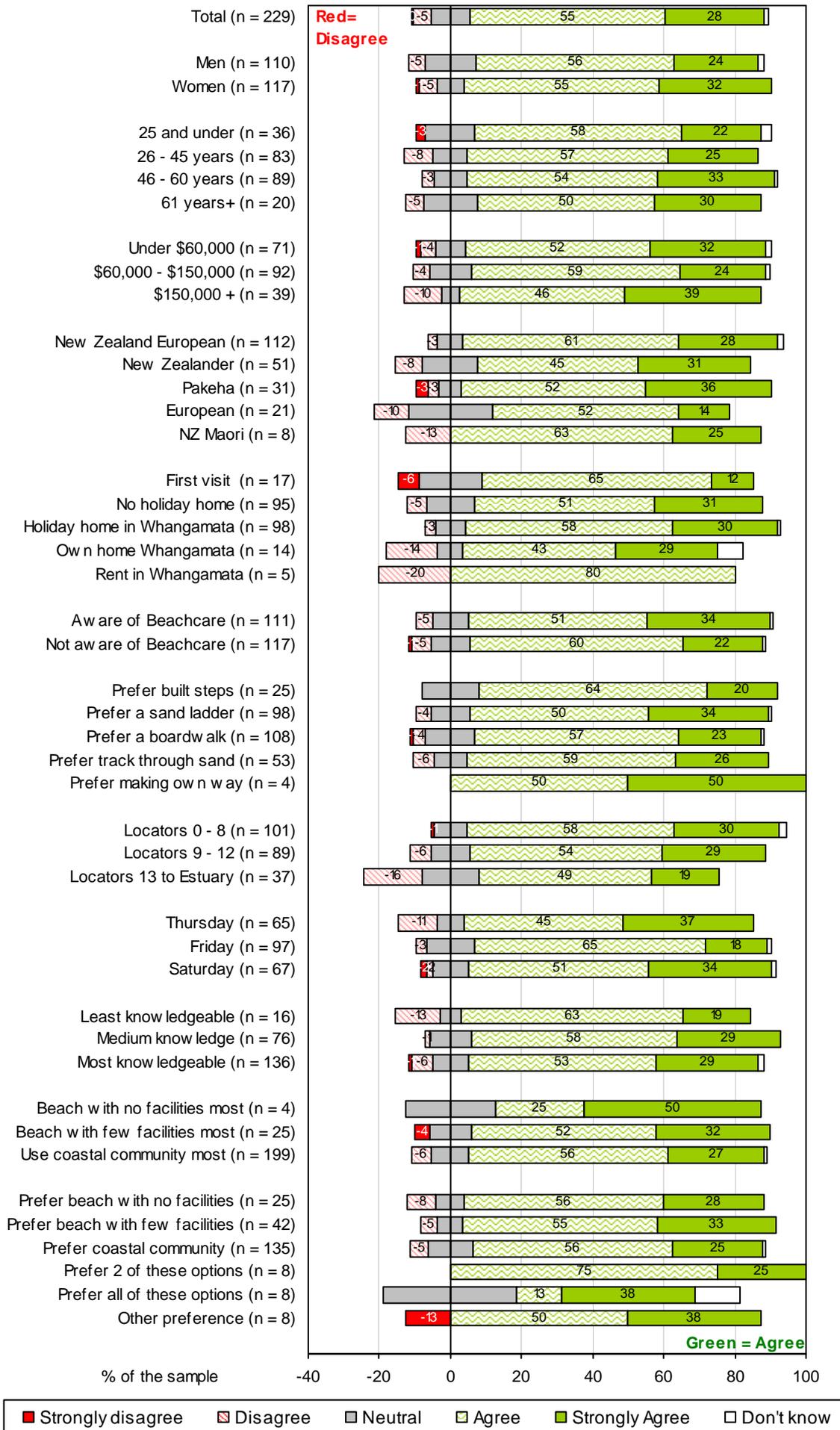
Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, *'when I'm on the beach I like the fact that, dunes screen any development behind'* included those:

- Men, 15% (90% confidence level).

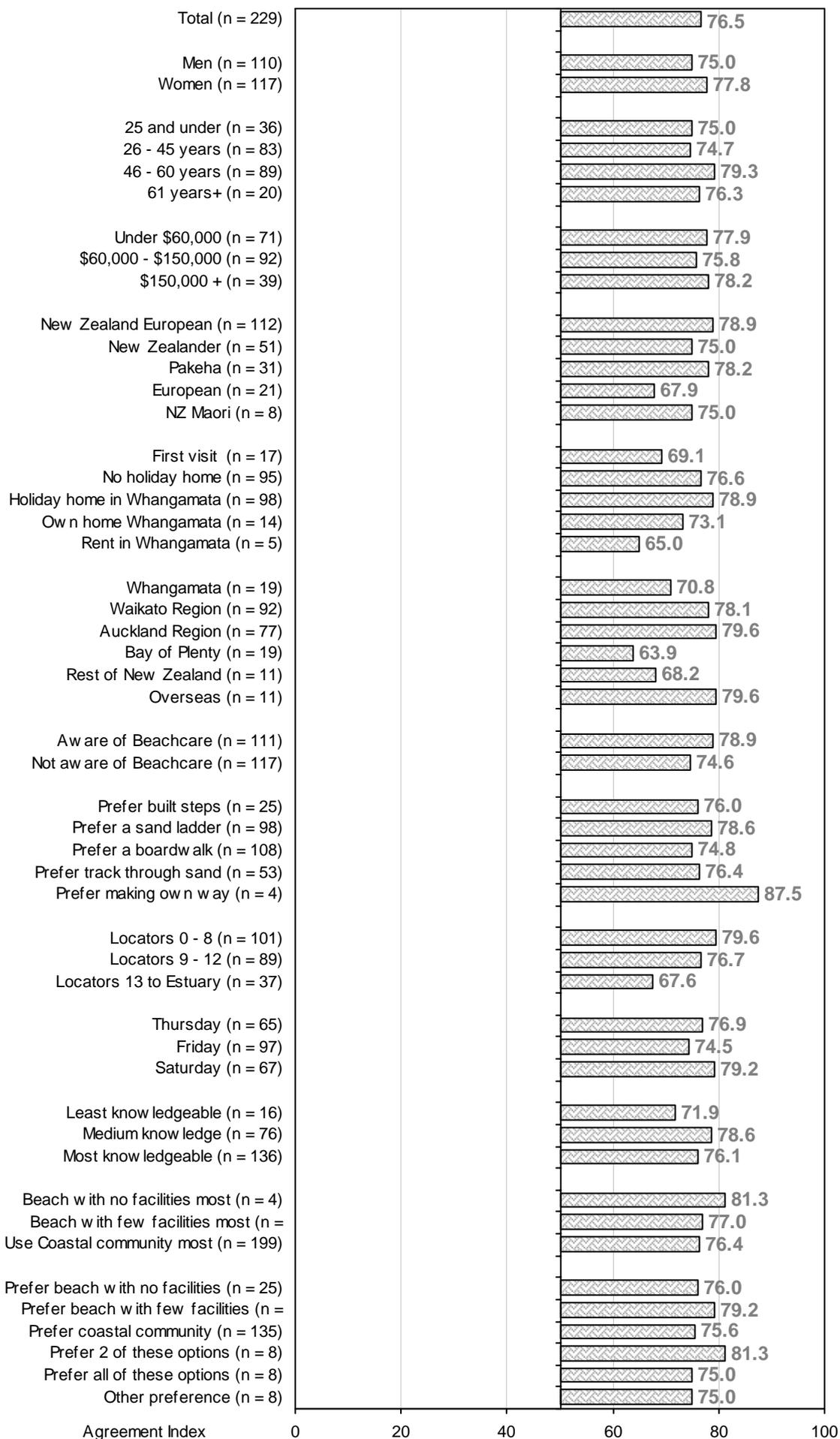
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'when I'm on the beach I like the fact that, dunes screen any development behind'* included those:

- Interviewed between the geographic locators 13 – 18 (including the Estuary) 16% (99% confidence level).
- Interviewed on Thursday, 11% (90% confidence level).

Dunes Screen Any Development behind by Demographics



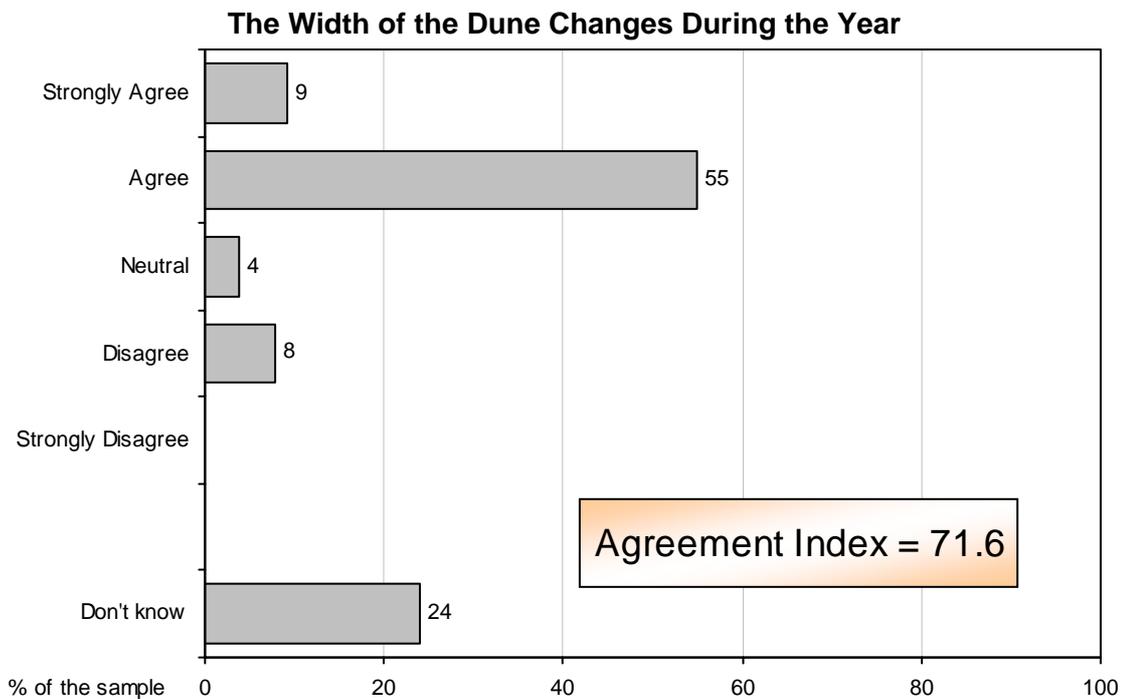
Dunes Screen Any Development behind: Index by Demographics



10.5 The Width of the Dune Changes During the Year

Two thirds of the sample, 64% agreed with the statement *'the width of the dune changes during the year'*. Only 9% of the respondents strongly agreed with this statement although a further 55% agreed. A few respondents were neutral (4%) or disagreed (8%). A quarter of respondents (24%) said 'don't know'.

The Agreement Index for the statement, *'the width of the dune changes during the year'* is 71.6.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, *'the width of the dune changes during the year'* included those:

- Who are classified as the most knowledgeable about dunes, 93%, (99% confidence level).
- Who have heard of Beachcare, 75% (99% confidence level).
- Aged 46 – 60, 77% (99% confidence level).
- Interviewed between the geographic locators 13 – 18 (including the Estuary) 81% (95% confidence level).
- Interviewed on Friday, 72% (95% confidence level).
- Who visit on an occasional or regular basis and own a holiday home, 72% (95% confidence level).
- Who described their ethnicity as a New Zealand European, 70% (90% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, *'the width of the dune changes during the year'* included those:

- Who are classified as having medium knowledge of dune systems, 9%, (99% confidence level).
- Interviewed between the geographic locators 0 – 8 (including the Wharf) 8% (99% confidence level).
- Men, 6% (90% confidence level).

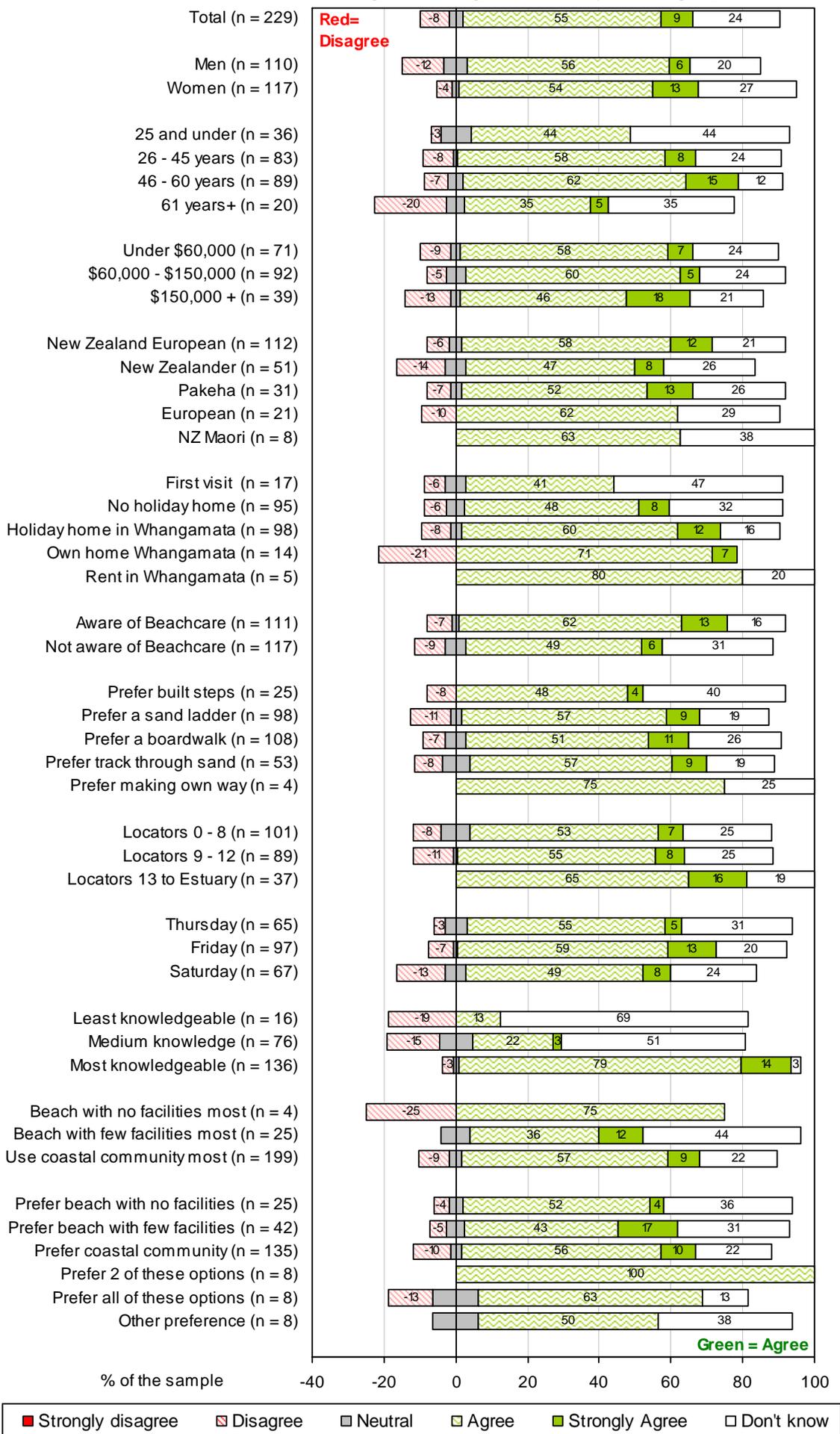
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'The width of the dune changes during the year'* included those:

- Men, 12% (95% confidence level).
- Who described their ethnicity as a Kiwi or New Zealander, 14% (90% confidence level).
- Who preferred a beach in a coastal community, 10% (90% confidence level).

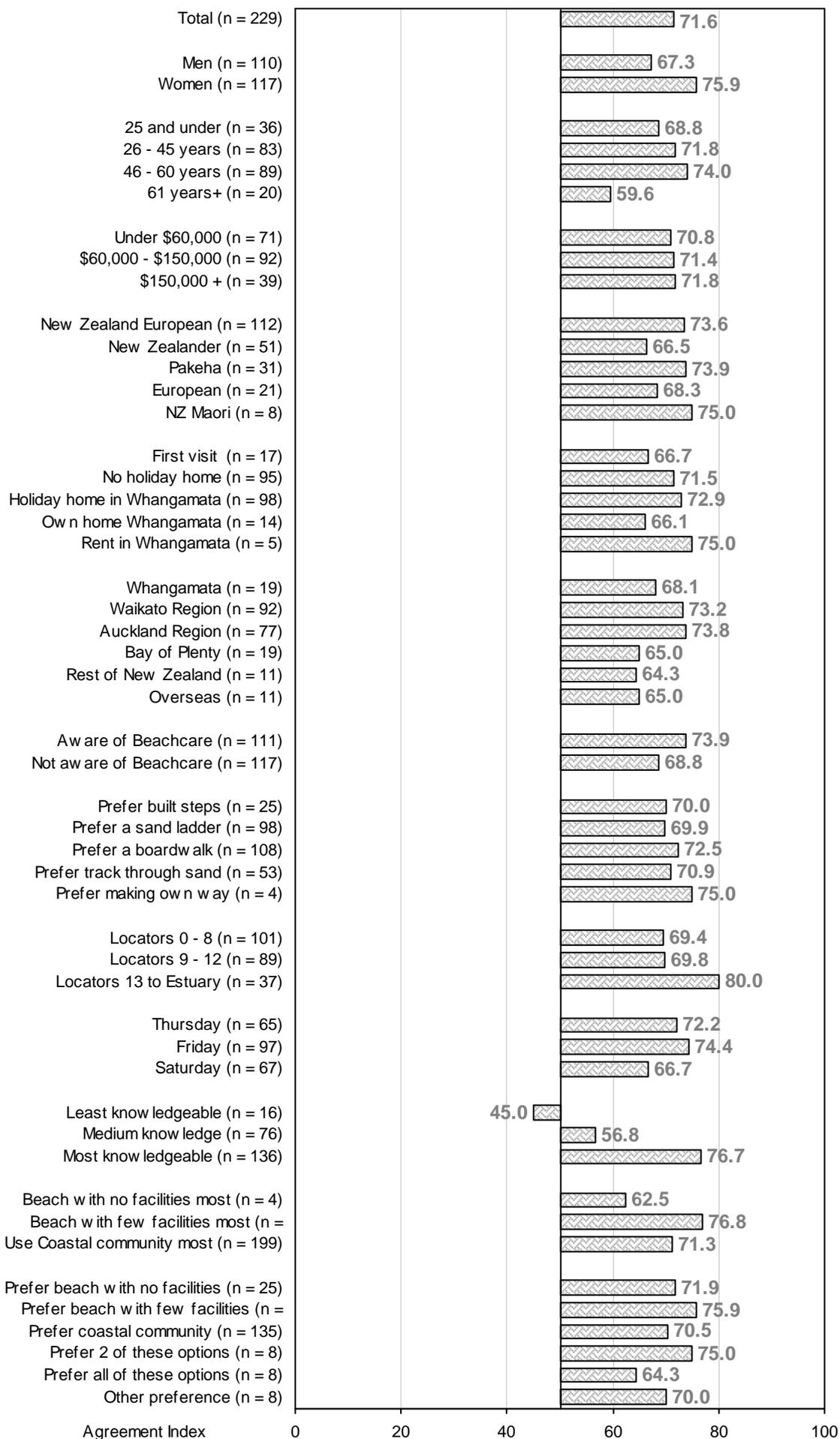
Those significantly **more likely** to say they **did not know** included those:

- Who are classified as having medium knowledge of dune systems, 51%, (99% confidence level).
- Aged 25 years and under, 44% (99% confidence level).
- Who visit on an occasional or regular basis without a holiday home, 32% (90% confidence level).
- Who have **not** heard of Beachcare, 31% (90% confidence level).

The Width of the Dune Changes During the Year by Demographics



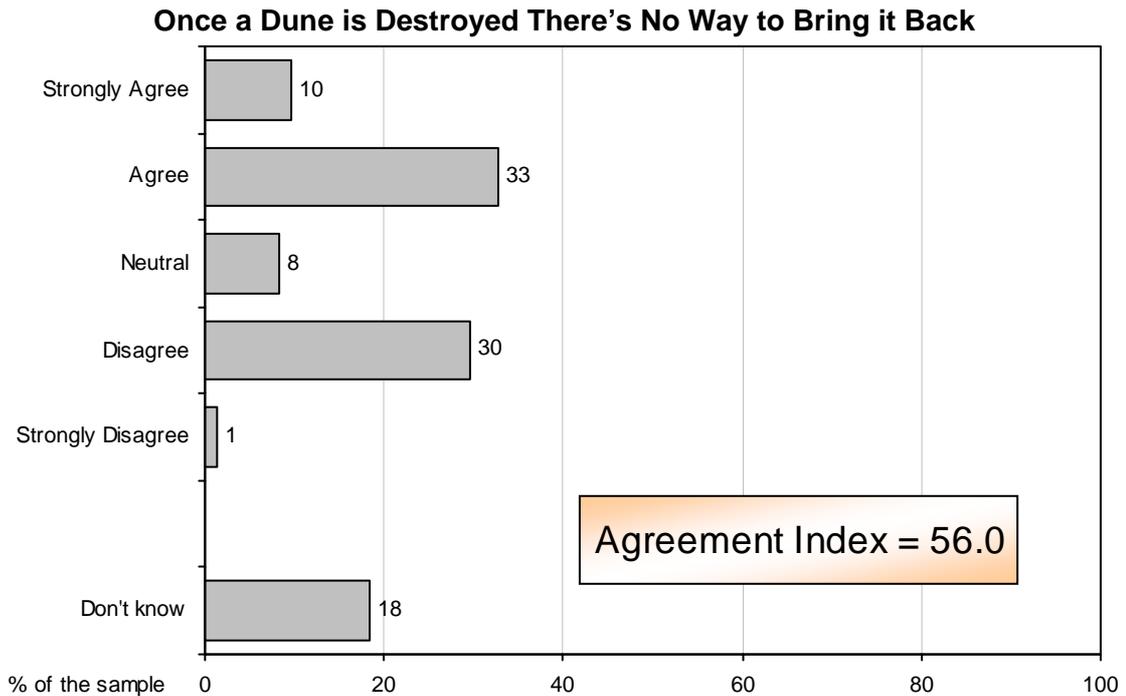
The Width of the Dune Changes During the Year: Index by Demographics



10.6 Once a Dune is Destroyed There's No Way to Bring it Back

A fifth of the respondents (18%) did not answer this question. Less than half of the sample, 43% agreed with the statement *'once a dune is destroyed there's no way to bring it back'*. Only 10% of the respondents strongly agreed with this statement although a further 33% agreed. A few respondents were neutral (8%) and a third (31%) of the respondents disagreed.

The Agreement Index for the statement, *'once a dune is destroyed there's no way to bring it back'* is 56.0.



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, *'once a dune is destroyed there's no way to bring it back'* included those:

- Who are classified as having medium knowledge of dune systems, 61% (99% confidence level).
- Who visit on an occasional or regular basis without a holiday home, 50% (90% confidence level).
- Interviewed before 10:00 am, 57% (95% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, *'once a dune is destroyed there's no way to bring it back'* included those:

- Interviewed between the geographic locators 0 – 8 (including the Wharf) 15% (99% confidence level).
- Who had **not** heard of Beachcare, 14% (99% confidence level).
- Who preferred a boardwalk or track built through the dunes, 12% (90% confidence level).

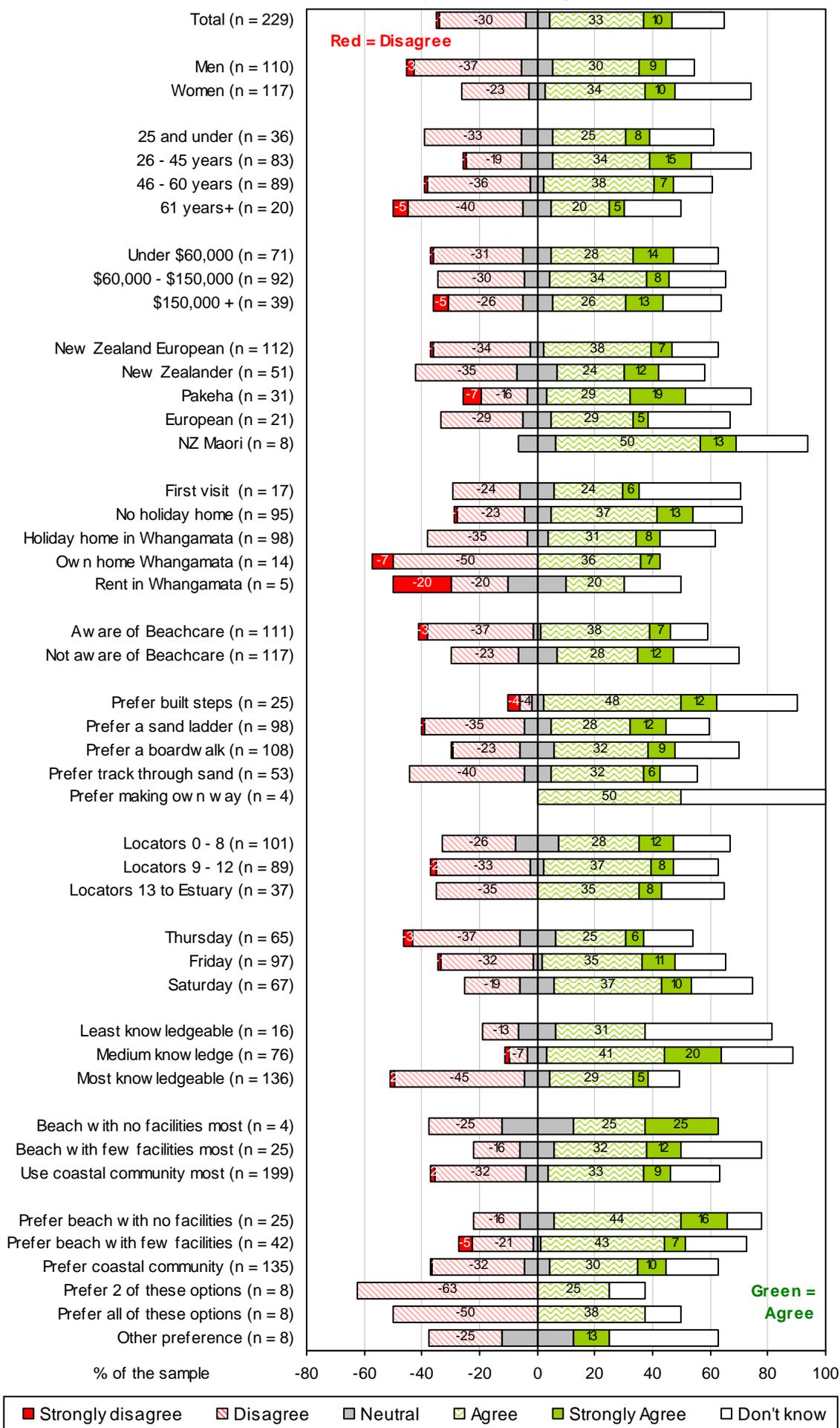
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'once a dune is destroyed there's no way to bring it back'* included those:

- Who are classified as the most knowledgeable, 47% (99% confidence level).
- Men, 40% (99% confidence level).
- Who had heard of Beachcare, 40% (99% confidence level).
- Aged over 60 years, 45% (99% confidence level).

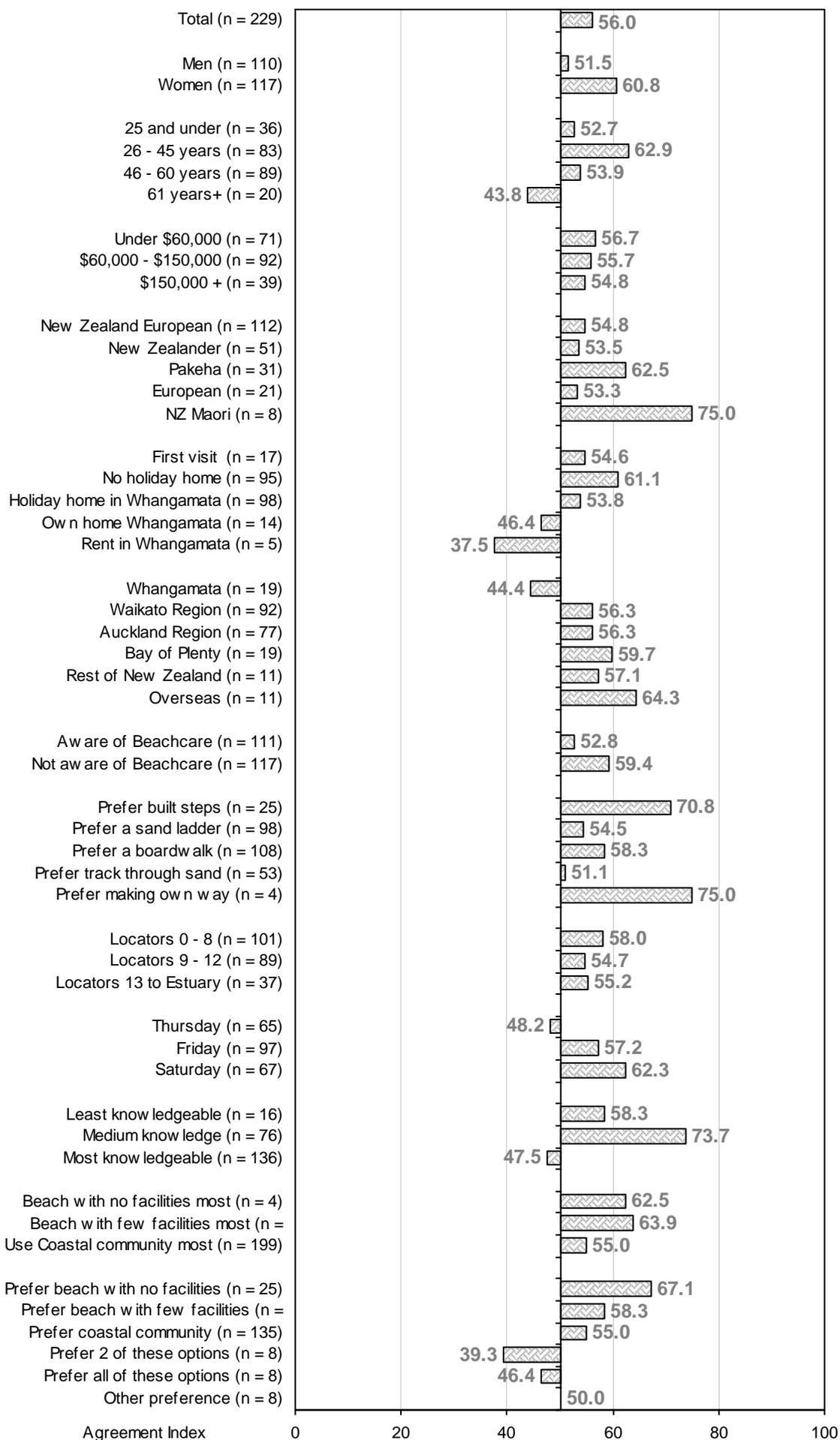
Those significantly **more likely** to say they **did not know** or **not answer** the question included:

- Women, 27% (99% confidence level).
- Who have **not** heard of Beachcare, 23% (90% confidence level).
- Who are classified as having medium knowledge of dune systems, 25%, (90% confidence level).

Once a Dune is Destroyed by Demographics



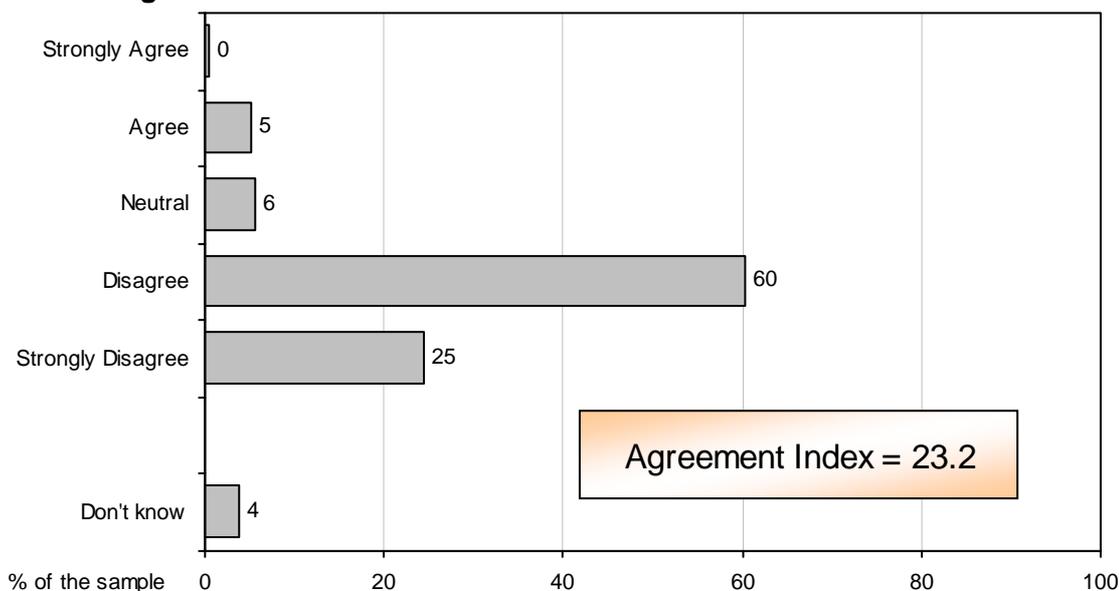
Once a Dune is Destroyed: Index by Demographics



10.7 Walking on Dunes Isn't a Problem as It Doesn't Increase Erosion of Dunes

The majority of the sample, 85% disagreed with the negatively framed statement '*walking on dunes isn't a problem as it doesn't increase erosion of dunes*'. A quarter of the respondents (25%) strongly disagreed with this statement while a further 60% disagreed. A few respondents were either neutral (6%) or agreed (6%). The Agreement Index for the statement '*walking on dunes isn't a problem as it doesn't increase erosion of dunes*' is 23.2.

Walking on Dunes Isn't a Problem as It Doesn't Increase Erosion of Dunes



Those significantly **more likely** to show **agreement** (agree and strongly agree) with the statement, '*walking on dunes isn't a problem as it doesn't increase erosion of dunes*' included those:

- Who visit on an occasional or regular basis and own a holiday home, 9% (95% confidence level).
- Interviewed on Thursday, 11% (90% confidence level).

Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, '*walking on dunes isn't a problem as it doesn't increase erosion of dunes*' included those:

- Who preferred following a track through the sand where you can see others have gone, 13% (99% confidence level).
- Who are classified as having medium knowledge of dune systems, 12%, (99% confidence level).
- Who described their ethnicity as a New Zealand European, 10% (99% confidence level).
- Men, 9% (95% confidence level).

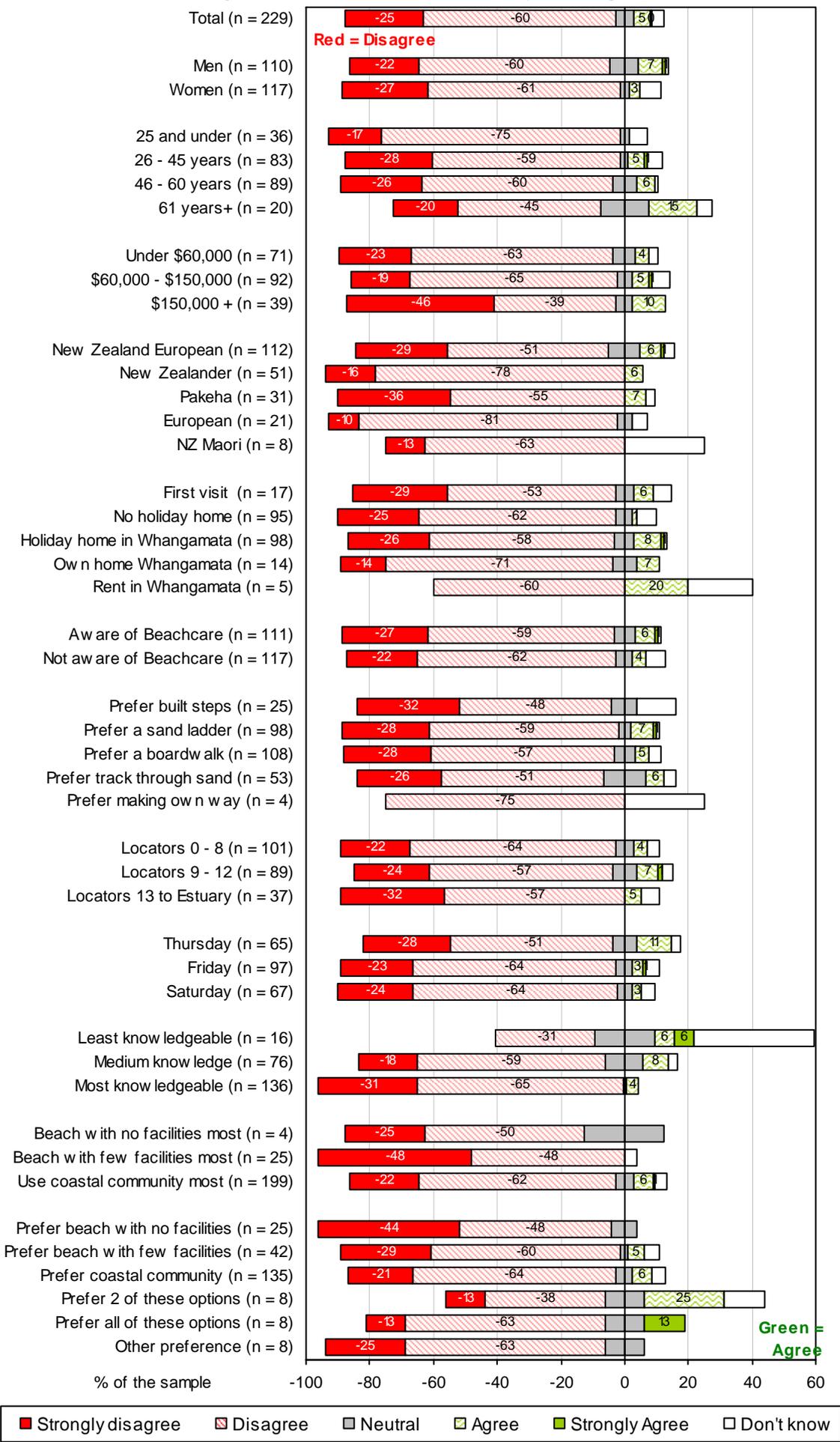
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, '*walking on dunes isn't a problem as it doesn't increase erosion of dunes*' included those:

- Who are classified as the most knowledgeable about dunes, 96%, (99% confidence level).
- Who defined themselves as a Kiwi or New Zealander, 94% (95% confidence level).

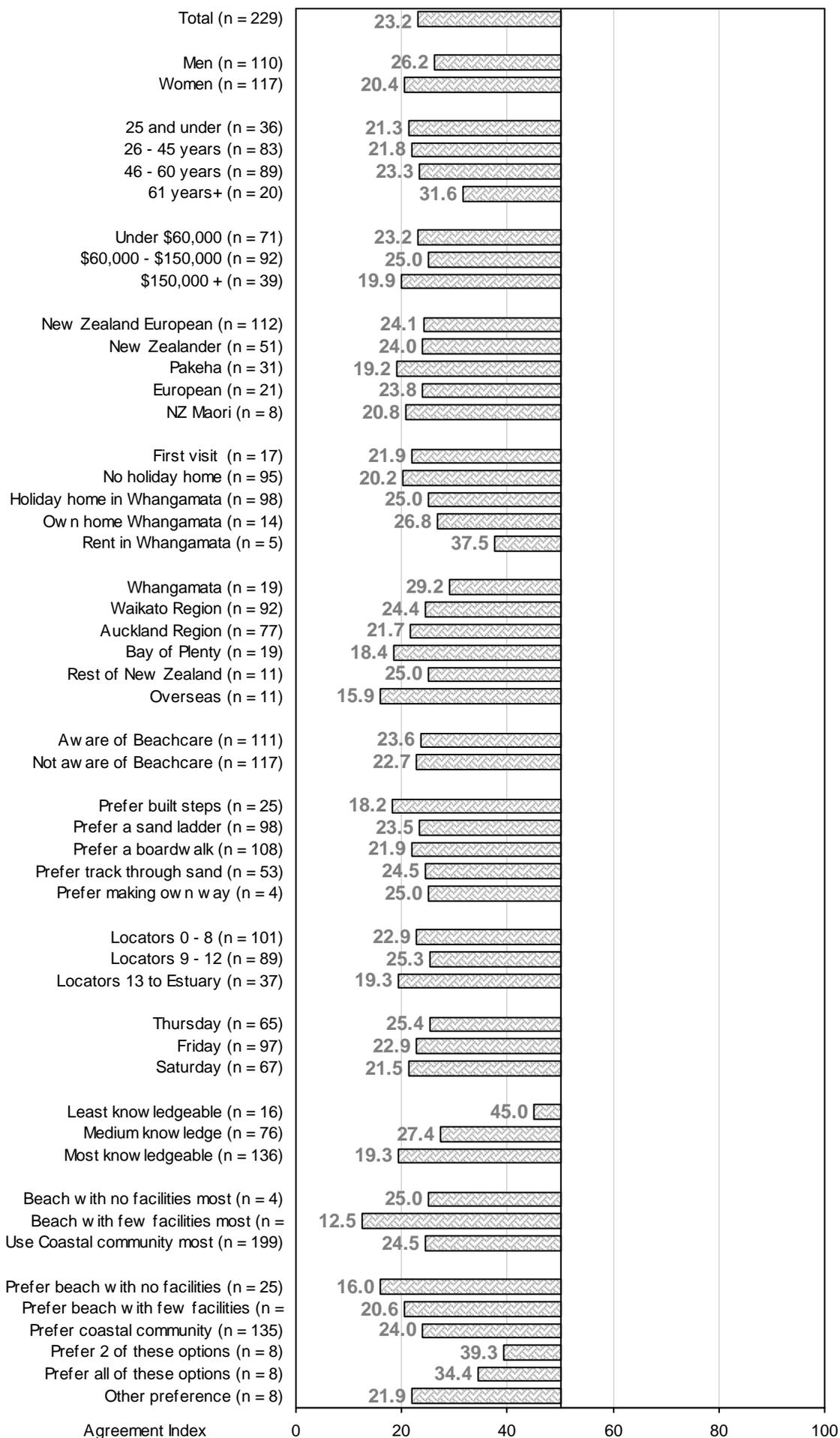
Those significantly **more likely** to say they **did not know** or **not answer** the question included those:

- Women, 7% (95% confidence level).

Walking on Dunes Isn't a Problem by Demographics



Walking on Dunes Isn't a Problem: Index by Demographics

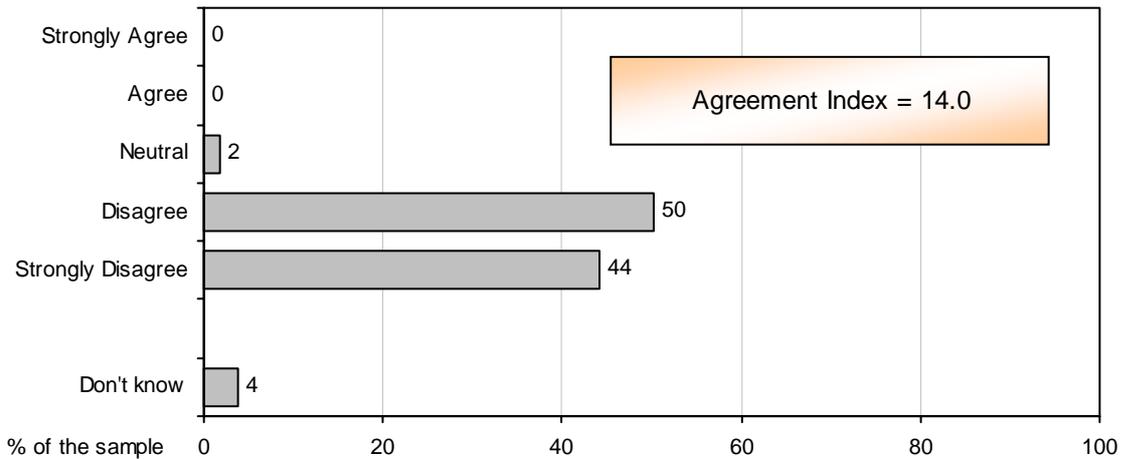


10.8 Dunes Recover Quickly From Four-wheel Drives or Motorbikes

The majority of the sample, 94% disagreed with the negatively framed statement *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'*. Almost half of the respondents (44%) strongly disagreed with this statement while a further 50% disagreed. A few respondents were neutral (2%) and no respondents agreed.

The Agreement Index for the statement *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'* is 14.0.

Dunes Recover Quickly from Four-wheel Drives or Motorbikes Being Driven on Them



No sub group showed **agreement** (agree and strongly agree) with the statement, *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'*.

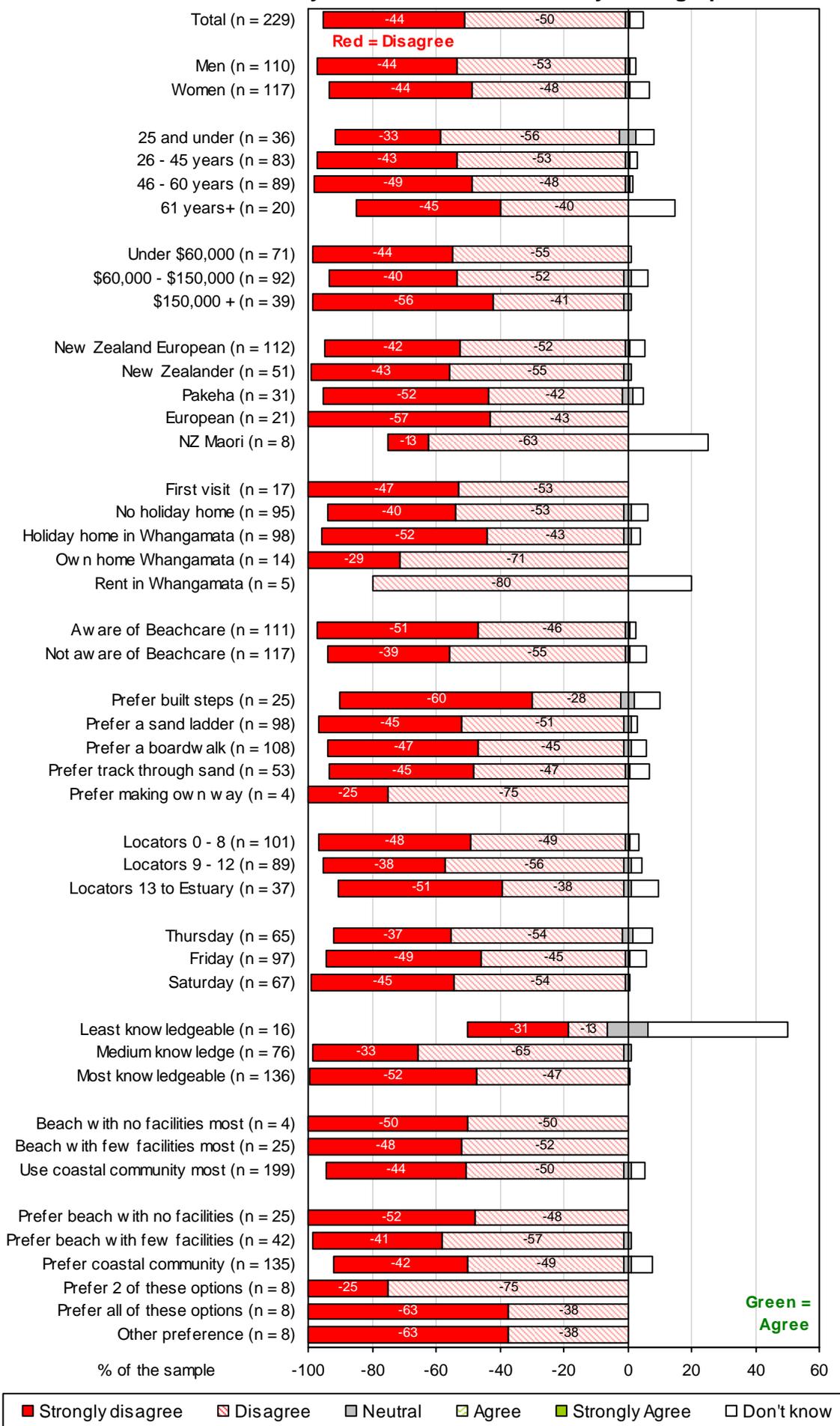
Those significantly **more likely** to show neither **agreement nor disagreement** (neutral) with the statement, *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'* included those:

- Aged 25 years and under, 6% (90% confidence level).

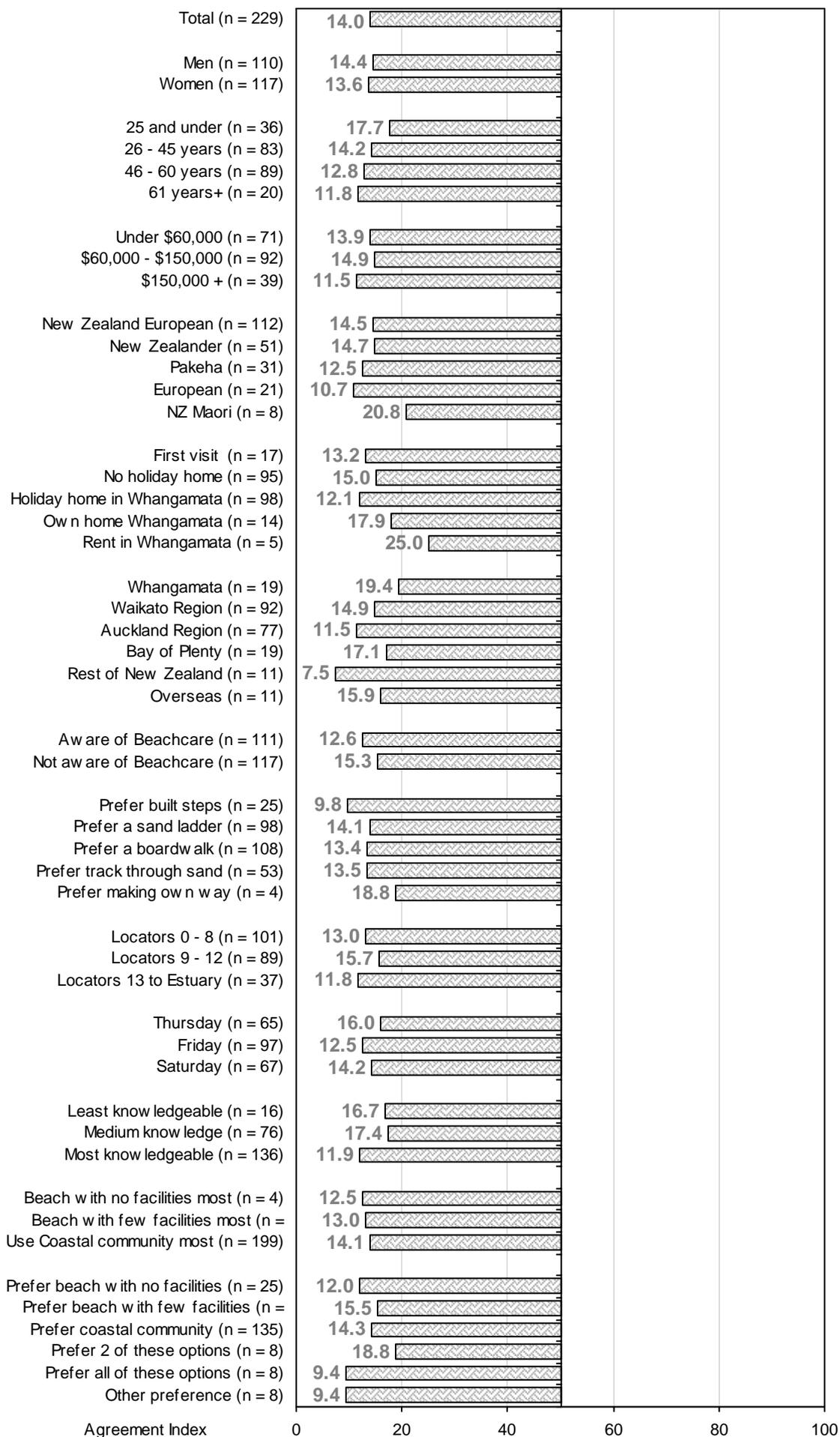
Those significantly **more likely** to show **disagreement** (disagree and strongly disagree) with the statement, *'dunes recover quickly from four-wheel drives or motorbikes being driven on them'* included those:

- Who are classified as the most knowledgeable about dunes, 99%, (99% confidence level).
- Aged 46 – 60, 97% (90% confidence level).
- With a household income of under \$60,000 p.a., 99% (90% confidence level).
- Interviewed on Saturday, 99% (90% confidence level).

Dunes Recover Quickly from Four-wheel Drives by Demographics



Dunes Recover Quickly from Four-wheel Drives: Index by Demographics

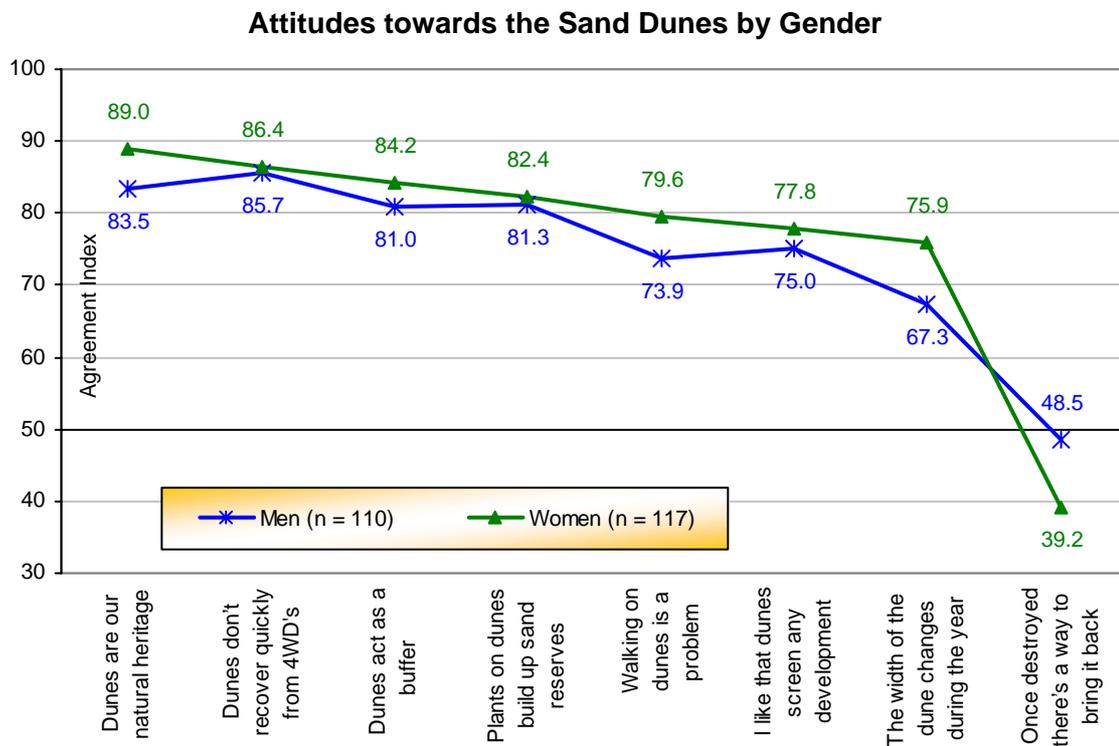


10.8.1 Comparison of Attitude Ratings by Demographic Sub-groups

NOTE: The index for the factors, 'once a dune is destroyed there's no way to bring it back', 'walking on dunes isn't a problem as it doesn't increase erosion of dunes' and 'dunes recover quickly from four-wheel drives or motorbikes being driven on them' have been inverted to read as positive questions. This is for comparison purposes on the following charts only and all other reference to these questions remains in the format they were asked. The index has also been inverted to reflect this change in polarity of these questions. This has been calculated as $100 - \text{actual index} = \text{inverted index}$

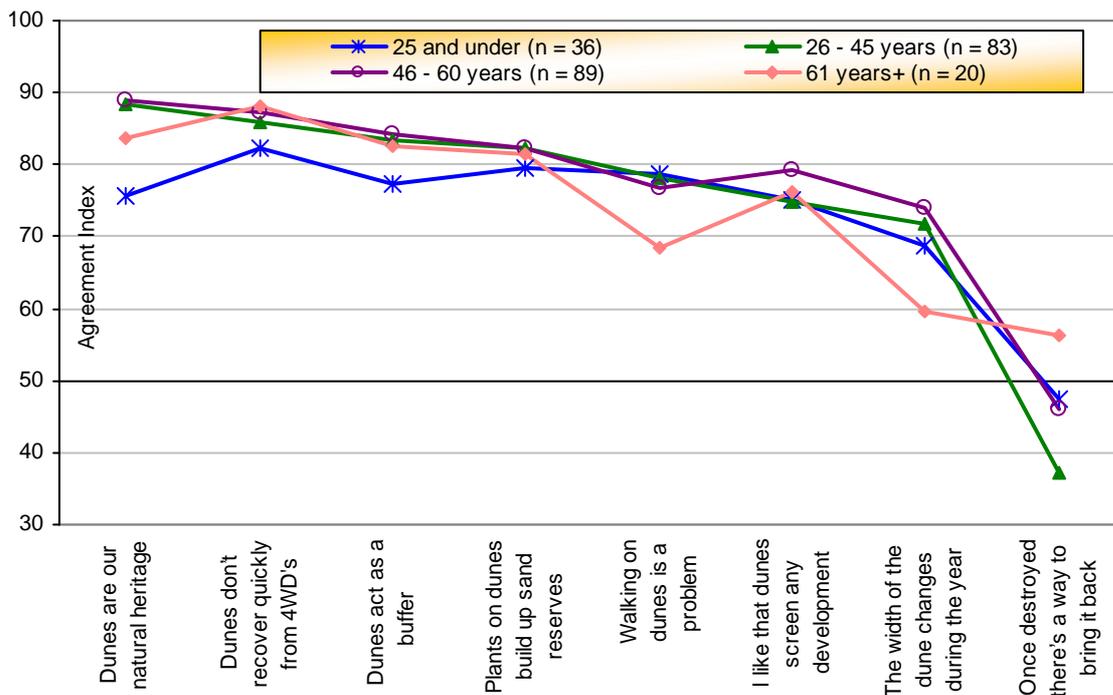
Actual Wording	Inverted Wording
Once a dune is destroyed there's no way to bring it back	Once a dune is destroyed there is a way to bring it back
Walking on dunes isn't a problem as it doesn't increase erosion of dunes	Walking on dunes is a problem as it increases erosion of dunes
Dunes recover quickly from four-wheel drives or motorbikes being driven on them	Dunes don't recover quickly from four-wheel drives or motorbikes being driven on them

Comparing the agreement ratings for the statements in relation to the sand dunes shows there are some variations in the level of agreement between the genders. Women tended to agree slightly more than men with most of these statements. The largest difference is a 9.3 point difference in the Agreement Index for the statement 'once a dune is destroyed there is a way to bring it back'.



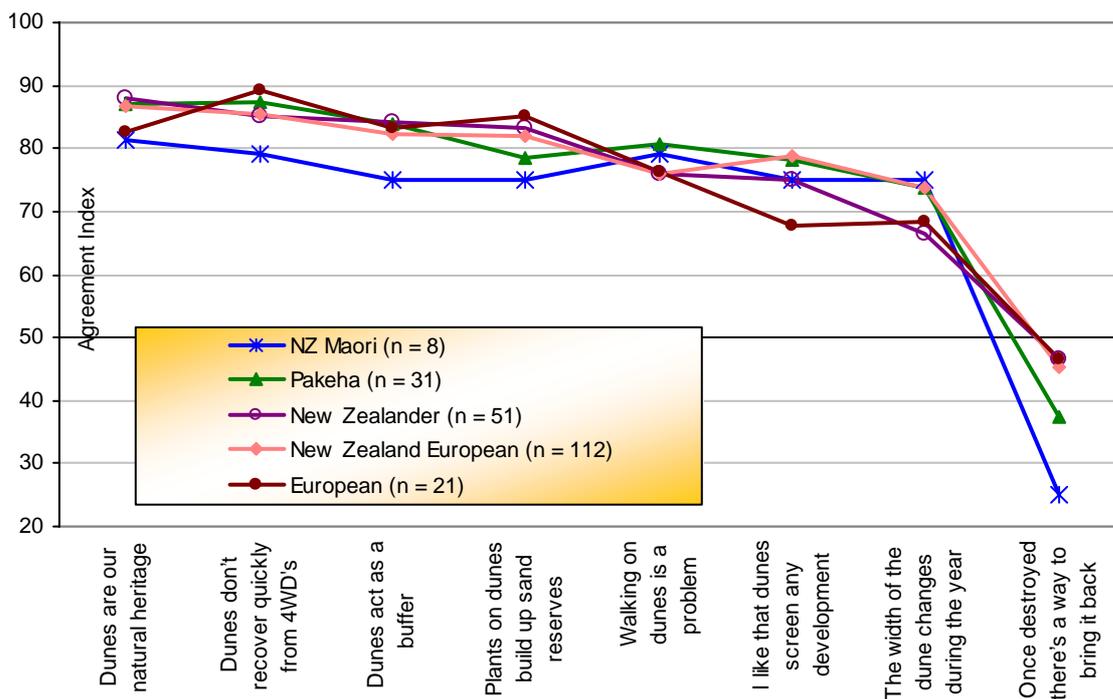
Comparing the agreement ratings between the age groupings for the statements about sand dunes shows there are limited variations. The exception seems to be with the statement 'once a dune is destroyed there's a way to bring it back' with older respondents more likely to agree, while younger respondents are more neutral (with 44% of those aged 25 years and under saying 'don't know' on the statement 'the width of the dune changes during the year').

Attitudes towards Sand Dunes by Age Grouping

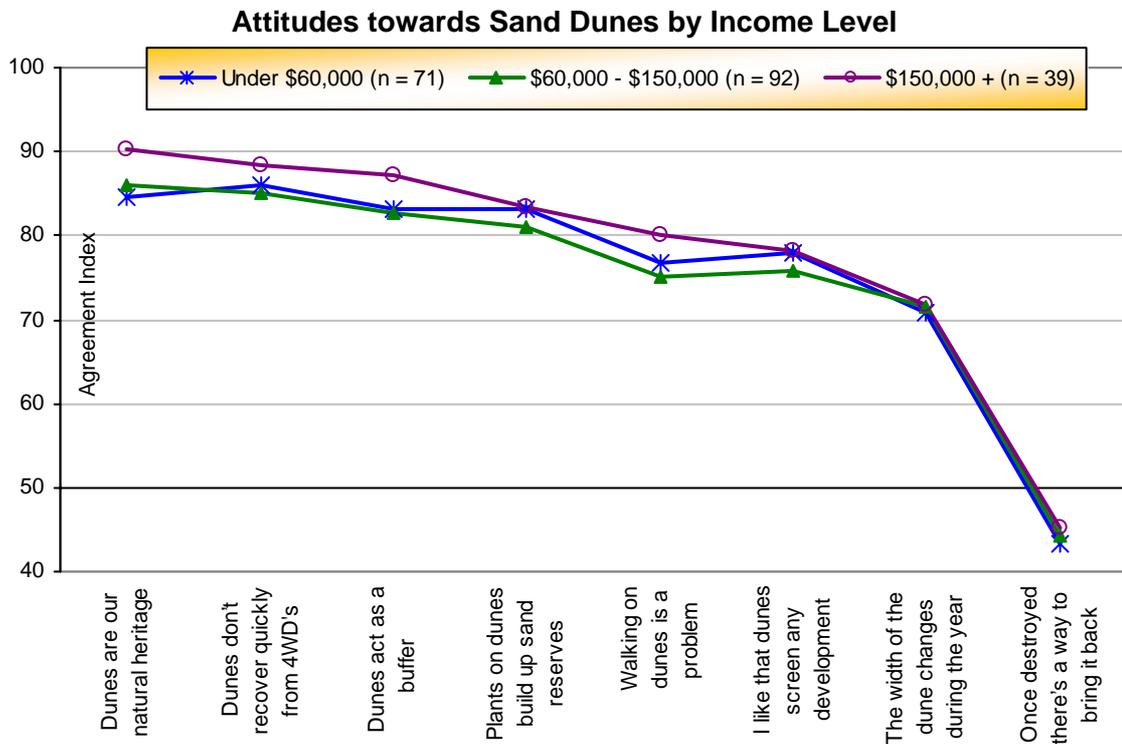


Ethnic background tends to have limited impact on the level of agreement with the statements in relation to the sand dunes.

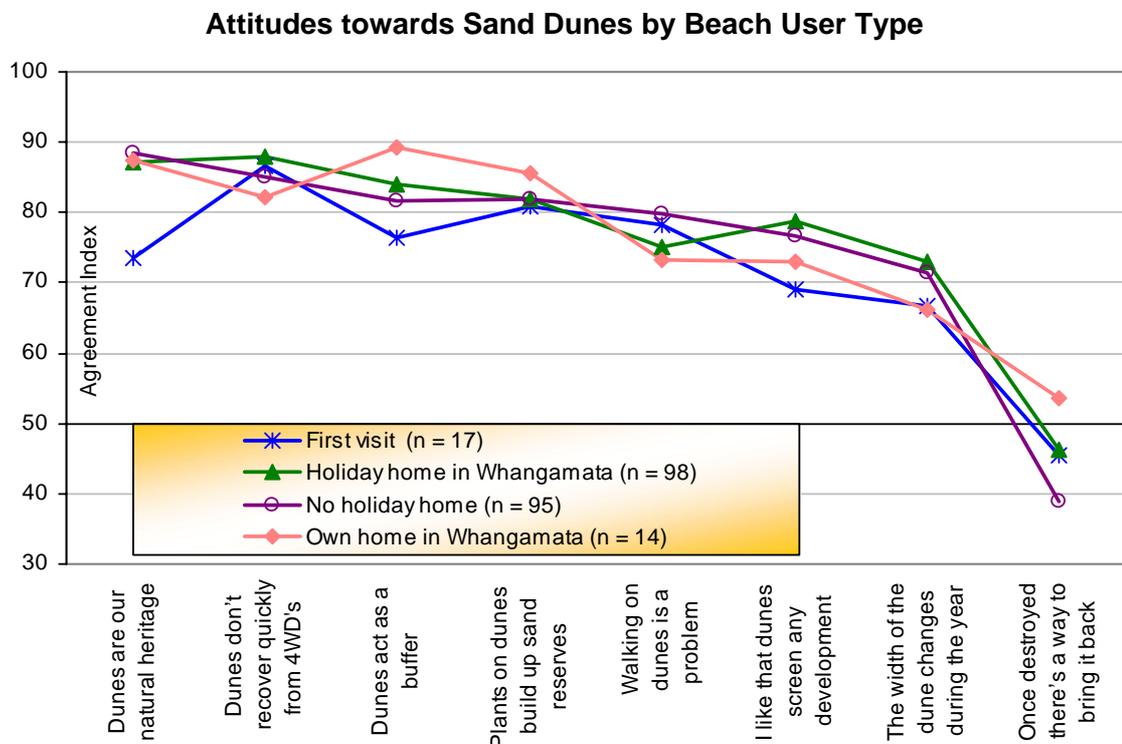
Attitudes towards Sand Dunes by Ethnicity



Comparing the agreement ratings between the household income brackets for the statements in relation to the sand dunes shows there is little variation.

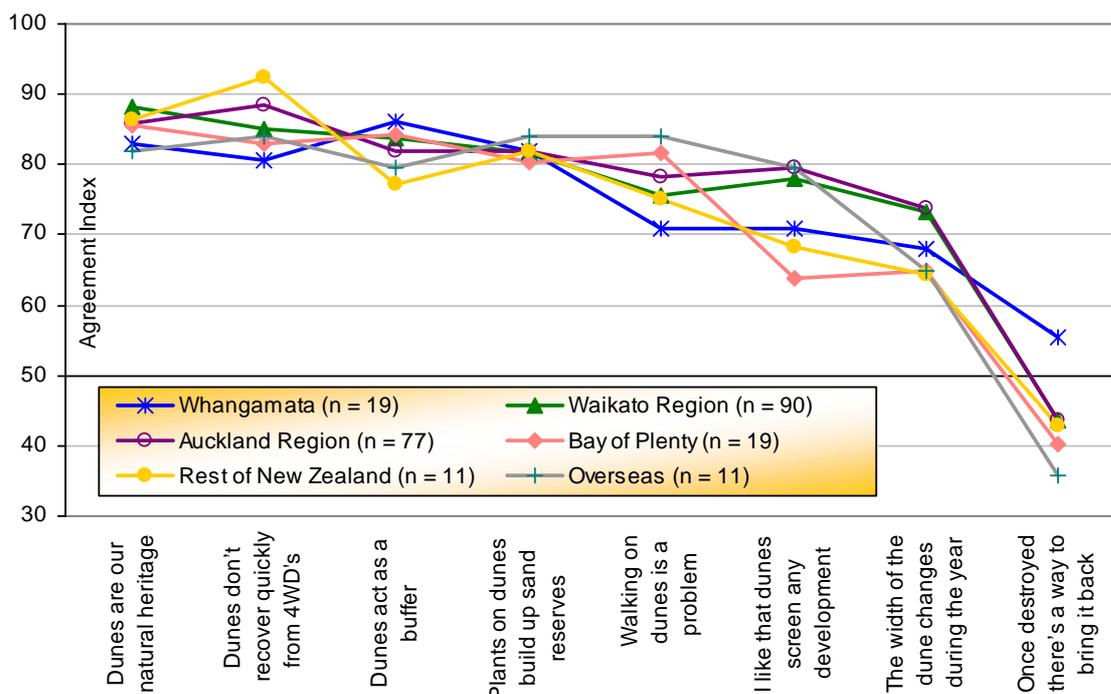


The type of beach user tends to have a greater impact on the level of agreement with the statements in relation to the sand dunes. First time visitors tended to less strongly agree with the statement, '*dunes are important, they're our natural heritage*'. Those with holiday homes were also more likely to agree that '*the width of the dune changes during the year*', while occasional or regular visitors without a holiday home in Whangamata were more likely to say they did not know on this question. Those without a holiday home were more likely to disagree that '*once a dune is destroyed there is a way to bring it back*'.



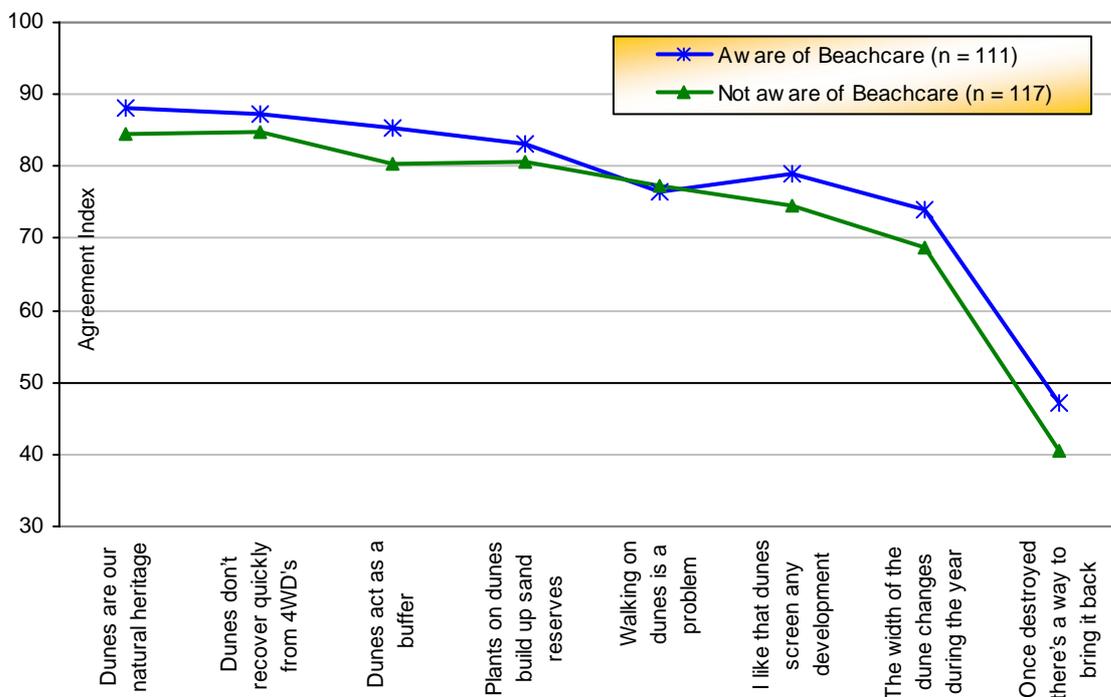
Comparing the agreement ratings for the statement about sand dune shows some variations based on where the respondent was from. The main difference is that those from Whangamata tended to agree with the statement, '*once a dune is destroyed there is a way to bring it back*'.

Attitudes towards Sand Dunes by Where From



Comparing the agreement ratings for the statements about sand dunes shows some variation in the level of agreement based on respondent's awareness of Beachcare. In particular, those aware of Beachcare were significantly more likely to agree that the 'width of the dunes changes during the year' and with the statement 'once a dune is destroyed there *is* a way to bring it back'. Those that had not heard of Beachcare were more likely to say 'don't know' or to not answer on these statements³⁹.

Attitudes towards Sand Dunes by Awareness of Beachcare

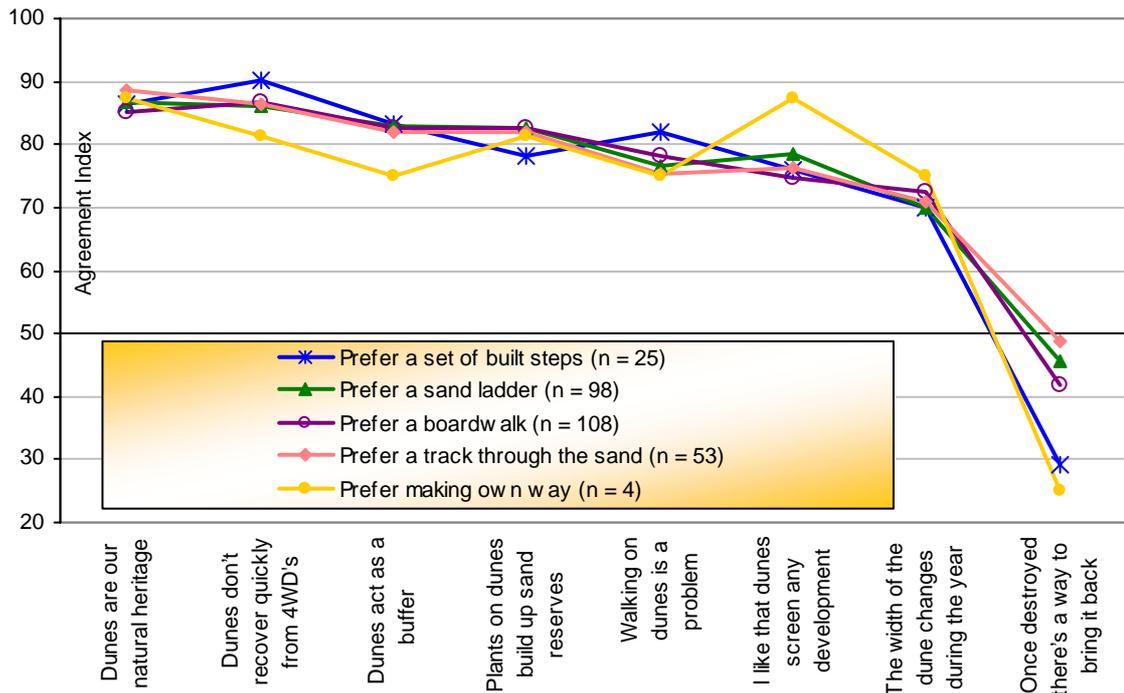


Preference for a type of access to the beach shows some interesting variation with those preferring to 'follow a track through the sand where they can see others have gone' significantly more likely to be neutral on the statement 'walking on dunes isn't a problem as it doesn't increase erosion of dunes' (13%) and a further 6% agreeing with

³⁹ Beachcare awareness was significantly higher among older respondents and those who live in Whangamata (74%) or owned a holiday home in Whangamata (65%).

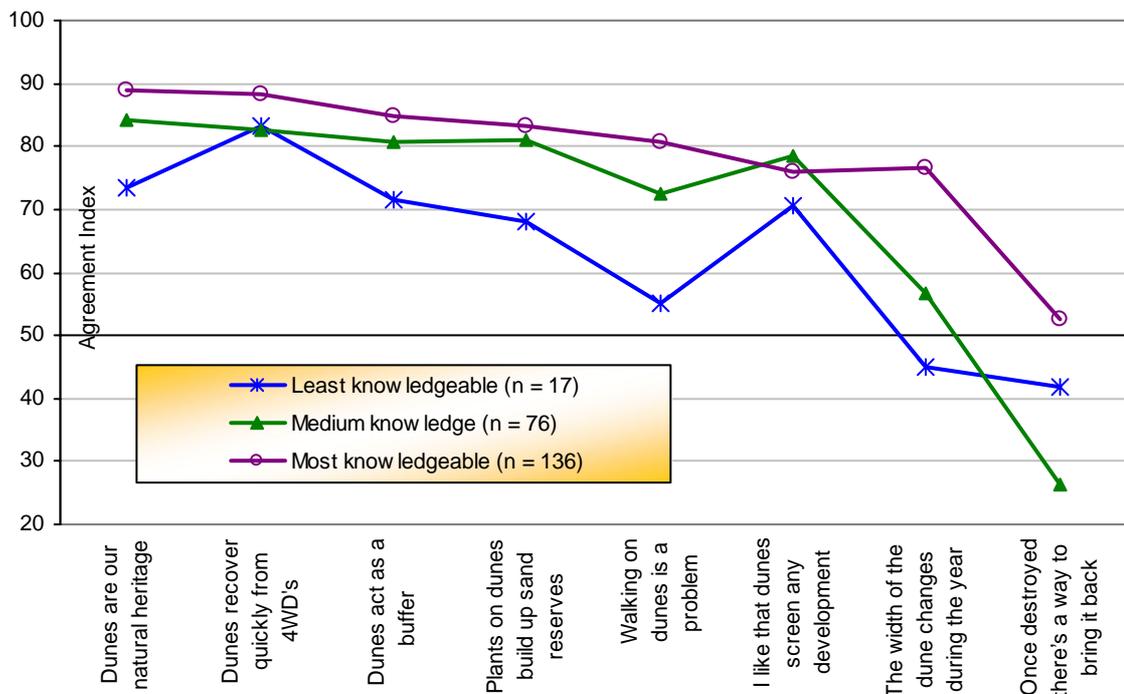
this statement. Those who prefer steps appear more likely to disagree with the statement 'once a dune is destroyed there is a way to bring it back'.

Attitudes towards Sand Dunes by Preference for Accessway



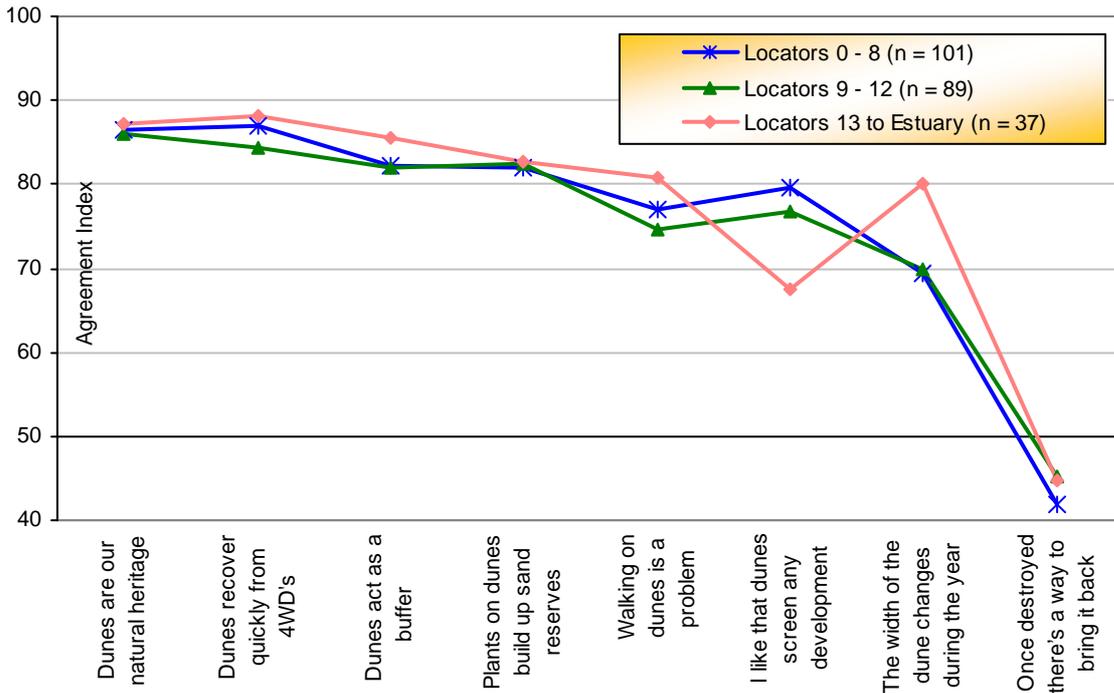
The respondent's level of knowledge of dune systems (based on the knowledge scale) appears to have some influence on their agreement with the statements about sand dunes. This graph shows the variation between the three sub-groups. The greatest variation is in the level of agreement with the statements 'the width of the dune changes during the year' and 'walking on dunes is a problem as it increases erosion of dunes'

Attitudes towards Sand Dunes by Knowledge Scale



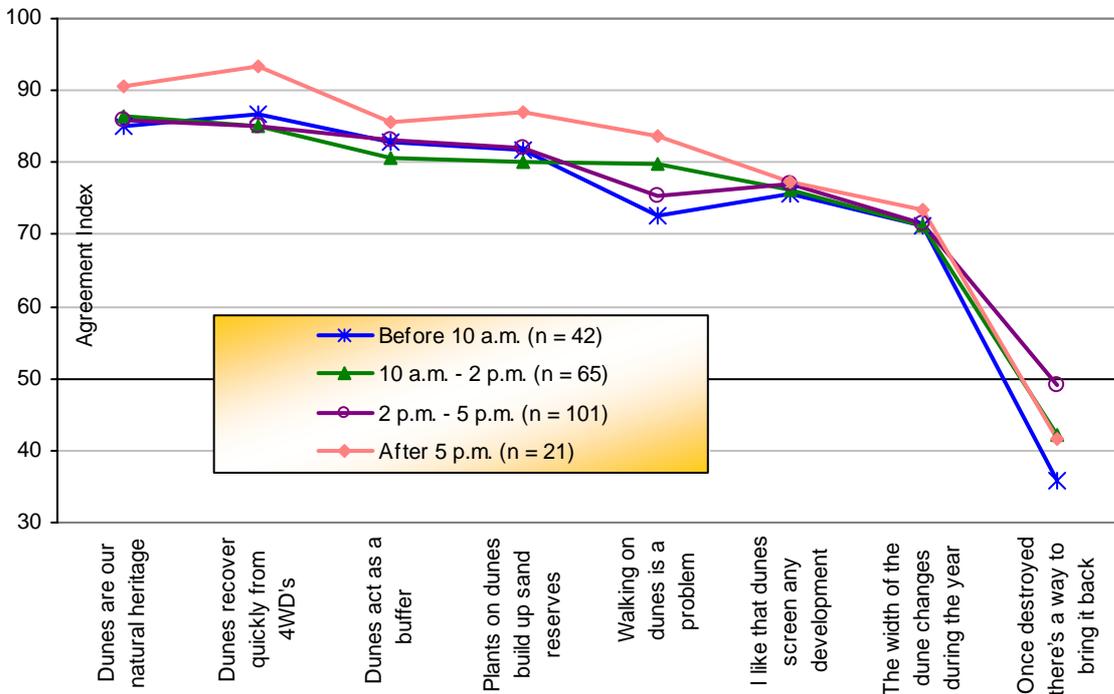
Comparing the agreement ratings for the statements about sand dune shows limited variation based on where the respondent was interviewed. The main difference is those interviewed between the geographic locators 13 – 18 (including the Estuary) tended to agree that the 'width of the dune changes during the year'.

Attitudes towards Sand Dunes by Where Interviewed



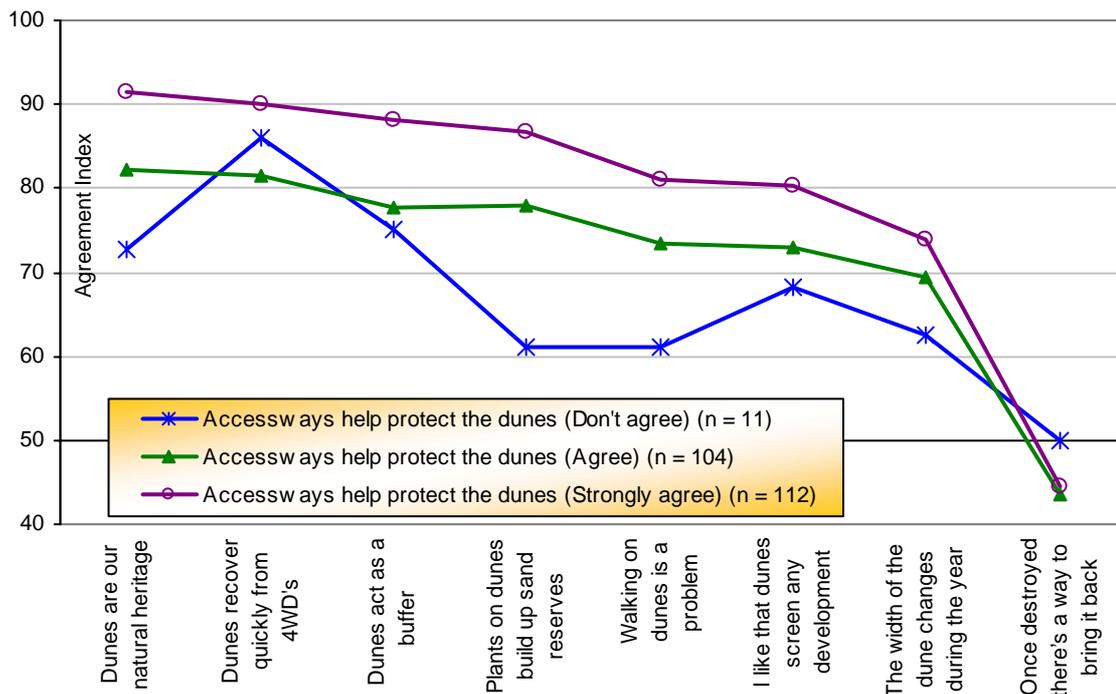
Comparing the agreement ratings for the statements about sand dunes shows limited variation in the level of agreement based on the time of the interview. The largest difference is 13 points in the Agreement Index for the statement 'once destroyed there is a way to bring it back'.

Attitudes towards Sand Dunes by Time of Interview



Comparing the agreement ratings for the statements about sand dunes based on the level of agreement with the statement 'they help protect the dunes' shows those respondents who strongly agree with this statement tend to have a more favourable attitude to most statements.

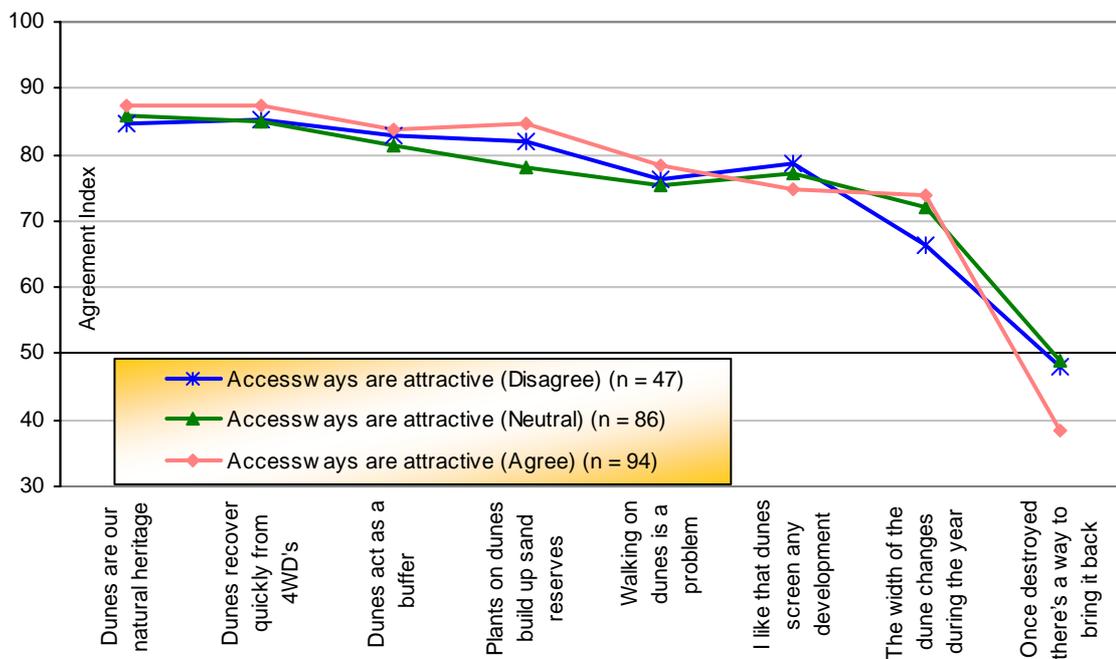
Attitudes towards Sand Dunes – by Agreement with 'built accessways help protect the dunes'



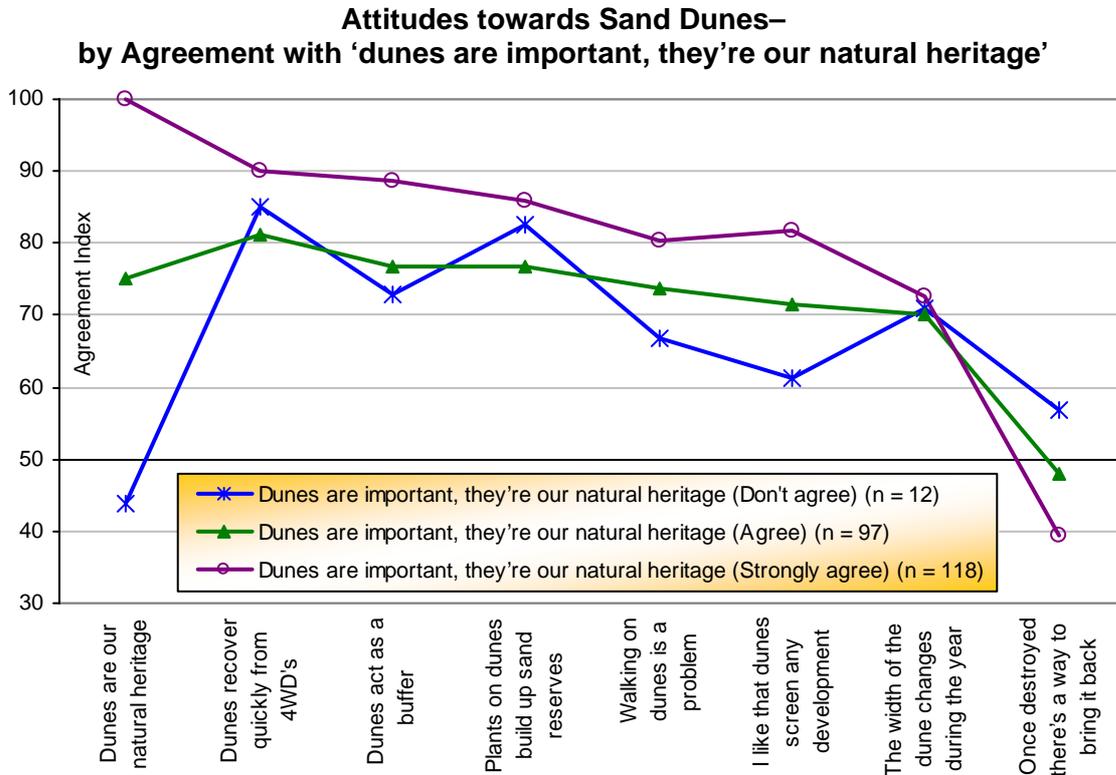
Note: the category don't agree includes those respondents who said strongly disagree, disagree or were neutral.

Comparing the agreement ratings for the statements about sand dunes based on the level of agreement with the statement 'built accessways are attractive' it appears that disliking the look of the accessways appears to have little impact on peoples understanding of the role of sand dunes.

Attitudes towards Sand Dunes – by Agreement with 'built accessways are attractive'

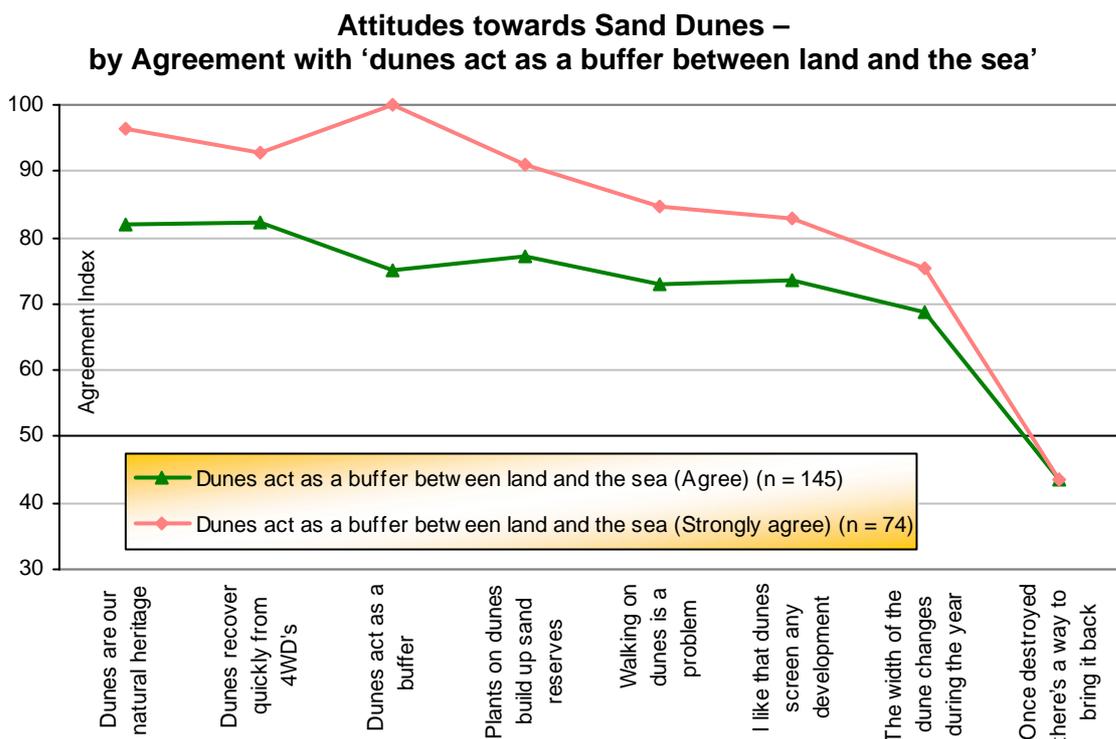


Comparing the agreement ratings for the statements about sand dunes based on the level of agreement with the statement 'dunes are important, they're our natural heritage' shows some interesting variations. The respondents who strongly agree with this statement tend to have a more favourable attitude to most statements.



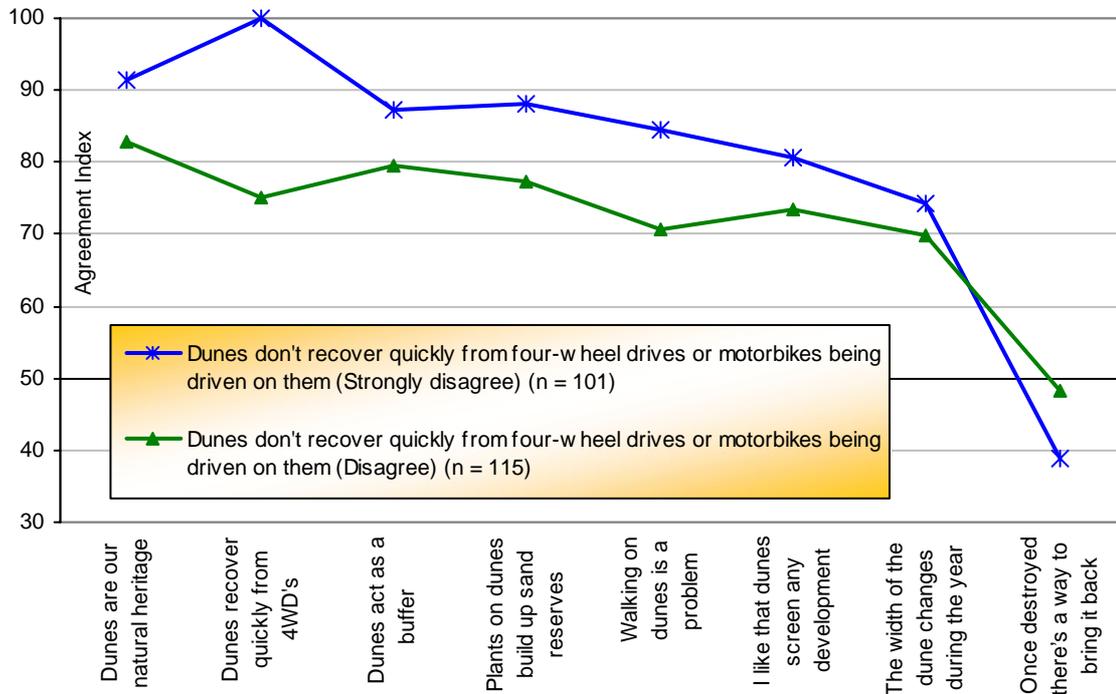
Note: the category don't agree includes those respondents who said strongly disagree, disagree or were neutral.

Comparing the agreement ratings for the statements in relation to the sand dunes based on the level of agreement with the statement 'dunes act as a buffer between land and the sea' shows some variation in most statements. Respondents who strongly agreed with this statement tended to strongly agree with most of the others.



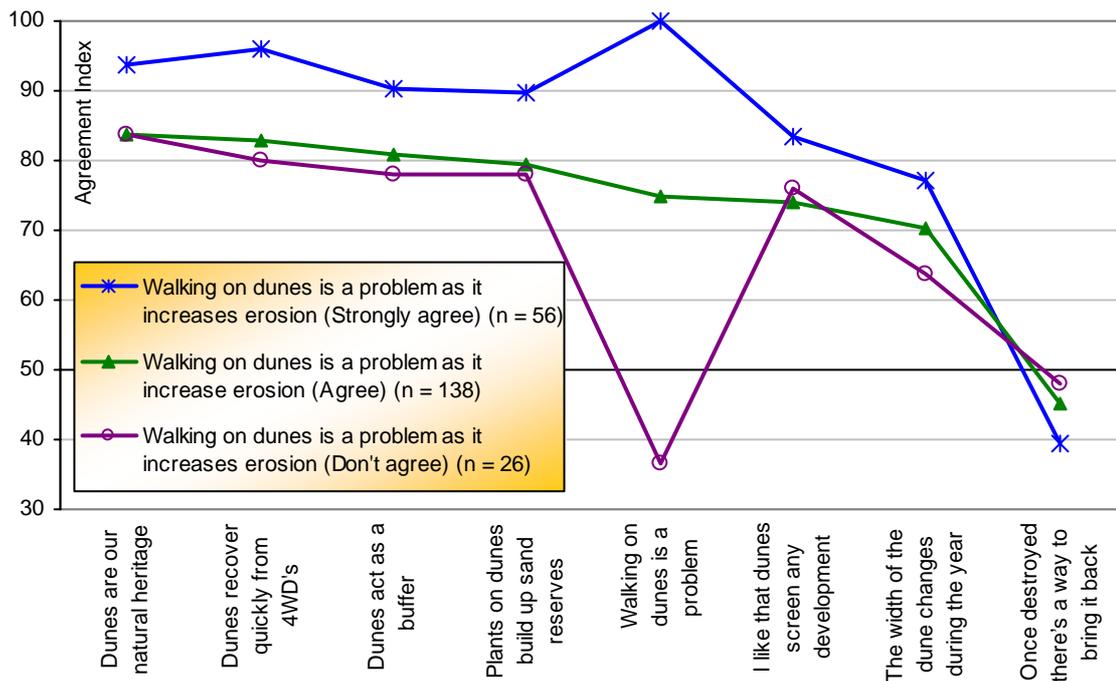
Comparing the agreement ratings for the statements in relation to the sand dunes based on the level of agreement with the statement 'dunes don't recover quickly from four-wheel drives or motorbikes being driven on them' shows that the respondents who strongly agree with this statement tend more strongly agree with most other statements.

Attitudes towards Built Accessways – by Agreement with 'dunes don't recover quickly from four-wheel drives or motorbikes being driven on them'



Comparing the agreement ratings for the statement 'walking on dunes is a problem as it increases erosion' shows some interesting variation. Respondents who think it's okay to walk on the dunes tend to have a similar attitude on most other statements. This infers this small sub-group do not see walking on the dunes is part of the problem.

Attitudes towards Built Accessways – by Agreement with 'walking on dunes is a problem as it increases erosion'



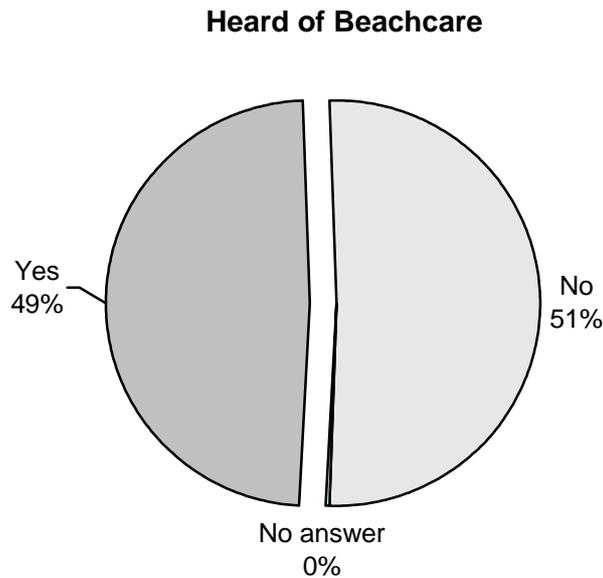
Note: the category don't agree includes those respondents who said strongly disagree, disagree or were neutral.

11 Beachcare

11.1 Heard of Beachcare

Respondents were asked, 'have you ever heard of Beachcare?'

The graph below shows that almost half of the respondents, 49% had heard of Beachcare. Conversely just over half of the sample, 51% said they had not heard of Beachcare (46% of visitors). In 1997, Fagan found that 24% of visitors to Whangamata had heard of Beachcare (Fagan, 1998).



Note: Percents are rounded to the nearest whole number.

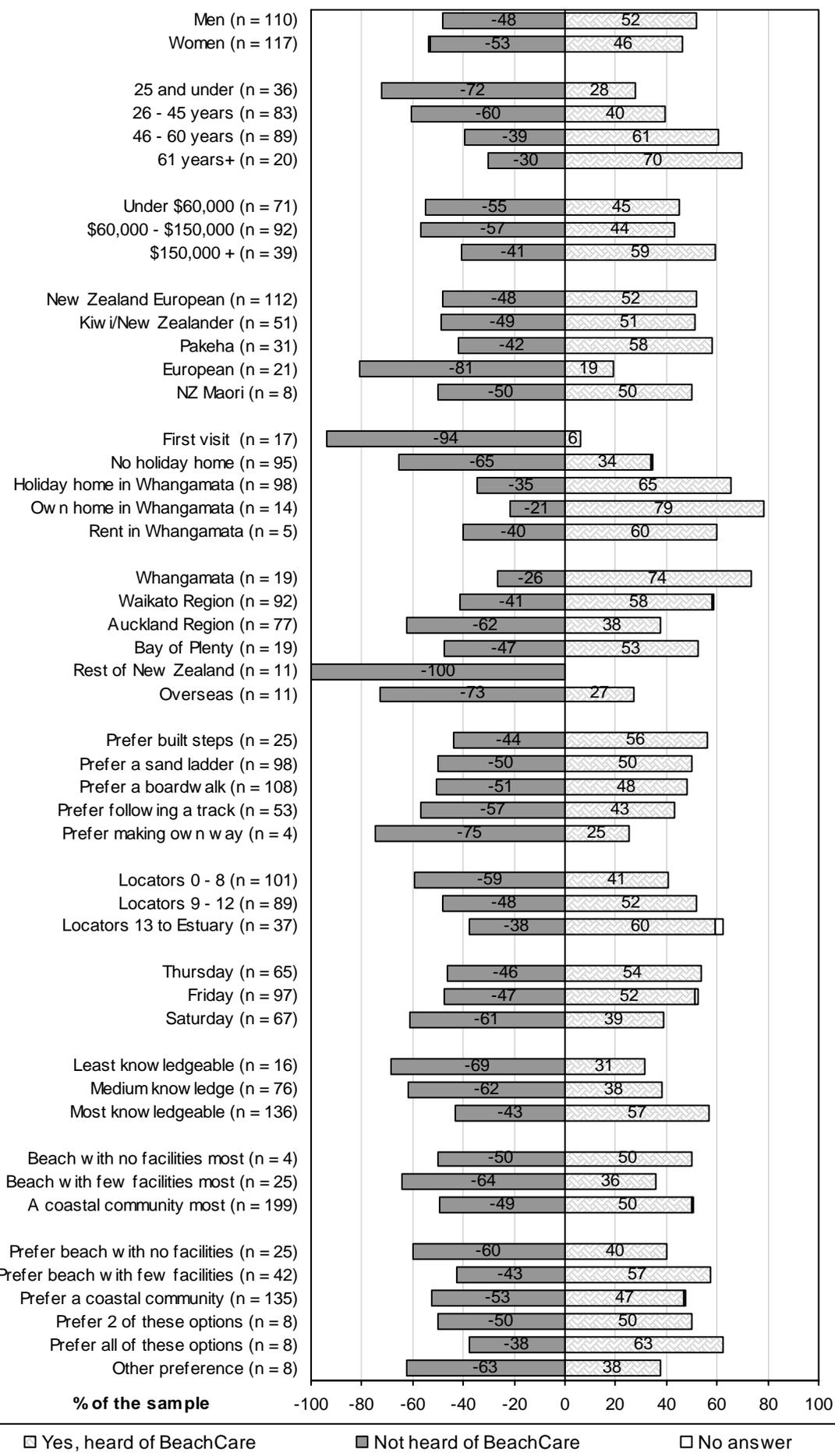
Those significantly **more likely** to 'have heard of Beachcare' included those:

- Who visit on an occasional or regular basis and own a holiday home, 65% (99% confidence level).
- Aged 46 – 60, 61% (99% confidence level).
- Who are classified as the most knowledgeable about dunes, 57% (99% confidence level).

Note: the numbers in some of the subgroups are too small to allow significance testing, but it appears there could be a few variables that have an impact on whether the respondents have heard of Beachcare or not (see the graph on the next page). These included those:

- Who live in their own home in Whangamata, 79%
- From Whangamata, 74%
- With a household income over \$150,000 p.a. 59%
- Aged over 60, 70%
- Interviewed after 5:00 pm, 76%

Heard of Beachcare by Demographics

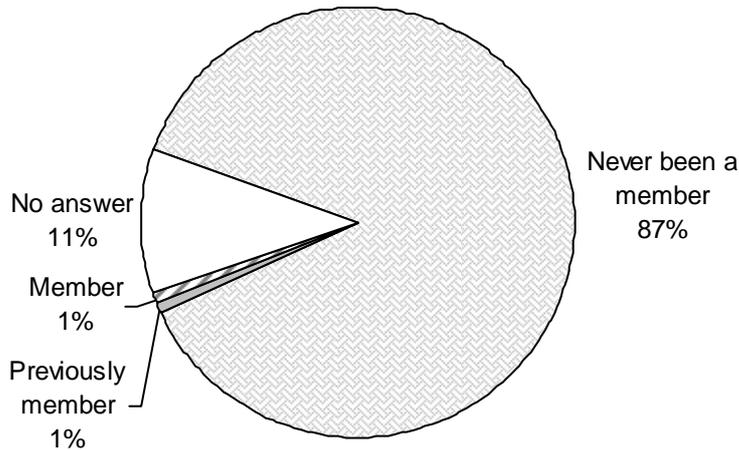


11.2 Membership of Beachcare

The respondents who were aware of Beachcare (n=111) were asked 'are you, or have you ever been, a member of Beachcare or do you receive the Beachcare newsletter?'

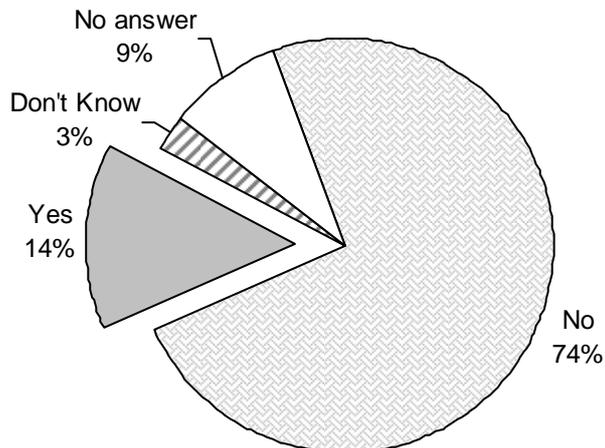
Most of those who were aware of Beachcare had never been a member (87%). Only one respondent was a member of Beachcare, one other had been a member previously and 11% percent did not answer this question.

Are you a member of Beachcare



Only 16 respondents (7% of the sample, but 14% of those who were aware of Beachcare) recalled receiving the newsletter from Beachcare and 12% did not answer this question or said don't know.

Received the Newsletter from Beachcare



Those who live in Whangamata were the most likely to recall the newsletter (21%) versus 12% for those who own a holiday home there and 0% for those who visit occasionally but do not have a holiday home and 0% for those who are first time visitors.

11.3 What Do You Think Beachcare Does

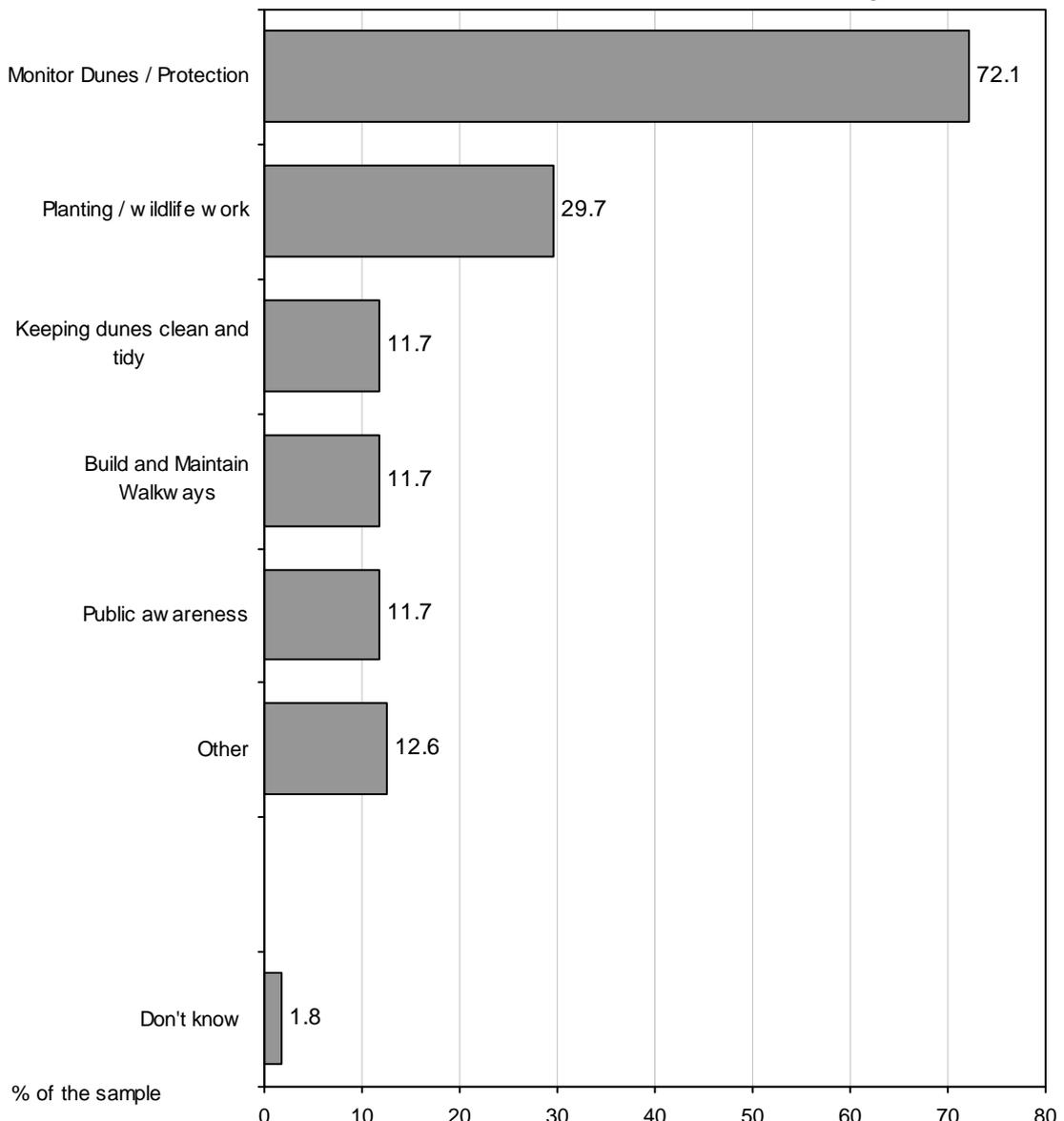
Respondents were asked the following: *What do you think Beachcare does?*

In total, about half of the respondents were aware of Beachcare (48%, n=111) and these respondents were asked what they thought Beachcare does. Three quarters of this sub-group said they monitored or protected the dunes. This was followed by a third of the respondents who said Beachcare were involved in the plants or wildlife (30%).

Just over a tenth (11.7%) of the respondents mentioned keeping the dunes clean and tidy, building and maintaining walkways and creating public awareness.

A full list of verbatim comments is in Appendix 8.

What Do You Think Beachcare Does: Coded Verbatim Responses



Monitor dunes / Protection

In total, only 111 respondents were aware of Beachcare (48%) and these respondents were asked what they thought Beachcare does. Three quarters of this sub-group said they monitored or protected the dunes. These comments included:

'Protects the dunes'

'Group of people that put projects in place to care for the beach. Articles about them in local Coastal News'

'Care for beaches, build accessway's

'Look after the dunes, beach rubbish'

'Looks after beach, dunes, environment of the beach'

'Protects environment - people becoming more conscious'

'People seen damage from storms'

'Puts signs up'

'Protects environment'

'Looks after beaches, dunes, accessways'

'Responsible for care and maintenance of dunes, planting, putting in boardwalks, maintaining'

'Plant, look after it, remove litter'

'Care for the beach - public support for it'

Planting / wildlife work

This was followed by a third of the respondents who said Beachcare were involved in the plants or wildlife (30%). These respondents commented:

'Plant on sand dunes'

'Committee people who do planting and do work for the care of the dunes'

'They monitor the dunes and build the steps and repair when necessary, plantings as well'

'Cleans up the rubbish, helps plant the dunes'

'Protects the beaches, looks after stopping pollution, retain plants'

Keeping dunes clean and tidy

A tenth of the respondents mentioned keeping the dunes clean and tidy, with comments that included:

'Planting, looking after beaches, rubbish, glass, monitoring the way it changes'

'Keep beaches clean, re-vegetate dunes'

'Plant, look after it, remove litter'

'Pick up rubbish in dunes, replanting plants and grasses'

Build and maintain walkways

A tenth of the respondents also mentioned building and maintaining walkways. These comments included:

'They watch the walkway and they did the labour'

'Help keep dunes from eroding. Keep clean, keep walkways clear'

'Looks after beaches, dunes, accessways, care of people and dunes'

Public awareness

A tenth of the respondents mentioned creating public awareness. These comments included:

'Erect signs where an erosion problem. Like to see a sign erected at a sand track where kids have been sliding off. Would like a sign to point to a walkway'

'Makes you aware, understanding'

'Environmental notices'

Don't know

A few respondents said they did not know what Beachcare did. These comments included:

'Not really'

'Not sure'

Other

There were a range of other comments which included:

'Monitor it, plant dunes, submission'

'They do more than Council'

'Make beaches beautiful'

'Working bees'

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Tourism Coromandel, 2003: *Tourism Coromandel Results of the 2003 Visitor Expenditure Survey*. Tourism Coromandel.

Appendix 1 – What People Enjoy about Visiting the Beach

Respondents were asked the following: 'Can you tell me about the kinds of things that you enjoy most about spending time at the beach?'

Swimming / surf activities / water

A number of respondents (59%) mentioned swimming, surfing or other water activities as one of the things they most enjoy about spending time at the beach. These respondents made a variety of comments which included: ⁴⁰

Swimming, girls, sunbathing

Swimming, people

Surfing, the water, the sea, all free

Swimming, sunbathing

Sun, surf, fishing, relaxing, not working, surf casting, general beach life

Love all of it, surfing, swimming, wind surfing, walking, canoeing, kayaking, playing around in the water

Hanging out, swimming, going for a dive, eating all the kai moana that's out there

Surfing, fishing, girls

Sea, sand and sun

Sea, sun, swimming, build sandcastles, boogey boarding

Swimming, boogie boarding, clean towels, walking

Surfing

Don't get harassed by EW, peaceful, nice surf, nice beach, clean white sand

Fresh air, relaxing, walks, swimming

Diving, fishing, bird watching - 2 legged variety

Swimming, walking the beach, relaxing, enjoying the beach

Kayaking, swimming, looking at views, walking

Taking kids out, sun, waves, beach life, rock pools, sea life

Walking, swimming, boating

Swimming in nice clean water, natural nature of the beach

Relaxing, swimming, surfing husband, fishing

Walking, swimming

Walking, swimming

Walking, swimming, golf, blobbing out, reading and entertaining

Family like being near the water, sand and water

Swimming, lying in the sun, walking on beach, grand-daughter to jump in the waves

Getting tan, waves and stuff

Relax, fishing, swimming

Watching the waves, doing things with the kids, swimming, sand castles, traditional things

Swimming, walking on beach

Spend a lot of time on beach - running, swimming, walking. Smell, freshness.

Get away from city

Swimming, just relaxing

Relaxing, water, swimming, sunbathing

⁴⁰ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Weather, surf and stuff, having fun
Nice and tranquil, usually safe, good swimming, good atmosphere, 5 min walk to beach
Surfing, relaxing
Relaxing, beach, water
Swimming, people watching
Swimming, waves, environment, natural surrounding
Fishing, swimming, relaxing really
Surf, sand, smell
Going for run, swim, just relaxing
Swimming, fishing, walking, eating, being with family
Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised

Swimming
Fishing, boating, swimming, sea, looking
Change of pace and lifestyle, swimming, enjoy the beach

Swimming, the kids playing quietly, relaxing time really
Sun, in the surf, playing golf down here
Being near the water, seeing the kids, safe, clean beach, anything in the water, surfing, fishing
Walking along the beaches, swimming, beach activities
Walking the dog and boating, kids surf
Relaxing, swimming
Relaxing, swimming
Walking, bushwalks, swimming, playground for children please
Relax, do beachy things, surf, beach, kids
Sun, salt water, swimming, waves
Water, surf, sun
Sun, swimming
Sun, swimming Sun, relaxing, water
Surfing
Sun, waves, breeze
Swimming, water, atmosphere
Surf, cleanliness of water, proximity to home, safety of beach for family needs

Sun, water, peace and quiet, fresh air, good food
Sun, waves and stuff, girls
Environment, sun, water
Sunbathing, swimming, nice beachy atmosphere in town, get here and switch off

Swimming, waves, golf, catching crabs with the kids
Fishing, swimming, boogie boarding, movies, shops coffee, walks along beach, friends
Walking, surfing, kayaking, cycling
Surfing, playing with kids
Drinking wine with friends and family, swimming, walking, running, playing with kids

Swimming, lying on the beach, clean beach
Surfing
Environment, sun, water
Swimming, scenery, relaxing, atmosphere, holiday mode
Good surf, safe swimming for kids, like Whangamata because of variety - estuary, surf, harbour
Sea, walking in sand, talking to people, collecting shells, bushwalks

*Surf, like to look at nice figures on beach
Time out, always changing, nice clean water for swimming
Walks, sunbathing, swimming, playing with children, boogie boarding, beach cricket*

*Swimming, tuatua, running the dog
Natural, clean air, surf, relaxing
Not as busy, surfing, swimming, being in the sun, having more relaxed atmosphere*

*Sea kayaking, surfing, running, family time
Surfing, sun
Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and
choice of estuary, and harbour to go to as well
Love this beach, beautiful, lovely white sands, good safe swimming
Boogie boarding, kayak, wind surfing, sand castles
Surf, walks on the beach*

*Swimming, atmosphere, close to nature, better than by the pool
Surfing, diving, kids beach*

*Swimming in surf, kayaking, snorkelling, Swimming, surfing, snorkelling, walking
fishing*

*Swimming, family picnic, room to play games on beach
Surf, sun, white sand
Love holiday atmosphere, can come and go as you please, people are happy, see children
enjoying themselves. Feel good, surf is invigorating
Being all together as a family, swimming, no phones, relaxed
Surfing*

Swimming, walking, fishing, time out, views

*Swimming, fishing, watching grandson surf
Swimming, sunbathing, visiting the shops
Boogie boarding, fishing, just being here, the beauty of the place
Probably swimming*

Waves, boogie boarding, relaxing, walks on the beach, rock pools, shell collecting

*Swimming, boating, walking
Beach life, surfing, fishing*

*Beach itself, bush walks, swimming
Sea, sun and fresh air, surf
Surf*

Water when warm, beach, clean, beautiful, coming for 30 yrs

*Walking, swimming, offers so many opportunities for family,
water sports, surfing, kayaking*

Swimming, relaxing

Kids playing, playing in water, relaxing

Enjoying the scenery, swimming, getting in touch with nature
Sun, girls, surfing
Surfing
Sun, water, social part
Surf
Family here, getting out in the water, walks, pipis, it's clean
Surfing, body boarding, sunbathing, socialising
Lazing around really, walking, normally like swimming
Watching the water, nice, clean environment and no dogs, swimming
Relaxing, swimming
Swimming, lying on the sand

Relaxing

A third of the respondents said they most enjoyed relaxing at the beach (30%). These respondents commented:

Relaxed atmosphere feeling
Fresh air, relaxing, walks, swimming
Not being at work
Enjoyable, relaxing
Swimming, the kids playing quietly, relaxing time really

Sun, surf, fishing, relaxing, not working, surf casting, general beach life
Relaxing, catching up with people
The weather, the environment is really relaxing, and like sound of the waves

Swimming, walking the beach, relaxing, enjoying the beach
Love holiday atmosphere, can come and go as you please, people are happy, see children enjoying themselves. Feel good, surf is invigorating

Relaxing, swimming, surfing husband, fishing
Relaxing, swimming
Relaxing, swimming
Quiet and peaceful, hanging out with just the girls
Sunbathing, swimming, nice beachy atmosphere in town, get here and switch off

Walking, swimming, golf, blobbing out, reading and entertaining
No stress
No stress
Relax

Relax, do beachy things, surf, beach, kids
Relaxing, getting away from it all
Swimming, scenery, relaxing, atmosphere, holiday mode
Laid back
Relaxation, stress free, views

Relax, walk along beach
Relax, fishing, swimming
Traditional - get away from city, relax
Relaxation, holiday, not stressed, this is a lovely, safe beach, lifeguards
Good weather, beach itself. Time out. Don't want high rises etc. at Whangamata.
Pauanui too commercialised

*Time out, always changing, nice clean water for swimming
Swimming, just relaxing
Natural, clean air, surf, relaxing
Not as busy, surfing, swimming, being in the sun, having more relaxed atmosphere*

Change of pace and lifestyle, swimming, enjoy the beach

*Relaxing, less money spent, cheap entertainment, great beach for all ages, even on rainy days
Being able to relax, do nothing, not have any worries
Being all together as a family, swimming, no phones, relaxed
Being all together as a family, swimming, no phones, relaxed
Relaxing, watching the sea, people, surfers, drinking beer, the heat, mellow vibe*

*Lazing around really, walking, normally like swimming
Away from the rat race, just fresh air, sea, sand
Swimming, walking, fishing, time out, views
Swimming, walking, fishing, time out, views
Cleanliness, value, lack of rubbish, shells, things we take for granted when go to a depleted
beach, environment really relaxing*

Relaxation

*Relaxing, having a break from work, sitting back with your family
Waves, boogie boarding, relaxing, walks on the beach, rock pools, shell collecting
Sun, watching the ocean, watching people, relaxing, not having to cook dinner, enjoying the
kids running around enjoying themselves, walking on the beach
Peacefulness, natural beauty*

Relaxing, swimming

*Everything, very relaxing, coming here almost 40 yrs for own place
Relaxation, water view, water full, clear, clean, natural
Relaxation, water view, water full, clear, clean, natural
Relaxation, walking down beach, quiet atmosphere*

*Peace, environment, sea air, company of friends, lack of pressure
Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming
here since 7, love way town developed with shops and not become commercialised*

*Going for run, swim, just relaxing
Fishing, swimming, relaxing really*

*Walking, relaxing and reading, café
Relaxing
Undeveloped town, relaxed atmosphere
Don't really, just like to be out of Auckland, rest and recreation
Swimming, relaxing*

*Kids playing, playing in water, relaxing
Like to relax
Relaxing, beach, water*

Relaxing, water, swimming, sunbathing

Sun, relaxing, water

Surfing, relaxing

Enjoy the beach - general

A number of respondents (25%) made general comments about enjoying the beach. These respondents commented:

Sun, surf, fishing, relaxing, not working, surf casting, general beach life

Swimming, walking the beach, relaxing, enjoying the beach

Sunbathing, swimming, nice beachy atmosphere in town, get here and switch off

Relax, do beachy things, surf, beach, kids

Good weather, beach itself. Time out. Doesn't want high rises etc. at Whangamata. Pauanui too commercialised

Change of pace and lifestyle, swimming, enjoy the beach

Relaxing, less money spent, cheap entertainment, great beach for all ages, even on rainy days

*Relaxing, watching the sea, people, surfers, drinking beer,
the heat, mellow vibe*

Away from the rat race, just fresh air, sea, sand

Cleanliness, value, lack of rubbish, shells, things we take for granted when go to a depleted beach, environment really relaxing

Everything, very relaxing, coming here almost 40 yrs for own place

Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised

Relaxing, beach, water

Enjoying the scenery, swimming, getting in touch with nature

Just being here

Love all of it, surfing, swimming, wind surfing, walking, canoeing, kayaking, playing around in the water

The beach, the people, climate, charming, just beautiful

Taking kids out, sun, waves, beach life, rock pools, sea life

Boating, fishing, time on the beach

Watching other beach goers enjoying themselves

The beach, estuary, harbour, beach options, can walk most places especially down town

Family like being near the water, sand and water

Enjoy the infrastructure, enjoy the beach itself

*Atmosphere, weather, safe beach, good for kids, kids safe in town,
no violence*

Weather, love the beach, nice here, good atmosphere at the beach especially Whangamata

Sea, sand and sun

Surf, sun, white sand

Sun, salt water, swimming, waves

Watching water, watching people, fresh air. Bird life and scenery, traditional user of Whangamata

Environment, sun, water

Environment, sun, water

Lifestyle, retired. Great recreational - bike riding, walk, run.

Good for grandkids

*Love the beach especially after a storm, walking, smell of air,
peace and quiet*

*Whole beach thing, sitting in sun
Atmosphere by sea, relaxation, family time*

*Coming here for 45 yrs. This answers itself
Walking, being at beach, bring grandchildren to the beach. Traditional for 30 yrs*

*Watching the waves, doing things with the kids, swimming, sand castles, traditional things
Spend a lot of time on beach - running, swimming, walking. Smell, freshness. Get away from
city*

Fishing, boating, swimming, sea, looking

*Enjoy beach environment, freedom of sitting on beach, good beach no matter what age - can
find a place*

Here, because of grandchildren - kids like being in camping ground 120m from sea and town.

Can walk through to beach, nice safe beach, nice area

Love this beach, beautiful, lovely white sands, good safe swimming

Boogie boarding, fishing, just being here, the beauty of the place

Beach life, surfing, fishing

Beach itself, bush walks, swimming

Don't get harassed by EW, peaceful, nice surf, nice beach, clean white sand

Water when warm, beach, clean, beautiful, coming for 30 yrs

Weather, surf and stuff, having fun

Access to sea, beach

Swimming, lying on the sand

Swimming, people watching

All of the environment, sea, nice weather nicer here, nice for the family

Beaches and the people

Walking / running / biking

A fifth of the respondents mentioned walking, running or riding a bike as one of the things they most enjoy about spending time at the beach (22%). These respondents commented:

Fresh air, relaxing, walks, swimming

Swimming, walking the beach, relaxing, enjoying the beach

Relax, walk along beach

Lazing around really, walking, normally like swimming

Swimming, walking, fishing, time out, views

Swimming, walking, fishing, time out, views

Waves, boogie boarding, relaxing, walks on the beach, rock pools, shell collecting

*Sun, watching the ocean, watching people, relaxing, not having to cook dinner, enjoying the
kids running around enjoying themselves, walking on the beach*

Relaxation, walking down beach, quiet atmosphere

Going for run, swim, just relaxing

Walking, relaxing and reading, café

It's different to Hamilton, walking more than swimming

*Love all of it, surfing, swimming, wind surfing, walking, canoeing, kayaking, playing around in
the water*

Kayaking, swimming, looking at views, walking

Walking along the beaches, swimming, beach activities

Walking the dog and boating, kids surf

Walking, swimming, boating

Vastness of the ocean, watching the dunes change, they get chopped away and built up again.

Having a beach to walk on in the day

Walking on the beach, I like fishing, have a boat, golf and tennis

Walking, bushwalks, swimming, playground for children please

Walking, swimming

Walking, swimming

Fishing, swimming, boogie boarding, movies, shops coffee, walks along beach, friends

Walking, surfing, kayaking, cycling

Drinking wine with friends and family, swimming, walking, running, playing with kids

Swimming, lying in the sun, walking on beach, grand-daughter to jump in the waves

*Don't have to wear shoes, walking beside the sea, pristine. I love the most the clean beach,
clean water, fresh blue water*

Lifestyle, retired. Great recreational - bike riding, walk, run. Good for grandkids

Love the beach especially after a storm, walking, smell of air, peace and quiet

Walking, being at beach, bring grandchildren to the beach. Traditional for 30 yrs

Swimming, walking on beach

Sea, walking in sand, talking to people, collecting shells, bushwalks

Scenery, walks

View, salt, sea air, walks

*Spend a lot of time on beach - running, swimming, walking. Smell, freshness. Get away from
city*

Walks, sunbathing, swimming, playing with children, boogie boarding, beach cricket

Scenery, walking the dog

Family here, getting out in the water, walks, pipis, it's clean

Walking along beach, sitting in the sun

Sea kayaking, surfing, running, family time

Walking

Surf, walks on the beach

Walking

Swimming, surfing, snorkelling, walking

Swimming, boating, walking

Beach itself, bush walks, swimming

Swimming, boogie boarding, clean towels, walking

Walking the coast, lovely day, take in some ozone

Swimming, fishing, walking, eating, being with family

Sun

Slightly fewer respondents (17%) mentioned the sun. These respondents commented:

*Sun, surf, fishing, relaxing, not working, surf casting, general beach life
Sunbathing, swimming, nice beachy atmosphere in town, get here and switch off*

Not as busy, surfing, swimming, being in the sun, having more relaxed atmosphere

*Sun, watching the ocean, watching people, relaxing, not having to cook dinner, enjoying the
kids running around enjoying themselves, walking on the beach*

Relaxing, water, swimming, sunbathing

Sun, relaxing, water

Water, surf, sun

Sun, swimming

Sun, swimming

Swimming, girls, sunbathing

Sun, shops and beer

Sun, in the surf, playing golf down here

Doing nothing, sunbathing

Sun, girls, surfing

Swimming, lying on the beach, clean beach

Swimming, lying in the sun, walking on beach, grand-daughter to jump in the waves

Sea, sand and sun

Surf, sun, white sand

Sun, salt water, swimming, waves

Sun, water, peace and quiet, fresh air, good food

Sun, waves and stuff, girls

Environment, sun, water

Environment, sun, water

Getting tan, waves and stuff

Whole beach thing, sitting in sun

Walks, sunbathing, swimming, playing with children, boogie boarding, beach cricket

Walking along beach, sitting in the sun

Swimming, sunbathing

Surfing, sun

*Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and
choice of estuary, and harbour to go to as well*

Swimming, sunbathing, visiting the shops

Sun, fishing, boating

Surfing, body boarding, sunbathing, socialising

Sun, water, social part

Sea, sun and fresh air, surf

Water, sun

Sun, waves, breeze

Sunbathing

Getting fried

Boating / fishing

A similar number of respondents (15%) mentioned boating or fishing. These respondents commented:

Sun, surf, fishing, relaxing, not working, surf casting, general beach life

Sun, fishing, boating

Relaxing, swimming, surfing husband, fishing

Relax, fishing, swimming

Swimming, walking, fishing, time out, views

Swimming, walking, fishing, time out, views

Fishing, swimming, relaxing really

Fishing, plenty of people, things to do, social reasons

Hanging out, swimming, going for a dive, eating all the kai moana that's out there

Diving, fishing, birdwatching - 2 legged variety

Love all of it, surfing, swimming, wind surfing, walking, canoeing, kayaking, playing around in the water

Being near the water, seeing the kids, safe, clean beach, anything in the water, surfing, fishing

Kayaking, swimming, looking at views, walking

Walking the dog and boating, kids surf

Walking, swimming, boating

Surfing, fishing, girls

Walking on the beach, I like fishing, have a boat, golf and tennis

Boating, fishing time on the beach

Come here because grandmother is here, good for the kids relaxing, fishing, take kids fishing

Fishing, swimming, boogie boarding, movies, shops coffee, walks along beach, friends

Walking, surfing, kayaking, cycling

Like my boating and fishing

Swimming in surf, kayaking, snorkling, fishing

Swimming, tuatua, running the dog

Family here, getting out in the water, walks, pipis, it's clean

Fishing, boating, swimming, sea, looking

Fishing, boating, swimming, sea, looking

Sea kayaking, surfing, running, family time

Swimming, fishing, watching grandson surf

Boogie boarding, kayak, wind surfing, sand castles

Boogie boarding, fishing, just being here, the beauty of the place

Swimming, boating, walking

Beach life, surfing, fishing

Swimming, fishing, walking, eating, being with family

Walking, swimming, offers so many opportunities for family, water sports, surfing, kayaking

Activities for kids

An eighth of the respondents (13%) mentioned activities for the children as one of the things they most enjoy about spending time at the beach. These respondents commented:

Sun, watching the ocean, watching people, relaxing, not having to cook dinner, enjoying the kids running around enjoying themselves, walking on the beach

Swimming, lying in the sun, walking on beach, grand-daughter to jump in the waves

Walks, sunbathing, swimming, playing with children, boogie boarding, beach cricket

Swimming, the kids playing quietly, relaxing time really

Love holiday atmosphere, can come and go as you please, people are happy, see children enjoying themselves. Feel good, surf is invigorating

Sea, sun, swimming, build sandcastles, boogey boarding

Relax, do beachy things, surf, beach, kids

Kids playing, playing in water, relaxing

It's really that the kids can play for hours, can do everything

Being near the water, seeing the kids, safe, clean beach, anything in the water, surfing, fishing

Walking the dog and boating, kids surf

Taking kids out, sun, waves, beach life, rock pools, sea life

Come here because grandmother is here, good for the kids relaxing, fishing, take kids fishing

Spend time with the kids

Swimming, waves, golf, catching crabs with the kids

Little girls like the sand hoppers, crab hunting

The kids like it

Atmosphere, weather, safe beach, good for kids, kids safe in town, no violence

Surfing, playing with kids

Drinking wine with friends and family, swimming, walking, running, playing with kids

Have young boy, seeing them having fun

Lifestyle, retired. Great recreational - bike riding, walk, run. Good for grandkids

Walking, being at beach, bring grandchildren to the beach. Traditional for 30 yrs

Watching the waves, doing things with the kids, swimming, sand castles, traditional things

Swimming, family picnic, room to play games on beach

Swimming, fishing, watching grandson surf

Here, because of grandchildren - kids like being in camping ground 120m from sea and town.

Can walk through to beach, nice safe beach, nice area

Boogie boarding, kayak, wind surfing, sand castles

Surfing, diving, kids beach

Socialising / family

Other respondents (11%) mentioned socialising as one of the things they most enjoy about spending time at the beach. These respondents commented:

Surfing, body boarding, sunbathing, socialising

Sun, water, social part

Relaxing, catching up with people

Quiet and peaceful, hanging out with just the girls

Walking, swimming, golf, blobbing out, reading and entertaining

Being all together as a family, swimming, no phones, relaxed

*Being all together as a family, swimming, no phones, relaxed
Relaxing, watching the sea, people, surfers, drinking beer, the heat, mellow vibe
Relaxing, having a break from work, sitting back with your family
Peace, environment, sea air, company of friends, lack of pressure*

*Fishing, plenty of people, things to do, social reasons
Swimming, people
Just family really
Come here because grandmother is here, good for the kids relaxing, fishing,
take kids fishing
Fishing, swimming, boogie boarding, movies, shops coffee, walks along beach, friends*

*Drinking wine with friends and family, swimming, walking, running, playing with kids
Sea, walking in sand, talking to people, collecting shells, bushwalks
Swimming, family picnic, room to play games on beach
Family here, getting out in the water, walks, pipis, it's clean
Sea kayaking, surfing, running, family time*

*Family time, natural, brought up the kiwi way
Swimming, fishing, walking, eating, being with family
Walking, swimming, offers so many opportunities for family, water sports,
surfing, kayaking
Beaches and the people
Family time, spending time outside away from TVs.*

Environment / nature

A tenth of the respondents (11%) mentioned they most enjoyed the environment or natural features of the beach. These respondents commented:

The weather, the environment is really relaxing, and like sound of the waves

Cleanliness, value, lack of rubbish, shells, things we take for granted when go to a depleted beach, environment really relaxing

Peacefulness, natural beauty

Relaxation, water view, water full, clear, clean, natural

Relaxation, water view, water full, clear, clean, natural

Relaxation, walking down beach, quiet atmosphere

Peace, environment, sea air, company of friends, lack of pressure

Undeveloped town, relaxed atmosphere

Enjoying the scenery, swimming, getting in touch with nature

The beach, the people, climate, charming, just beautiful

Vastness of the ocean, watching the dunes change, they get chopped away and built up again.

Having a beach to walk on in the day

Swimming in nice clean water, natural nature of the beach

Not citified, not footpaths, had a place at the Mount - more like a city, no high rises here

Weather, love the beach, nice here, good atmosphere at the beach especially Whangamata

Swimming, atmosphere, close to nature, better than by the pool

Family time, natural, brought up the kiwi way

Solitude, being able to watch the sea, can grow plant material down here that can't grow at home - for floral art

Solitude, being able to watch the sea, can grow plant material down here that can't grow at home - for floral art

Swimming, water, atmosphere

Swimming, waves, environment, natural surrounding

Surf, sand, smell

Nice and tranquil, usually safe, good swimming, good atmosphere, 5 min walk to beach

All of the environment, sea, nice weather nicer here, nice for the family

*Sea, like the outdoors, fresh air, it's healthy,
except for two days over New Year - people*

Natural, clean air, surf, relaxing

Scenery

A similar number of respondents (7%) mentioned the scenery as one of the things they most enjoy about spending time at the beach. These respondents commented:

Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and choice of estuary, and harbour to go to as well

Swimming, scenery, relaxing, atmosphere, holiday mode

Relaxation, stress free, views

Swimming, walking, fishing, time out, views

Enjoying the scenery, swimming, getting in touch with nature

Kayaking, swimming, looking at views, walking

Scenery, walks

View, salt, sea air, walks

Scenery, walking the dog

Beauty, fresh air, cleanness

Love this beach, beautiful, lovely white sands, good safe swimming

Boogie boarding, fishing, just being here, the beauty of the place

Get away from work, enjoy scenery, relaxed atmosphere

Water when warm, beach clean, beautiful, coming for 30 yrs

Watching water, watching people, fresh air. Bird life and scenery, traditional user of Whangamata

Clean beach / water

Others (7%) mentioned the clean beach or water as one of the things they most enjoy about spending time at the beach. These respondents commented:

Swimming, lying on the beach, clean beach

Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and choice of estuary, and harbour to go to as well

Cleanliness, value, lack of rubbish, shells, things we take for granted when go to a depleted beach, environment really relaxing

Relaxation, water view, water full, clear, clean, natural

Being near the water, seeing the kids, safe, clean beach, anything in the water, surfing, fishing

Clean sand, patrolled environment, close by facilities, space

Don't have to wear shoes, walking beside the sea, pristine. I love the most the clean beach, clean water, fresh blue water

Surf, cleanliness of water, proximity to home, safety of beach for family needs

Beauty, fresh air, cleanness

Watching the water, nice, clean environment and no dogs, swimming

Don't get harassed by EW, peaceful, nice surf, nice beach, clean white sand

Clean, nice, easily accessible

Clean, nice, easily accessible

Water when warm, beach clean, beautiful, coming for 30 yrs

Water when warm, beach clean, beautiful, coming for 30 yrs

Shops and other facilities

Other respondents (5%) mentioned the shops, the other facilities or having things to do as one of the things they most enjoy about spending time at the beach. . These respondents commented:

Sun, shops and beer

Sun, in the surf, playing golf down here

Swimming, sunbathing, visiting the shops

Walking, swimming, golf, blobbing out, reading and entertaining

Fishing, plenty of people, things to do, social reasons

Walking, relaxing and reading, café

Shops

Walking on the beach, I like fishing, have a boat, golf and tennis

Swimming, waves, golf, catching crabs with the kids

Enjoy the infrastructure, enjoy the beach itself

Fishing, swimming, boogie boarding, movies, shops coffee, walks along beach, friends

Clean sand, patrolled environment, close by facilities, space

Fresh air

A few respondents (5%) mentioned the fresh air as one of the things they most enjoy about spending time at the beach. These respondents commented:

Sun, water, peace and quiet, fresh air, good food

Sun, waves, breeze

Fresh air, relaxing, walks, swimming

Away from the rat race, just fresh air, sea, sand

Peace, environment, sea air, company of friends, lack of pressure

View, salt, sea air, walks

Spend a lot of time on beach - running, swimming, walking. Smell, freshness.

Get away from city

Beauty, fresh air, cleanness

Love this beach, beautiful, lovely white sands, good safe swimming

Sea, like the outdoors, fresh air, it's healthy, except for two days over New Year - people

Walking the coast, lovely day, take in some ozone

Watching water, watching people, fresh air. Bird life and scenery, traditional user of Whangamata

Natural, clean air, surf, relaxing

Girls

A few respondents (2.6%) mentioned the girls as one of the things they most enjoy about spending time at the beach. . These respondents commented:

Swimming, girls, sunbathing

Sun, girls, surfing

Sun, waves and stuff, girls

Diving, fishing, bird watching - 2 legged variety

*Surfing, fishing, girls
Surf, likes to look at nice figures on beach*

Safety

A similar number (2.6%) mentioned safety as one of the things they most enjoy about spending time at the beach. . These respondents commented:

*Relaxation, holiday, not stressed, this is a lovely, safe beach, lifeguards
Atmosphere, weather, safe beach, good for kids, kids safe in town, no violence*

Clean sand, patrolled environment, close by facilities, space

Good surf, safe swimming for kids, like Whangamata because of variety - estuary, surf, harbour

Love this beach, beautiful, lovely white sands, good safe swimming

Nice and tranquil, usually safe, good swimming, good atmosphere, 5 min walk to beach

Other

There were a range of other thoughts in regard to the things the respondents most enjoy about spending time at the beach. These included:

Not being at work

Good weather, beach itself. Time out. Doesn't want high rises etc. at Whangamata. Pauanui too commercialised

Relaxing, less money spent, cheap entertainment, great beach for all ages, even on rainy days

Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised

Fishing, plenty of people, things to do, social reasons

Surfing, the water, the sea, all free

Walking, bushwalks, swimming, playground for children please

The beach, estuary, harbour, beach options, can walk most places especially down town

Don't get harassed by EW, peaceful, nice surf, nice beach, clean white sand

Clean, nice, easily accessible

Access to sea, beach

Appendix 2 – Why Usually Choose that Beach

Respondents were asked, 'thinking about the beach you go to most often, which of these statements best describes it? a beach with no houses and no facilities for visitors at all, a beach with only a few facilities, like a toilet and car park or a beach in a coastal community with shops'. They were then asked 'can you tell me the reasons why you usually choose that beach?'.
The comments in each theme ⁴¹ below are grouped by the types of beaches the respondents are commenting on.

Convenience / proximity to home

A beach in a coastal community with shops (21%)

Usually a beach in a coastal community with shops. The better beaches in terms of surf, cleanliness of water, proximity to home, safety of beach for family needs

Traditional - 40 yrs at Whangamata. Good beach, safe, handy to Hamilton. Shops and amenities are important, especially with family

Not far from Auckland and it's got shops, more convenient than others on the Coromandel

The good beach happens to have the community - i.e. good beaches develop. Access, convenience, accommodation but also good surf, safe swimming for kids, like Whangamata because of the variety - estuary, surf, harbour

Because that's where we have family home. Accessibility of developed beaches - usually shorter drive times

Here - beach house so walk to beach. If isolated beach, would be a drive each time, so shorter drive time to beaches with communities

Holiday home here. Whangamata is one of the best holiday spots in NZ. Tradition since late 50s to Whangamata. Handy to Auckland

Ease of getting from Hamilton, bought holiday home

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family

Close to holiday home. Like different activities in community especially over Christmas - sporting events, concerts in Park'

Atmosphere of it, lively and good beach. Everything you want to do is here, short drive from home

Really chose this beach - safe swimming beach and got most of the facilities you need - self contained and close enough to home that you can go back and forward and run business from here

Safe, close to Auckland, get away

Convenience, safety of the beach, patrolled for little kids

Location - getting there quickly, safeness for the children to swim

Closest, safest

Just convenient, closest

Location - close

Nearer to Auckland

So beautiful, close enough to get here, surf was important, family loves to surf

I live around there, closest

Handy, not built out like the Mount

⁴¹ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

*Lovely beach, we like the variety of being by self or with others,
good proximity from where we live*

Live in close proximity

Close

Closest

It's local

Closest, cleanest, sewerage facilities

Closest to beach where I live

Closest to home, friends here too with beaches

For accessibility from Auckland, know people who there

Because it's 100 metres from home

Great atmosphere, close to apartment, good social life

Handy

Because of it's accessibility - so convenient

Convenience

Relatively close to Hamilton

Been coming for years, only 1½ hours from Hamilton

- comfortable drive on Friday night, a lot of friends

Closest

A beach with only a few facilities, like a toilet and car park (12%)

Wife's parents live there and close to Auckland and West Coast

Welsh Coast - 90 miles from home - nearest

Good surf, closest to home

A beach with no houses and no facilities for visitors at all (50%)

Close, go 4 times a day

Just down the road, gorgeous beach, never anyone on it

A beach with no or few facilities (100%)

Accessibility

Shops

A beach in a coastal community with shops (23%)

Always have come to Whangamata. Beach, harbour, estuary. Shops and facilities are less important, but good at my age. Traditional user of Whangamata

Advantages of doing what shopping you want and have an unspoilt beach

Always something to do - town, movies, library, shops

Bach here, estuaries, beach, shops

Bach with a good view over the water, shops, safe swimming, amenities, comfortable. In past beaches were 'communities' now not so social with neighbours

Because at moment, everything too dear, but now got facilities, a lot easier - enjoy shops, relaxed atmosphere

Because it's the best beach, surfing is important, everybody likes their mochachinos and hot chocs

Because small town

Buy ice-creams, have loos, accommodation close to beach

Closer to shops

Facilities, go fishing and diving and accommodation is there
Facilities, shops, family beach, surf club, safety, clubs
Family, it's safer, good safe beach, whiter sand, Whangamata has everything
Go to Mount - no matter what weather, something to do, shop, socialise, pictures, walk
Good infrastructure, activities, events

Good to get a drink, places to go and look after yourself
Got everything, shops, facilities, can be secluded if you want, some beaches can be either too
busy or too isolated, getting away not just a city beach
Handy to shops and other facilities
Have a coffee

Hustle and bustle - shops
Like hustle and bustle - shops
Like something to eat and enjoy the company of all the people
Little children, want to get an ice-cream

Live in the country like to be able to walk to shops etc.
Live there, all beaches have shops
More to do, clubs, eating places, mini golf
Mostly historical. We also like cafes, this level of development i.e. Not developed to the level of
Pauanui, Mission Bay 5000 to 8000 people
Not far from Auckland and it's got shops, more convenient than others on the Coromandel

Place to buy food etc. Makes time at beach better
Shops, community, mixture
Shops, facilities if you need them. Good if needed for an emergency, e.g. If need telephone
Shops, on bad days, other things to do, bad weather. Traditional
So somewhere to stay and eat

Son is a lifesaver. Community important - can get what you want when you want it
The good beach happens to have the community - i.e. Good beaches develop. Access,
convenience, accommodation but also good surf, safe swimming for kids, like Whangamata
because of the variety - estuary, surf, harbour
The variety, so many different walks, the estuary, wharf, town, Onemana, walks at beaches,
Wentworth Valley, the type of beach, the sand is firm, good for my bad back
This beach! Has everything here, surf beach, harbour, estuary, school pool, shopping centre,
mini golf, movies - good for kids too
Town is handy to it. Not got a lot of facilities at beach - long way to walk to toilets

Traditional - 40 yrs at Whangamata. Good beach, safe, handy to Hamilton. Shops and
amenities are important, especially with family
Usually a beach in a coastal community with shops. The better beaches in terms of surf,
cleanliness of water, proximity to home, safety of beach for family needs
Variety, estuary, nice walks, shops, coffee, movie in winter

Walking beach, enjoy cafes, but community not reason for coming. Have been coming for 40
plus yrs therefore traditional user of Whangamata
Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands
and choice of estuary, and harbour to go to as well. Plus a beach in a
coastal community with shops
What we're used to, coming for 15 yrs, shops give things for kids, variety if weather turns bad

Beach house / caravan / family home

A beach in a coastal community with shops (21%)

Bach here, estuaries, beach, shops

Bach with a good view over the water, shops, safe swimming, amenities, comfortable. In past beaches were 'communities' now not so social with neighbours

Live there, all beaches have shops

Across the road from where I live

All of above. Holidayed here since a child, when came back as a family, decided to buy a property here

Bach here

Bach is there

Bach is there, good surf

Because family has a bach here

Because have bach here

Because I live here. Good surf beach. Good place to be. Safe.

Amenities and facilities. Retail facilities

Because that's where we have family home. Accessibility of developed beaches - usually shorter drive times

Because we live there

Caravan's here

Ease of getting from Hamilton, bought holiday home

Ex partners parents live at

Family bach

Got a place here, good place for holidays

Got the bach here, mum came as a kid, been brought up here kind of

Had the bach for 50 years

Here - beach house so walk to beach. If isolated beach, would be a drive each time, so shorter drive time to beaches with communities

Holiday home here. Whangamata is one of the best holiday spots in NZ. Tradition since late 50's to Whangamata. Handy to Auckland

Husband's parents live here, like the beach here, good for boating

Live here

Live here, need the exercise

Live here. Community cares for beach

Live there by beach

'Nice to have house beside beach, harmony of the beach. Shops at Whangamata are too far from beach. Need café nearer to beach

Parents are here

Where bach is and a bit quieter than here

Where family home is

Where holiday home is

Where holiday place is

Where house is

Where house is, surf patrol - feel safe. Know if rip or sewage will clear beach

Where house is, surf patrol - feel safe. Know if rip or sewage will clear beach

Where we live

'Wife's mother bought land to live on in 1940s - been here since 1950s - children visiting'

A beach with only a few facilities, like a toilet and car park (16%)

*Beach house right here, peacefulness, away from the surf club
Just houses, this summer, mother in law renting a house there
Wife's parents live there and close to Auckland and West Coast*

Tradition

A beach in a coastal community with shops (17%)

*All of above. Holidayed here since a child, when came back as a family,
decided to buy a property here*

*Got the bach here, mum came as a kid, been brought up here kind of
Had the bach for 50 years*

Wife's mother bought land to live on in 1940s - been here since 1950s - children visiting

*Shops, on bad days, other things to do. (bad weather). Traditional
Always have come to Whangamata. Beach, harbour, estuary. Shops and facilities are less
important, but good at my age. Traditional user of Whangamata
Mostly historical. We also like cafes, this level of development Not developed to the level of
Pauanui, Mission Bay. 5000 to 8000 people
Traditional - 40 yrs at Whangamata. Good beach, safe, handy to Hamilton. Shops and
amenities are important, especially with family
What we're used to, coming for 15 yrs, shops give things for kids, variety if weather turns bad*

*Always came here since kids
Because when first came was a beach with only a few shops, but evolved
Been coming for years, only 1 1/2 hours from Hamilton -
comfortable drive on Friday night, a lot of friends
Been coming here for 35 years because bach here, one of the best beaches for children, can
always find a sheltered spot, getting pipis, can't beat Whangamata, best place in the world
Been coming since a small child, traditional user of Whangamata*

*Been coming since I was born - safe beach for kids
Been here for 30 yrs, 32
Brought up here
Come here since we were kids, lifetime love of it.
It really hasn't changed even though there's more houses
Coming for 35 years, looking for somewhere to buy*

*Coming since a child
First came here and loved the beach - not as much here then,
kept coming back, surf, harbour, boating
Habit
Habit - coming here since day one and love it
Have always come here since we were kids*

*In the surf club 30 years ago, coming for 35 yrs
Parents did, came as a teenager - 30 odd yrs. No surf on the Thames coast,
suited everybody's needs
Surf, harbour, estuary. Coincidence that it has community, don't come for that.
Traditional user of Whangamata
Traditional, always have come here. Enjoy the community, surf club, lifesaving
Used to come on holidays about 40 years ago, always used it*

*Used to live here, friends here, coming since knee - high
Used to travel up from Taranaki - it's safe too
What we're used to, coming for 15 yrs, shops give things for kids, variety if weather turns bad
Walking beach, enjoy cafes, but community not reason for coming. Have been coming for 40
plus yrs therefore traditional user of Whangamata*

Scenic / nice beach

A beach in a coastal community with shops (12%)

*'Been coming here for 35 years because bach here, one of the best beaches for children, can
always find a sheltered spot, getting pipis, can't beat Whangamata, best place in the world*

*First came here and loved the beach - not as much here then,
kept coming back, surf, harbour, boating*

*Bach with a good view over the water, shops, safe swimming, amenities, comfortable. In past
beaches were 'communities' now not so social with neighbours*

'Husband's parents live here, like the beach here, good for boating

Advantages of doing what shopping you want and have an unspoilt beach

*Because it's the best beach, surfing is important,
everybody likes their mochachinos and hot chocs*

*'The variety, so many different walks, the estuary, wharf, town, Onemana, walks at beaches,
Wentworth Valley, the type of beach, the sand is firm, good for my bad back*

*'Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and
choice of estuary, and harbour to go to as well. Plus a beach in a coastal community with shops*

Because of the facilities, beautiful beaches, boating, golf clubs

Best beach, surf, beach itself, facilities, clubs

Came down for holidays and liked it

Cos best beach on Coromandel Peninsula but could still be developed

Cos best beach while it is still not over-developed, no high-rises

Got bach here and it's a nice beach

It's beautiful like Fiji - have a look out there and you've got it

It's the best around, it's handy, paradise

*Lovely beach, we like the variety of being by self or with others,
good proximity from where we live*

Most beautiful beach

Quite safe, quite flat

Scenery, walks

So beautiful, close enough to get here, surf was important, family loves to surf

A beach with only a few facilities, like a toilet and car park (20%)

Beach

Beautiful, Totaranui Lagoon, golden sand, rocks, No baches, seclusion

Beauty, fresh air, cleanness. Enough to stay for short while but not overcrowded

Like to see things in a natural state - not like something overly developed

*Scorching Bay because it has really nice sand, close. Always got lots of people there so feel
safe*

A beach with no houses and no facilities for visitors at all 50%)

Just down the road, gorgeous beach, never anyone on it

Unspoilt, no houses, just nature

Things to do

A beach in a coastal community with shops (11%)

The variety, so many different walks, the estuary, wharf, town, Onemana, walks at beaches, Wentworth Valley, the type of beach, the sand is firm, good for my bad back

Because of the facilities, beautiful beaches, boating, golf clubs

What we're used to, coming for 15 yrs, shops give things for kids, variety if weather turns bad

Always something to do - town, movies, library, shops

Go to Mount - no matter what weather, something to do, shop, socialise, pictures, walk

Good infrastructure, activities, events

More to do, clubs, eating places, mini golf

This beach! Has everything here, surf beach, harbour, estuary, school pool, shopping centre, mini golf, movies - good for kids too

Variety, estuary, nice walks, shops, coffee, movie in winter

Because it had more than just a beach, golf course, tennis, other activities

Because it's distraction on bad days for children

Because something to do if weather's not very good. Come to beach for only an hour or two

Close to holiday home. Like different activities in community especially over Christmas - sporting events, concerts in Park'

I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do even when weather not good. Like surf beach

If weathers not good, then do other things

More activities

More people, better atmosphere, more things to do

Probably more, got a bit of everything, more options

Something for everyone, lots to do if wet

Something of here for all of us no matter what the season or time

Beach Safety

A beach in a coastal community with shops (11%)

I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do even when weather not good. Like surf beach

Been coming here for 35 years because bach here, one of the best beaches for children, can always find a sheltered spot, getting pipis, can't beat Whangamata, best place in the world

Used to travel up from Taranaki - it's safe too

Bach with a good view over the water, shops, safe swimming, amenities, comfortable. In past beaches were 'communities' now not so social with neighbours

Quite safe, quite flat

Traditional - 40 yrs at Whangamata. Good beach, safe, handy to Hamilton. Shops and amenities are important, especially with family

Been coming since I was born - safe beach for kids

Because I live here. Good surf beach. Good place to be.

Safe. Amenities and facilities. Retail facilities

Where house is, surf patrol - feel safe. Know if rip or sewage will clear beach

Facilities, shops, family beach, surf club, safety, clubs

Family, it's safer, good safe beach, whiter sand, Whangamata has everything

Usually a beach in a coastal community with shops. The better beaches in terms of surf, cleanliness of water, proximity to home, safety of beach for family needs

Closest, safest

*Convenience, safety of the beach, patrolled for little kids
Atmosphere, surf club. Beach has a range of types - surf, harbour. Safe, more people around
but don't like parking wardens in town - 1hr parking*

*Location - getting there quickly, safeness for the children to swim
Not as rough as the surf club*

*Really chose this beach - safe swimming beach and got most of the facilities you need - self
contained and close enough to home that you can go back and forward
and run business from here*

Safe

Safe, close to Auckland, get away

Tidal estuary, waves, nice surf, safe, doesn't drop away, nice mix of beaches

Community / people

A beach in a coastal community with shops (11%)

Go to Mount - no matter what weather, something to do, shop, socialise, pictures, walk

More people, better atmosphere, more things to do

*Lovely beach, we like the variety of being by self or with others,
good proximity from where we live*

*Been coming for years, only 1 1/2 hours from Hamilton -
comfortable drive on Friday night, a lot of friends*

Traditional, always have come here. Enjoy the community, surf club, lifesaving

Used to live here, friends here, coming since knee - high

Live here. Community cares for beach

Like something to eat and enjoy the company of all the people

Shops, community, mixture

Son is a lifesaver. Community important - can get what you want when you want it

*The good beach happens to have the community - i.e. Good beaches develop. Access,
convenience, accommodation but also good surf, safe swimming for kids, like Whangamata
because of the variety - estuary, surf, harbour*

Because all the people go there, very popular

Because where there's people I know there's places to stay

For accessibility from Auckland, know people who there

Great atmosphere, close to apartment, good social life

Social reasons, as well as being able to enjoy the beach

We have a lot of friends

General atmosphere

A beach in a coastal community with shops (6%)

More people, better atmosphere, more things to do

Great atmosphere, close to apartment, good social life

*Atmosphere, surf club. Beach has a range of types - surf, harbour. Safe, more people around
but don't like parking wardens in town - 1hr parking*

*Nice to have house beside beach, harmony of the beach. Shops at Whangamata are too far
from beach. Need café nearer to beach*

Where bach is and a bit quieter than here

*Because at moment, everything too dear, but now got facilities, a lot easier -
enjoy shops, relaxed atmosphere*

*Hustle and bustle - shops
Like hustle and bustle - shops
Atmosphere of it, lively and good beach.
Everything you want to do is here, short drive from home
Live in country and quiet where live so good change*

A beach with only a few facilities, like a toilet and car park (32%)

*Beach house right here, peacefulness, away from the surf club
Because just like to enjoy the peace and quiet
Like the quiet
Peace and quiet
Peace, relaxation
Pretty quiet*

Facilities

A beach in a coastal community with shops (9%)

*Because at moment, everything too dear, but now got facilities, a lot easier - enjoy shops,
relaxed atmosphere
Volunteer life guard at Papamoa, facilities quite important
I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do
even when weather not good. Like surf beach
Traditional - 40 yrs at Whangamata. Good beach, safe, handy to Hamilton. Shops and
amenities are important, especially with family
Facilities, shops, family beach, surf club, safety, clubs

Really chose this beach - safe swimming beach and got most of the facilities you need - self
contained and close enough to home that you can go back and forward
and run business from here
Because of the facilities, beautiful beaches, boating, golf clubs
Best beach, surf, beach itself, facilities, clubs
"Always" have come to Whangamata. Beach, harbour, estuary. Shops and facilities are less
important, but good at my age. Traditional user of Whangamata
Facilities, go fishing and diving and accommodation is there

Got everything, shops, facilities, can be secluded if you want, some beaches can be either too
busy or too isolated, getting away not just a city beach
Handy to shops and other facilities
Shops, facilities if you need them. Good if needed for an emergency, e.g. If need telephone

Town is handy to it. Not got a lot of facilities at beach - long way to walk to toilets
Because all facilities are there, wide open enough that can get away if want to
Because of all the facilities and because have children*

A beach with only a few facilities, like a toilet and car park (8%)

*Because of remoteness and has basic facilities that need
One close to facilities, quite quiet, private*

Surf

A beach in a coastal community with shops (7%)

*I like the services and facilities i.e. Beach patrols, life saving club.
Community with things to do even when weather not good. Like surf beach
Best beach, surf, beach itself, facilities, clubs
Because I live here. Good surf beach. Good place to be.
Safe. Amenities and facilities. Retail facilities*

Usually a beach in a coastal community with shops. The better beaches in terms of surf, cleanliness of water, proximity to home, safety of beach for family needs

Tidal estuary, waves, nice surf, safe, doesn't drop away, nice mix of beaches

*First came here and loved the beach - not as much here then,
kept coming back, surf, harbour, boating*

*Because it's the best beach, surfing is important,
everybody likes their mochachinos and hot chocs*

Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and choice of estuary, and harbour to go to as well. Plus a beach in a coastal community with shops

So beautiful, close enough to get here, surf was important, family loves to surf

Parents did, came as a teenager - 30 odd yrs.

No surf on the Thames coast, suited everybody's needs

Surf, harbour, estuary. Coincidence that it has community, don't come for that.

Traditional user of Whangamata

Bach is there, good surf

Surfing

To surf

A beach with only a few facilities, like a toilet and car park (16%)

Better surf

Good surf

Good surf, closest to home

Where you go surfing

Family

A beach in a coastal community with shops (6%)

Because of all the facilities and because have children

Family

Family, it's safer, good safe beach, whiter sand, Whangamata has everything

Got everything a family needs and wants

*This beach! Has everything here, surf beach, harbour, estuary, school pool, shopping centre,
mini golf, movies - good for kids too*

For children, teenagers, compromise, happy here

Mostly because have 4 grandchildren regardless of what direction harbour, surf, estuary

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family

Suits all members of our family

Teenage kids like it here

Boating / fishing / water sports

A beach in a coastal community with shops (5%)

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family

*First came here and loved the beach - not as much here then,
kept coming back, surf, harbour, boating*

Because of the facilities, beautiful beaches, boating, golf clubs

Facilities, go fishing and diving and accommodation is there

*Been coming here for 35 years because bach here, one of the best beaches for children, can
always find a sheltered spot, getting pipis, can't beat Whangamata, best place in the world*

Husbands parents live here, like the beach here, good for boating

Fishing

Good for diving and fishing

Environment

A beach in a coastal community with shops (3%)

Family, it's safer, good safe beach, whiter sand, Whangamata has everything

Usually a beach in a coastal community with shops. The better beaches in terms of surf, cleanliness of water, proximity to home, safety of beach for family needs

Water, sun, quality of the beach, cleanliness, surf, outlook with the islands and headlands and choice of estuary, and harbour to go to as well. Plus a beach in a coastal community with shops

Closest, cleanest, sewerage facilities

Rural, different environment

A beach with only a few facilities, like a toilet and car park (12%)

Beauty, fresh air, cleanness. Enough to stay for short while but not overcrowded

Closer to nature

Private, cleaner

Remoteness / isolation / privacy

A beach in a coastal community with shops (1%)

Got everything, shops, facilities, can be secluded if you want, some beaches can be either too busy or too isolated, getting away not just a city beach

Because all facilities are there, wide open enough that can get away if want to

A beach with only a few facilities, like a toilet and car park (16%)

Because of remoteness and has basic facilities that need

One close to facilities, quite quiet, private

Beautiful, Totaranui Lagoon, golden sand, rocks, No baches, seclusion

Cos it's got so packed

A beach with no houses and no facilities for visitors at all (50%)

Unspoilt, no houses, just nature

Privacy

No high rises

A beach in a coastal community with shops (1%)

Cos best beach while it is still not overdeveloped, no high-rises

Handy, not built out like the Mount

Other

A beach in a coastal community with shops (5%)

Volunteer life guard at Papamoa, facilities quite important

Nice to have house beside beach, harmony of the beach. Shops at Whangamata are too far from beach. Need café nearer to beach

Good infrastructure, activities, events

Cos best beach on Coromandel Peninsula but could still be developed

Attract more people

Like it

Ones in Wellington

Relaxation

Well known

Appendix 3 – Why People Prefer that Beach

Respondents were asked 'For the types of beaches I've just described what type of beach do you prefer to visit?'. They were then asked 'Can you tell me the reasons why you prefer that type of beach?'.

The comments in each theme ⁴² below are grouped by the types of beaches the respondents are commenting on.

Shops

A beach in a coastal community with shops (27%)

I suppose I get used to mod cons, availability of everything. It's too busy between Xmas and New Year to come here

Easier, can buy things there instead of having to take all with

*Because we're city people at heart but like the beach
but like to wander around shops or have lunch*

Got to have facilities, ice-creams

So the missus can go shopping and I can go fishing

Like a good coffee as well as nature

Facilities, it offers restaurants

Like to be able to get bread and milk without having to drive miles

Shops and cafes

Food to get a drink, places to go and look after yourself.

Enjoy going to cafes, shop local - not having to bring food in, like to support the local community, range of activities

Home away from home, good now it has a New World, too expensive otherwise

Quite interesting to have shops, arty things etc

With the shops, a few comforts

Lots of people, shops if needed, handy

Older, need doctors, shops, etc. 10 yrs ago would have preferred (1 ⁴³)

At our age we need facilities - doctors, shops, etc.

Facilities, coffee, cafés, go out for meals - 10-20yrs ago would have chosen 2 or 1

Shops, cafes

Facilities, shops, family beach, surf club, safety, clubs

So somewhere to stay and eat

Shops, community, mixture

Buy food

Because don't have to travel if no fridge or freezer. Access to things needed

Got to have shops because I like to have lattes and beach for kids

Advantages of doing what shopping you want and have an unspoilt beach

⁴² Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

⁴³ Note: some respondents referred to the types of beaches as read out in the questionnaire by number as either: 1 = a beach with no houses and no facilities for visitors at all; 2 = A beach with only a few facilities, like a toilet and car park; 3 = a beach in a coastal community with shops.

*Nice to have freedom to have a meal out or facilities close by
Nice to have freedom to have a meal out or facilities close by. Gently swim
Different environment in rural - no shops at home
Because like having cafes nearby*

*Live in the country (rural) like to be able to walk to shops etc.
If bored at beach, can get a cup of coffee - if forgotten something can go and buy it
Because at moment, everything too dear, but now got facilities, a lot easier - enjoy shops,
relaxed atmosphere
Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming
here since 7, love way town developed with shops and not become commercialised. Know a lot
of people like to get away, enjoy having people around, evolved with it
More convenient, necessities like food*

*Convenience stores, not the Mount - too high-rise
Because I'm an Aucklander and like to still have shops and the best of both worlds*

A beach with few facilities, like a toilet and car park (2%)

Whangamata is highly commercial

Other (13%)

Few shops, few, not a Mount. Houses, not high-rises (are a real no no)

Facilities

A beach in a coastal community with shops (19%)

*Got to have facilities, ice-creams
Facilities, it offers restaurants
Older, need doctors, shops, etc. 10 yrs ago would have preferred (1)
At our age we need facilities - doctors, shops, etc.
Facilities, coffee, cafés, go out for meals - 10-20yrs ago would have chosen 2 or 1*

*Facilities, shops, family beach, surf club, safety, clubs
Nice to have freedom to have a meal out or facilities close by
Nice to have freedom to have a meal out or facilities close by. Gently swim
Because at moment, everything too dear, but now got facilities, a lot easier - enjoy shops,
relaxed atmosphere*

Facilities

*Like to have the amenities, change from the beach, meeting people
Everything's here, can base yourself here, don't have to jump in the car
Relaxed but like a few comforts, power etc
Offers all facilities plus clean sand, patrolled environment, close by facilities, space*

Something with facilities

*Because of age - convenient to have facilities - 10-20 yrs ago, wouldn't have chosen no.3
Amenities - people around
I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do
even when weather not good. Like surf beach*

*For the children, other amenities here for them
Because of all the facilities and because have children
Because of all the facilities and because have children
Came for kids, like all 3 family facilities, absolutely marvellous*

A beach with only a few facilities, like a toilet and car park (10%)

Like a few facilities - prevent giardia. Nice proper toilet. Like to get away - relaxing, take all needs, exciting to be away from normal

Somewhere can wash up and go to loo, not too commercialised and inhabited, more natural

Still have a toilet and car park - not crowded

Like beaches, like a few facilities. Nice to have public toilets available

All three types (25%)

Love solitude of isolated beach but also love amenities at Whangamata

Came for kids, like all 3 family facilities, absolutely marvellous

Other (13%)

Park car, use bathroom, still slightly personal

Friends, Family and the Community

A beach in a coastal community with shops (20%)

Like to have the amenities, change from the beach, meeting people

Amenities - people around

For the children, other amenities here for them

Because of all the facilities and because have children

Lots of people, shops if needed, handy

Shops, community, mixture

Love the beach, swimming, calming effect for us, distressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised. Know a lot of people like to get away, enjoy having people around, evolved with it

Social really

More people, better environment

Cos of having family

Lovely beach, we like the variety of being by self or with others, good proximity from where we live. Caters for all different age groups in our family

Meet heaps of people, prefer a busy beach

Mostly because have 4 grandchildren regardless of what direction harbour, surf, estuary. Can go out to brunch, long walks, movies

Parents usually come here - know lots of people here

"Feeling" lots of people around - security

Enjoy the community, surf club, lifesaving

Pubs, activities, people

But not too commercial like Pauanui and Mt. Maunganui.

Happy with Whangamata sized community

Easy access to places, not real quiet, heaps of people

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family, plus if wet, can go do something else, not such in wet camping

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family, plus if wet, can go do something else, not such in wet camping

I like to be around people

Lots of friends around, always able to surf with friends, great vibe

Don't want to be somewhere on own, like company

More people, better atmosphere, more things to do

People - heaps of, gathering point

3 - came for kids, like all 3 family facilities, absolutely marvellous

A beach with only a few facilities, like a toilet and car park (2%)

Got plenty of shops in Hamilton. Had house at Whangamata. Got children here and grandchildren

A beach with no houses and no facilities for visitors at all (4%)

Because like being alone sometime - go with friends. Drinking mates

A mix of two types (38%)

No. 1 is without too many people. 3 - good for kids

No. 1 is without too many people. 3 - good for kids

1 - Get away from it occasionally. 3 - people around you

All three types (13%)

Came for kids, like all 3 family facilities, absolutely marvellous

Isolation / few people

A beach in a coastal community with shops (2%)

But also go to more isolated beaches

Visit No. 1 or No.2 day or overnight - rough it

A beach with only a few facilities, like a toilet and car park (17%)

Not too many people around, don't want to be looking at too many buildings

More isolated, more beach going feel rather than built up feel

If just visiting, would prefer more remote to get away

Sit out on ocean and look at land with no development - aesthetics, freedom of fewer people around

Don't like a lot of crowds - like some space

Less people about

Because not as many people around

A beach with no houses and no facilities for visitors at all (48%)

Because like being alone sometime - goes with friends. Drinking mates

Get away from it all, privacy

Quiet, undisturbed, don't like crowds

Privacy

Isolated

Less people

No people

Like isolation

Like to get right away from it

Nice and private, not so many people like to go there

A mix of two types (38%)

If have kids need 3 - with no kids, privacy good, so would prefer 2

1 - Solitude, never any litter. 3 - convenience

Remote, not populated, closer to nature without housing and all facilities

All three types (25%)

Love solitude of isolated beach but also love amenities at Whangamata

Like one and two for bushwalking, isolated beaches. Like variety and mix. Don't want all NZ to turn into Mt Maunganui (i.e. Developed highly)

Quiet, relaxing

A beach in a coastal community with shops (4%)

Love the beach, swimming, calming effect for us, de-stressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised. Know a lot of people like to get away, enjoy having people around, evolved with it

Because at moment, everything too dear, but now got facilities, a lot easier - enjoy shops, relaxed atmosphere

Relaxed but like a few comforts, power etc

Some city beaches are a bit busy, overcrowded, this one's never, even in the summer can still find a patch

Ease of getting from Hamilton, bought holiday home

Relaxation

A beach with only a few facilities, like a toilet and car park (33%)

Like a few facilities - prevent giardia. Nice proper toilet. Like to get away - relaxing, take all needs, exciting to be away from normal

More chilled out

Get away from it all

Kids playground for the children's sake, relax and not be in the city or too commercialised

Nice and quiet

Because just like to enjoy the peace and quiet

Beach house right here, peacefulness, away from the surf club

Peace, relaxation

Because like wide open spaces and escape from busy-ness of life

Peace and quiet

Like relaxed environment, not a busy one, don't really like shops

Like the quiet

A beach with no houses and no facilities for visitors at all (20%)

Get away from it all, privacy

Peaceful, opportunity to get away from rat-race and suburbia

Less people around - wear what you like - no fashion worries

More relaxing

Can do what you want and it's more relaxing

Other (13%)

Because it's just relaxing

Not too developed / not over crowded

A beach in a coastal community with shops (4%)

Convenience stores, not the Mount - too high-rise

Prefer smaller sized beach community (i.e. Smaller than Mt Maunganui)

Smaller community beach

Not get too crowded in winter

Not Mount as too big - something not too commercial

A beach with only a few facilities, like a toilet and car park (12%)

Because less busy, less crowded

Beauty, fresh air, cleanness. Enough to stay for short while but not overcrowded

Tend to be not overcrowded

Not built out, not over crowded

Not as busy

Whangamata is highly commercial

A beach with no houses and no facilities for visitors at all (12%)

Don't like crowds

Because like to get away from the people and usually fewer people at those beaches

Because it's uncrowded

A mix of two types (13%)

Just not too crowded, nice beach

No.1 is without too many people. 3 – good for kids

All three types (13%)

Any beach will do, not like city beaches

Other (25%)

One that's not so packed, beautiful, not so many people. Mount so packed

Few shops, few, not a Mount. Houses, not high-rises (are a real no no)

Things to do

A beach in a coastal community with shops (12%)

Mostly because have 4 grandchildren regardless of what direction harbour, surf, estuary.

Can go out to brunch, long walks, movies

Pubs, activities, people

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family, plus if wet, can go do something else, not such in wet camping

More people, better atmosphere, more things to do

I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do even when weather not good. Like surf beach

Enjoy going to cafes, shop local - not having to bring food in, like to support the local community, range of activities

Have other things to do besides sit on the beach

After a day at the beach, stuff to do

I would go to any but more for kids to do

Not too boring, got things to do, a few more options

Because it's distraction on bad days for children

Because something to do if weather's not very good. Come to beach for only an hour or two

If deserted, kids would be bored on wet day

Atmosphere of it, lively and good beach.

Everything you want to do is here, short drive from home

A beach with only a few facilities, like a toilet and car park (2%)

Kids playground for the children's sake, relax and not be in the city or too commercialised

A mix of two types (13%)

3 - more things to do, more variety

Convenience / proximity to home

A beach in a coastal community with shops (12%)

Proximity - within 1 1/2 hrs of Hamilton, good fishing, appeals to everyone in family, plus if wet, can go do something else, not such in wet camping

Atmosphere of it, lively and good beach.

Everything you want to do is here, short drive from home

Handy, not built out like the Mount

Ease of getting from Hamilton, bought holiday home

Lots of people, shops if needed, handy

Lovely beach, we like the variety of being by self or with others, good proximity from where we live. Caters for all different age groups in our family

Easy access to places, not real quiet, heaps of people

More convenient, necessities like food

Convenience

Not far from home

A mix of two types (13%)

1 - Solitude, never any litter. 3 - convenience

Other (13%)

Probably more important that close enough to where we come from and that it's safe

Unspoilt / nature

A beach in a coastal community with shops (3%)

Advantages of doing what shopping you want and have an unspoilt beach

Teenage kids concept of secluded beach with no facilities

Handy, not built out like the Mount

Basically because have beach here. Visit - go to no.1 - like rugged atmosphere

A beach with only a few facilities, like a toilet and car park (14%)

Because like wide open spaces and escape from busy-ness of life

Sit out on ocean and look at land with no development - aesthetics, Freedom of fewer people around

When at beach I want to be amongst nature

Because it's unspoilt, no sewage problems

Back to nature but not for too long

Cove, sandy, scenic

A beach with no houses and no facilities for visitors at all (24%)

Quiet, undisturbed, don't like crowds

I like it to be pristine and unspoilt in its natural state, not over commercialised

Wilderness experience

More remote, different to where we live, somewhere quiet

Way nature intended

More rugged and wild

A mix of two types (13%)

Remote, not populated, closer to nature without housing and all facilities

Surf beach or beach activities

A beach in a coastal community with shops (8%)

Atmosphere of it, lively and good beach.

Everything you want to do is here, short drive from home

I like the services and facilities i.e. Beach patrols, life saving club. Community with things to do even when weather not good. Like surf beach

Love the beach, swimming, calming effect for us, distressing. Second home - been coming here since 7, love way town developed with shops and not become commercialised. Know a lot of people like to get away, enjoy having people around, evolved with it

Enjoy the community, surf club, lifesaving

Lots of friends around, always able to surf with friends, great vibe

Nice to have freedom to have a meal out or facilities close by. Gently swim

So the missus can go shopping and I can go fishing

Surf beach, love the sound of it

The variety, so many different walks, the estuary, wharf, town, Onemana, walks at beaches, Wentworth Valley, the type of beach, the sand is firm, good for my bad back.

Atmosphere, surf club. Beach has a range of types - surf, harbour. Safe, more people around but don't like parking wardens in town - 1hr parking

A beach with only a few facilities, like a toilet and car park (5%)

Wave action, interesting swimming

Surf casting, fishing

Other (13%)

Because of surf

Somewhere different

A beach in a coastal community with shops (4%)

Like to have the amenities, change from the beach, meeting people

Because we're city people at heart but like the beach

but like to wander around shops or have lunch

Different environment in rural - no shops at home

Live in the country like to be able to walk to shops etc.

On a farm

Enjoy the mixture, we're remote all the time on a farm

A beach with only a few facilities, like a toilet and car park (5%)

Like a few facilities - prevent giardia. Nice proper toilet. Like to get away - relaxing, take all needs, exciting to be away from normal

Basically it's good to have them for kids, nice to get away from houses and shops

A beach with no houses and no facilities for visitors at all (4%)

More remote, different to where we live, somewhere quiet

A mix of two types (13%)

1 - Get away from it occasionally. 3 - people around you

Beach Safety

A beach in a coastal community with shops (6%)

Atmosphere, surf club. Beach has a range of types - surf, harbour. Safe, more people around but don't like parking wardens in town - 1hr parking

Safer for kids and that's got options, estuary, harbour, waves, ocean-side

Feeling lots of people around - security

Facilities, shops, family beach, surf club, safety, clubs

*Life savers, feel safe
Advantage of being safe for kids i.e. Surf clubs
Don't want to be cut off from civilisation - don't know what can happen
If something went wrong, you have a few more options*

Other (13%)

Probably more important that close enough to where we come from and that it's safe

Variety

A beach in a coastal community with shops (4%)

*The variety, so many different walks, the estuary, wharf, town, Onemana ,walks at beaches,
Wentworth Valley, the type of beach, the sand is firm, good for my bad back.
Atmosphere, surf club. Beach has a range of types - surf, harbour. Safe, more people around
but don't like parking wardens in town - 1hr parking
Lovely beach, we like the variety of being by self or with others, good proximity from where we
live. Caters for all different age groups in our family
Safer for kids and that's got options, estuary, harbour, waves, ocean-side
Probably more, got a bit of everything, more options*

A beach with only a few facilities, like a toilet and car park (2%)

Wave action, interesting swimming

A mix of two types (13%)

3 - more things to do, more variety

Other (13%)

Sometimes - mainly water, quiet walks - different experiences

Beach house / caravan / family home

A beach in a coastal community with shops (2%)

*Basically because have bach here. Visit - go to no.1 - like rugged atmosphere
Because family has a bach here*

A beach with only a few facilities, like a toilet and car park (5%)

Beach house right here, peacefulness, away from the surf club

Environment

A beach in a coastal community with shops (2%)

More people, better environment

A beach with only a few facilities, like a toilet and car park (5%)

Beauty, fresh air, cleanness. Enough to stay for short while but not overcrowded

A mix of two types (13%)

1 - Solitude, never any litter. 3 - convenience

Other

A beach in a coastal community with shops (8%)

*Like the changes, amount of people only 2 weeks of the year otherwise it'd would be dead
boring*

Age, slowing down a little, previously would've preferred 1 or 2

I like the mixture, grown in the last 30 yrs but it's still basically Whangamata

A beachfront developed properly is really neat, like the Australians do it, professional, controlled, developed beachfronts

In general

Not for everyone to go bush

Like to see a marina here, father's moored his boat in Auckland, but can't have his boat moored here permanently, a lot of friends have sold up here and gone to Whitianga for the marina

Need all types but if own beach house, need coastal development

But also like no2 but only go for a day (to 2)

But also love more secluded places as a call in

Like it

But also like no2 but only go for a day (to 2)

But also love more secluded places as a call in

A beach with only a few facilities, like a toilet and car park (10%)

No shops

For the peacefulness

Whangamata going too much like the Mount - 12m (high apartment block) built next to their beach, no protected trees, no minimum section size

This isn't getting away from it whereas that would be

A beach with no houses and no facilities for visitors at all (4%)

Like it for camping but different if have kids - need facilities

All three types (50%)

Visit 1&2 - not stay as boring

Visit 1&2

Beautiful beaches no matter whether inhabited or not

Other (25%)

For a community, get revenue from shops, community needs dollars to survive and gives tourist attractions apart from beach. There are many places that are like basic - toilet and car park - because people need to live.

Don't experience much of other types

Appendix 5 – What Are the Problems with the Dunes at Whangamata

Respondents were asked, 'Do you think there are any problems with the dunes at Whangamata'. They were then asked 'can you tell me what they are'.

No problems

The largest group of respondents said there were not any problems or there were not really any problems with the dunes at Whangamata, 39%. These respondents commented:⁴⁴

'Can't see too many problems'

'Don't see any problems'

'Here when washed out 3 yrs ago, apart from that, no'

'No'

'No, difficult job saving because of tides, so costs money, no other problems'

'No, fine'

'No, haven't been eroding or anything in last few years'

'No, never been a problem to me'

'No, not at moment but need to keep planting to keep in good condition.

Dunes will wash out with big storms'

'No, not really'

'No, not that observed'

'No, pretty constant here. People doing little damage walking compared with damage from one storm. Sand seems to stay on the beach at Whangamata'

'No, the dunes were eroding once, but a fair while ago.'

'No, there were problems but not now dunes being roped off'

'No, with people keeping off it'

'Not from what I can see'

'Not now it's been roped off'

'Not really'

'Not that I'm aware of'

'Not that noticed'

'Not where we are by harbour, lots of dunes there so feel quite safe'

'Personally, no'

'Probably ok as are'

'There has been but at moment no'

Erosion

The respondents who thought there were problems with the dunes made a variety of comments but the main theme was erosion, 28%. These comments included:

'Bit smaller than most other beaches'

'Definitely these ones, they're on the move, they're in trouble'

'Erosion is a problem'

'Have been, because of erosion from waves. Fewer problems now'

'Have been, receding, big storms have given them a tip - but it is nature'

⁴⁴ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

'I think there is but not people problems. Change in weather patterns more than anything'
'Last 4-5 yrs seem to have receded a bit'
'Middle part, erosion south end too'
'Might be starting to get eroded - apart from that - no'
'Seem to get washed away and recover, need rebuilding at the moment at the south end'

'Slowly decreasing. 15 yrs ago a lot higher and a lot bigger'
'Starting to erode a little, need to protect them, fence off for a while till establish themselves'
'Yeah, they get eaten away'
'Yep, erosion problems up and down the coast'
'Yes - last year by estuary, no dunes (dunes had eroded beside the estuary last year)'

*'Yes, a few. Beach always changing with storms.
People at far end of beach losing part of their property'*
'Yes, areas have lost vegetation and therefore sand blows away'
'Yes, been eaten away. Gone back 1-2m in last 12 months, but that was unusual'
'Yes, disappearing, not protected enough'
'Yes, dunes broken up by storms - need offshore barrier to deflect storm'

'Yes, eroding. Depends on sea, weather. Can't really change nature'
'Yes, I think so, think they're eroding, not sure'
*'Yes, more conscious of protecting dunes today but out of our control - storms wash out dunes
and access. Whangamata's not as bad as some coastal areas'*
'Yes, probably are, probably disappearing like most beaches'
'Yes, south end gets washed away'

'Yes, they need some sort of barrier to hold sand - concrete'
'Yes, you see them disappearing, and walkways disappearing'
'You can see erosion and things down there'
'Erosion at the south end, people on them'
*'Had problems, erosion and stuff and vandalism.
Attempt to grow them, but people's respect of them'*

'If they keep up with grasses. Battle with nature and developers'
*'Seem to be eroding, but can easily restore themselves.
If people only stick to the designated walkways would be better'*
*'Think down south, looks like a lot of people sitting on them so could be fenced off to protect.
Storm damage possible'*
*'Think have a few, bit of erosion and people don't use proper paths all the time, should have
better chance to grow stuff on them'*
*'Up far end, looking a bit better, but last year or the year before, washed out. If people stick to
walkways would preserve them better. Got to work with environment - got to co exist without
being abusive '*

'Yes, a few erosion problems - problems with people walking on dunes'
*'Yes, around the corner in South, houses will be on the beach soon and people keep walking on
them from their house, dragging their boats'*
*'Yes, behind us didn't used to be cordoned off.
Breaking up dunes - eroding. No good for spinifex to be trampled'*
'Yes, bit sparse with the growth. Obvious signs of damage, worn'
*'Yes, but compliment people for work over the years that has been done on them - planting,
improved immensely. Still problems - area around surf club which was fenced off for many
years now damaged'*

'Yes, getting eaten away, keeping people off them is a problem as well'
 'Yes, have eroded, traffic on them, general disregard for environment'
 'Yes, many gone. I came here first at 10 yrs old - beautiful big dunes - now most gone. Building too close to beach. Rough sea leads to erosion'
 'Yes, need to do something with these, but where water gets there and washes completely out, people have these houses behind and council doesn't make an effort and locals are doing the repair work, they're dedicated. Council should do the cleanup and reinforce the area so that sand can rebuild, lost from here to there (indicated 5-10m). I'd not sleep at night if that was my house, water overtopped the dune'
 'Yes, seem to be quite stripped bare compared to beach where live - not quite as protected. Found hard to find way'
 'Being eroded from time to time. Good that put down walkways'
 'Yes, big storm cut into sandbank - just grass at top and bare sand. Now, no problems - but always pressure from people, walking over and destroying plant life.'
 'No, eroding quite quickly'
 'No, pretty good, lost a bit behind'
 'Probably same as a lot of popular beaches - getting smaller'
 'Don't really know Whangamata, would be erosion problems looking at it'
 'Care needs to be taken of them to make sure that they are still here in 20 yrs time - plantings'
 'Just natural process'
 'Over the years there's less and less'
 'Up harbour, planting, they did have to be retained, are more stable than they were, not sure about these ones'
 'Apart from the fact that sea tries to get them, lot of people realise importance and don't protect them'
 'Could have a bit more vegetation on them, do erode during the year'
 'Had problems, erosion and stuff and vandalism. Attempt to grow them, but people's respect of them'
 'Water level coming up higher - eroding away sand and plants etc. People don't keep off dunes - trampling vegetation and habitat '

People walking on them

The second theme covered people ruining the dunes, 22%. These people commented:

'Erosion at the south end, people on them'
 'Had problems, erosion and stuff and vandalism. Attempt to grow them, but people's respect of them'
 'If they keep up with grasses. Battle with nature and developers'
 'Seem to be eroding, but can easily restore themselves. If people only stick to the designated walkways would be better'
 'Think down south, looks like a lot of people sitting on them so could be fenced off to protect. Storm damage possible'
 'Think have a few, bit of erosion and people don't use proper paths all the time, should have better chance to grow stuff on them'
 'Up far end, looking a bit better, but last year or the year before, washed out. If people stick to walkways would preserve them better. Got to work with environment - got to co exist without being abusive '
 'Yes, a few erosion problems - problems with people walking on dunes'
 'Yes, around the corner in South, houses will be on the beach soon and people keep walking on them from their house, dragging their boats'
 'Yes, behind us didn't used to be cordoned off. Breaking up dunes - eroding. No good for spinifex to be trampled'

'Yes, bit sparse with the growth. Obvious signs of damage, worn'

'Yes, getting eaten away, keeping people off them is a problem as well'

'Yes, getting eaten away, keeping people off them is a problem as well'

'Yes, have eroded, traffic on them, general disregard for environment'

'Yes, many gone. I came here first at 10 yrs old - beautiful big dunes - now most gone. Building too close to beach. Rough sea leads to erosion'

'Yes, big storm cut into sandbank - just grass at top and bare sand. Now, no problems - but always pressure from people, walking over and destroying plant life.'

'Children play around them a bit.

Some beaches warn you not to walk on them but not noticed that here'

'Do, people do not show enough respect for them'

'Have had problems from people running up them'

'People misusing them by destroying them, but not huge problems here. Using shortcuts to get to beach'

'People running on them and destroying them'

'Saw a couple of kids digging in them the other day'

'Seem to have designated entry areas but nothing to stop people walking back onto dunes. In NSW fence off both sides for re-growth'

'They get trampled'

'Yes, access destroying plants'

'Yes, are idiots who abuse it, but trying hard, but down this end shame people are not looking after it'

'Yes, people walking all over them, children jumping, too much traffic on them'

'Yes, too many people let their kids slide over them - more education and planting'

'Bound to be, people are on them. Not fenced off and can tell the difference - no signs'

'People more the problem - cutting through. Dunes are looking good this year'

'Should put more cattle yards through them. They need regular monitoring and lifting, vehicle use for dinghies etc, need to be a designated area for access for vehicles'

'They get abused too much, has improved, need to be made compulsory'

'Think improved heaps; most people keep off them but still lack of respect, kids and families playing in them. But improved and more education'

'Too many people using them as public toilets. Hunt Rd - no toilets, no changing room - very little cover on dunes. Sand drifts down beach, covers walkways - stops elderly people getting down beach.'

'Too many rabbits, not enough re-vegetation. Too many horrible little brats and dogs that roam at will that knock vegetation around'

'No, don't think so, a lot of people walk on them too much'

'Not a problem, only problem can see between Xmas and New Year - crowds trample and ruin [them] and [they] die. Hard to get in form of "continuation".'

'With heavy use, probably'

'Not really. People walk on them too much'

'Apart from the fact that sea tries to get them, lot of people realise importance and don't protect them'

'Had problems, erosion and stuff and vandalism.

Attempt to grow them, but people's respect of them'

'Water level coming up higher - eroding away sand and plants etc. People don't keep off dunes - trampling vegetation and habitat '

'Only where people dig them away to retain their sea views'

'Too much access to them with marked walkways, people generally try to use them unless they are beachfront property, when walk straight down'

Other

There were also a range of other comments which included:

'Bound to be, people are on them. Not fenced off and can tell the difference - no signs'

'Broken glass where we stay'

'Should put more cattle yards through them. They need regular monitoring and lifting, vehicle use for dinghies etc, need to be a designated area for access for vehicles'

'Too many people using them as public toilets. Hunt Rd - no toilets, no changing room - very little cover on dunes. Sand drifts down beach, covers walkways - stops elderly people getting down beach.'

'Too many rabbits, not enough re-vegetation. Too many horrible little brats and dogs that roam at will that knock vegetation around'

'Yes, need to do something with these, but where water gets there and washes completely out, people have these houses behind and council doesn't make an effort and locals are doing the repair work, they're dedicated. Council should do the cleanup and reinforce the area so that sand can rebuild, lost from here to there (indicated 5-10m). I'd not sleep at night if that was my house, water overtopped the dune'

'Yes, seem to be quite stripped bare compared to beach where live - not quite as protected. Found hard to find way'

'A bit scraggly - need more plants, need to be a bit higher'

'Maybe need more planting in some parts'

'Not a lot of them. Got houses right up behind and encroaching on the sand dunes'

'People say comes in cycles, people have to keep off them and take a conservative approach'

'Small'

'Time might easily come when they will disappear - global warming'

'Too much grass on them'

'Yes, messy, dry, ruined'

'No, lot of glass'

'No, bit of rubbish in them'

'No, last year washed off. Be nice if a bit wider. Houses not be built closer'

'No, full of grass and not comfortable to lie there'

'No, I don't think so; they're doing their best to keep them there. If they don't get rid of the mangroves in the estuary, there'll be serious flooding, huge spring tide spreading right across the channel'

'No, not really. As long as are stable, most of it seems to be'

'I think probably there is, there's a lack of plants, need major planting, I wonder if they should plant with pohutakawa to provide shade and stability'

'Could have a bit more vegetation on them, do erode during the year'

'Last storm couple of winters ago sand dunes just dropped - people dump stuff there, rubbish left, in general pretty good'

'Not the same as where come from - drier because of heat'

'Children play around them a bit. Some beaches warn you not to walk on them but not noticed that here'

Yes but don't know what

'Yes, from what you read and the time and money being spent on them'

'Know has been as often been signs'

Unsure

A number of respondents were unsure, not aware or did not know if there were problems or not. These comments included:

'No, don't know them'

'Can't comment'

'Don't really know'

'Don't know'

'Don't know enough about dunes'

'Don't really know'

'Might be disappearing a bit - don't know'

'No idea'

'Not aware'

'Not aware, but see signs'

'Not that aware of'

'I do know, they change shape every year, as a kid used to play in them, understand there's a problem as they've been roped off'

*'Just trying to stop people walking on them, don't know how they're doing.
Really well sign posted'*

Positive Comments - Walkways

Other respondents made positive comments about the dunes, 12% with the main positive theme covering the walkways, 4%. These comments included:

'Being eroded from time to time. Good that put down walkways'

'No, don't think so, done wonderful walkways. Seen kids sliding down them and told them to respect the dunes. Seen them deteriorate in 21 years, that's nature'

'No, have fixed them, protected areas and walkways'

'No, doing quite well, got enough access ways'

'No, plenty of walkways'

'Not now the publics good and walk on tracks provided.'

'Don't see sand blown on the road now - (esplanade)'

'Impressed by how cattle yards at surf club have changed the beach - was sceptical but has made a difference. Natural thing with purpose so have to protect to certain extent'

'Over the 35yrs, lot different to when first came - certain places there are. Walkways provided make a big difference'

'The walkways made a difference to condition and stop eroding'

Positive Comments – Vegetation

A few respondents, 3% made positive comments about the vegetation. These comments included:

'Yes, have been, used to be terrible, all eroding away. Now no problems, sand has built up, vegetation has come away'

'No, looking very healthy. Improved a great deal'

'No, vegetation starting to grow, were bigger when smaller'

'No, look good grasses are all growing'

'Not that I'm aware of. I can see grasses regenerating in fenced areas. Not much change over the past 5 yrs of my observation'

'Vegetation starting to grow more for stability'

Positive Comments – Other

There were also a range of other positive comments which included:

'People more the problem - cutting through. Dunes are looking good this year'

'They get abused too much, has improved, need to be made compulsory'
'Think improved heaps; most people keep off them but still lack of respect, kids and families playing in them. But improved and more education'
'Yes, but compliment people for work over the years that has been done on them - planting, improved immensely. Still problems - area around surf club which was fenced off for many years now damaged'
'No, has built up again after eroded'

'No, all seem well barred off'
'No, but been a lot of work to keep them from being destroyed'
'No. Obviously there are people who are doing dune care, that is there still'
'No. What they are doing is great otherwise got erosion, won't have a beach anymore. All disappear'

'Not can really know, plenty of signs, well fenced off, housing reasonably back'
'Have improved, from some big seas'
'They are great, fantastic, awesome. Have place at Omaha - these are more established'

Appendix 6 – What They Think of Built Accessways

Respondents were asked, 'What do you think of the built accessways at Whangamata'.

Good / positive

The largest group of respondents made positive comments about the built accessways at Whangamata, 81%. These respondents commented:⁴⁵

I think they're excellent, not very good at repairing after the storms, not very good at checking after a storm. Nothing gets done, local people will do it

Pretty good in general. Serve a good purpose.

Certainly encourage people to use them, not a lot of signage encouraging people to use them, should be encouraged

It's good, if it wasn't for them, you'd have people running all over the dunes

Great idea

Great, doing a fabulous job, grasses looking great

Think they're good, some people don't use them

Good

Pretty good, needed at regular spacing

Very good idea because keep people off dunes. People slowly beginning to use access ways more often

Good, well numbered

Great, easy to get around

Great, looked like cattle yards at first, now good. Sand has built well - bottom posts were bloody high to begin with. Now almost buried

Good

They're good

Walkways are good, signs tell you how many metres

Very handy, steps are good

Great, some - little bit difficult if unsteady on feet. Most good

Good

Good

They are good

Good

Good

Seemed all right

Fine, sometimes a little slippery or hard on feet, but good for conditions, especially with railing. Ropes horrifying at first - unsightly, but now good. Needs trees or palms - some shade would be good

Very good, however sometimes feel need attention - when washes away right to them, washes away at beach - hard for elderly

Most of them are really good, a couple need work where sand shifting is changing them

Great idea, obviously a lot of work for people

⁴⁵ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

They're sweet

Good, protect sand dunes

Fine, do wash away quite frequently

*I think they're really good, most people use them,
refer to number on sign to know where you are*

Good idea

Excellent

Good

Great

Preserve the dunes, could use fences to let the sand build up behind. Plants grow well on seaweed

Easier with the kids

Good, apart from protecting sand dunes also give good access for people less mobile so can enjoy the facilities

I think they are great, needed for elderly or disabled, most got access for emergency services. Just along here, if there was access for trailer sailers etc that would stop people abusing and making their own way and wrecking the banks

Think they are wonderful

Great, basically keep hooners off, good to access with pushchairs

Good idea - encourages people in at particular point

Good, encourages people to use particular path

Good idea

Great, stop people. Can get through them fine

Good

Excellent. Made a huge difference

Good. Should be a small vehicle access to get small yachts etc on beach where toilets are - Otahu estuary or accessway 14

Great

Marvellous idea

Very good

Good if people keep using them

Good. Fairly unobtrusive, keep most people off dunes. Fantastic in town

Very good

Great, wonderful

Very good

Excellent

Most of them are really good, a couple need work where sand shifting is changing them

Brilliant, know where sitting

Good, should be used

Nice, good at one end, limited at wharf end

Good for protecting plant life, but erosion seems to wipe them out eventually

Excellent. Need more facilities at the access ways

Good - still retained a fair bit of naturalness - try to protect the dunes - don't want to see the city end up down at the water's edge

Wonderful, lovely

Wonderful

Good - getting better, problem is maintaining them, a lot of them

Good

Great

*Good, great. Keeps people off the dunes. Lets elderly people find good, safe ramp off beach.
Helps identify where car is, the access ways are numbered. Need vegetation*

They are good

Great

*Good, like that nice and regular along beach. Not have to walk too far
Neat, keep people off the dunes and in designated areas, from wrecking them*

Good

Good, few shaky ones after the storm but have been fixed good now.

*The walkways are great, it's a hard thing to do with wind and sand moving, paths are great,
signs with numbers on are great for emergency services*

*Really good - a lot of them - don't have to walk for ages - close to houses. Don't have to walk on
dunes*

Very good

*We only use the one by the surf club - others are not user friendly on feet. Would be better if
solid, smooth. At Whangamata, access by surf club is a smooth, boardwalk type structure.*

Other access ways use sand ladders

Fine

Excellent

Helpful, good

Quite good, plenty, keeps people off them

*They're good, protecting the rest obviously, easy to walk down, blend in with environment, not
like a metal structure*

Much better than they were 10 years ago

Always worked well, signs with numbers are good, easy to meet people.

No different in their use in the last 40 yrs

Really good

Excellent, well signposted, even in the dark

Been a major improvement, problems at south end where wiped out but are necessary.

Walkway 7 tracks are cut further

Good ideas for the numbered signs for emergency services

*They're good, other people walk all over the plants,
like the numbered signs*

Easier to use with kids and for all the paraphernalia that we have

Great

Good

*Great idea, it's why there's not more problems, before just came down wherever, now use
access ways*

Very good

Great, fantastic

Seem fine

Good, a lot of them

Good, get used
Great, fantastic
Good. I usually use those
Good idea, encourage people to use access ways
Fine - good number of them

Good, don't have to walk far
Good, can get down all the way along beach. Don't have to walk
Great, well marked
Great, excellent, access to beach good
Excellent, easy to access and find - well signposted

Good - good there are a lot. Easy to use.
Prefer to clambering down over dunes
Fine
Good, because provide easy access to beach and prevent dune erosion
Excellent and plenty of them
Good

Good, gives good access without damaging dunes
Brilliant - well it's done away with rubbish bins. No litter on this beach
Great
Good, look good, function well, fit in with environment
Good, stops people running down dunes

Very good
Real convenient, cool
Pretty good
Good. Helps to protect dunes. Plenty there [of access ways]

Good
Good, quite a few of them, can get pushchairs down
Good
Good, very good. Safe - stops people walking on grass in dunes
Good, well signposted. With no.6, they did have a boardwalk - now covered with sand, if could be kept more as access way

Beneficial, good
Beneficial, good
Really well done. But he [the interviewee] doesn't want people to tell him to use them.
Good idea. Controlled walkway - protects dunes
Gotta be good
Lovely, we use those
Fantastic
Good

Good
Good
No.6 is pretty good - straight from town - concreted and really handy
Great
Good - easy to get to beach especially with built walkways

They're nice

Very good

Pretty good

Very good - easy on feet - lots of them

Good - obvious, well signposted. Wharf end not so well signposted

I think they're wonderful, I think it's great

Fine. Become bigger town

Good

Good, good way of channelling people to the beach

Good - wooden steps visible, handrails easy to see from beach

Not prevent unless fenced off. Good idea, noticed that weren't all being used, wooden bridge would be better

Good, don't walk on dunes

Good, because people tend to be directed through there rather than every which way

Fine, well marked. Like the way numbered so people can see where to go

Good

Fine, no problem

Sound

Not seen them but good idea. Older get more important

Good. Important to have disabled facilities. Beach of this beauty should be accessible to everybody

Good, well listed

Good, clear, can see it. Good for feet on steps

Protecting the dunes

The second largest group of respondents mentioned the built accessways protected the dunes, 13%. These respondents commented:

It's good, if it wasn't for them, you'd have people running all over the dunes

Great, doing a fabulous job, grasses looking great

Very good idea because keep people off dunes. People slowly beginning to use access ways more often

Good, protect sand dunes

Good, apart from protecting sand dunes also give good access for people less mobile so can enjoy the facilities

Great, basically keep hoons off, good to access with pushchairs

Good idea - encourages people in at particular point

Good, encourages people to use particular path

Good for protecting plant life, but erosion seems to wipe them out eventually

Good - still retained a fair bit of naturalness - try to protect the dunes - don't want to see the city end up down at the water's edge

Good, great. Keeps people off the dunes. Lets elderly people find good, safe ramp off beach. Helps identify where car is, the access ways are numbered.

Need vegetation

Really good - a lot of them - don't have to walk for ages - close to houses.

Don't have to walk on dunes

Walkways are good, signs tell you how many metres

Neat, keep people off the dunes and in designated areas, from wrecking them

Quite good, plenty, keeps people off them

Great idea, it's why there's not more problems, before just came down wherever, now use access ways

Good idea, encourage people to use access ways

Very important. Saves tramping over dunes and knocking them down

Good - good there are a lot. Easy to use.

Prefer to clambering down over dunes

Good, because provide easy access to beach and prevent dune erosion

Good, gives good access without damaging dunes

Good

Good. Helps to protect dunes. Plenty there [of access ways]

Good idea. Controlled walkway - protects dunes

Good - keeps people off dunes

Good, don't walk on dunes

Good, good way of channelling people to the beach

Good, because people tend to be directed through there rather than every which way

Easy Access

A tenth of the respondents mentioned the built accessways made access to the beach easy, 11%. These respondents commented:

Good, apart from protecting sand dunes also give good access for people less mobile so can enjoy the facilities

Great, basically keep hoons off, good to access with pushchairs

Easier with the kids

I think they are great, needed for elderly or disabled, most got access for emergency services.

Just along here, if there was access for trailer sailors etc that would stop people abusing and making their own way and wrecking the banks

Great, stop people. Can get through them fine

Not as good as in some other places, like more than a sandy track most of them. Others are board tracks. Make family groups in particular use them, easier to walk on and less deviating off - very well marked

Very good access

Good, great. Keeps people off the dunes. Lets elderly people find good, safe ramp off beach.

Helps identify where car is, the access ways are numbered. Need vegetation

Walkways are good, signs tell you how many metres

Very handy, steps are good

Good - good there are a lot. Easy to use. Prefer to clambering down over dunes

Good, because provide easy access to beach and prevent dune erosion

Good, gives good access without damaging dunes

Easier to use with kids and for all the paraphernalia that we have

Think they look well constructed, plenty of them, easy to use

Great, excellent, access to beach good

Excellent, easy to access and find - well signposted

Good, quite a few of them, can get pushchairs down

Good, very good. Safe - stops people walking on glass in dunes

Good - easy to get to beach especially with built walkways

Very good - easy on feet - lots of them

Good - wooden steps visible, handrails easy to see from beach

Good, because people tend to be directed through there rather than every which way

Good. Important to have disabled facilities. Beach of this beauty should be accessible to everybody

Plenty of them

Slightly fewer respondents mentioned there were plenty of built accessways, 8%. These respondents commented:

They're ok, plenty of them, if there were only a few that would be a problem

Good - getting better, problem is maintaining them, a lot of them

Good, like that nice and regular along beach. Not have to walk too far

Really good - a lot of them - don't have to walk for ages - close to houses.

Don't have to walk on dunes

Very handy, steps are good

Good - good there are a lot. Easy to use.

Prefer to clambering down over dunes

Think they look well constructed, plenty of them, easy to use

Quite good, plenty, keeps people off them

Good, a lot of them

Fine - good number of them

Good, don't have to walk far

Good, can get down all the way along beach. Don't have to walk

Excellent and plenty of them

Good. Helps to protect dunes. Plenty there [of access ways]

Lots of them

Very good - easy on feet - lots of them

Good signage / numbered

A number of the respondents mentioned the signage or numbering of the built accessways, 7%. These respondents commented:

Good, well numbered

*I think they're really good, most people use them,
refer to number on sign to know where you are*

Brilliant, know where sitting

Good, great. Keeps people off the dunes. Lets elderly people find good, safe ramp off beach.

Helps identify where car is, the access ways are numbered.

Need vegetation

The walkways are great, it's a hard thing to do with wind and sand moving, paths are great,

signs with numbers on are great for emergency services

Walkways are good, signs tell you how many metres

Excellent, easy to access and find - well signposted

Always worked well, signs with numbers are good, easy to meet people. No different in their use in the last 40 yrs

*Excellent, well signposted, even in the dark
Good ideas for the numbered signs for emergency services*

They're good, other people walk all over the plants, like the numbered signs

Great, well marked

Good, well signposted. With no.6, they did have a boardwalk - now covered with sand, if could be kept more as access way

Good - obvious, well signposted. Wharf end not so well signposted

Good, well listed

Fine, well marked. Like the way numbered so people can see where to go

Aesthetically Pleasant

A few respondents mentioned the built accessways were aesthetically pleasant, 2%. These respondents commented:

Great, looked like cattle yards at first, now good. Sand has built well - bottom posts were bloody high to begin with. Now almost buried

Good. Fairly unobtrusive, keep most people off dunes. Fantastic in town

Good - still retained a fair bit of naturalness - try to protect the dunes - don't want to see the city end up down at the water's edge

They're good, protecting the rest obviously, easy to walk down, blend in with environment, not like a metal structure

Good, look good, function well, fit in with environment

OK

A number of the respondents mentioned the built accessways were okay or all right, 5%. These respondents commented:

A necessary evil I suppose

Adequate

All right

They're ok, plenty of them, if there were only a few that would be a problem

Ok

They're all right

Adequate

Seem to be effective

Seem all right

All right

Reasonable

Negative comment

There were also a number of respondents who made negative comments.

Maintenance

The main negative theme revolved around maintenance, mentioned by 4% of the respondents with comments like:

I think they're excellent, not very good at repairing after the storms, not very good at checking after a storm. Nothing gets done, local people will do it

Absolute waste of money - been washed away several times

Not maintained - Hunt Rd, boards are wrong way around and if not have good mobility, hopeless using them to get on the beach

Very good, however sometimes feel need attention - when washes away right to them, washes away at beach - hard for elderly

Most of them are really good, a couple need work where sand shifting is changing them

Good - getting better, problem is maintaining them, a lot of them

Better a few years ago but got washed away

Why improved so much - need a bit of maintenance.

In some places, hard to find

Ok. Not that clear

Safety concerns

A few respondents mentioned concerns about the safety of the built accessways, 2%. These respondents commented:

Fine, sometimes a little slippery or hard on feet, but good for conditions, especially with railing. Ropes horrifying at first - unsightly, but now good. Needs trees or palms - some shade would be good

Great, some - little bit difficult if unsteady on feet. Most good

Has seen people slip on sand ladder access ways. No good for people with wheelchairs.

Australia - boardwalks. Hard to get close to beach

Horrible to walk down,

surprised OSH hasn't charged someone for ankle breaking

Don't like them, timber on them too far apart and they trip people

Other negative comment

There was also a range of other negative comments which included:

Need to be a bit more - easier access as some are too steep

Some are all right, but some a bit dodgy, because of sand dunes - they always change

Pretty good in general. Serve a good purpose. Certainly encourage people to use them, not a lot of signage encouraging people to use them, should be encouraged

Not as good as in some other places, like more than a sandy track most of them. Others are board tracks. Make family groups in particular use them, easier to walk on and less deviating off - very well marked

Okay, they could always be better. Sometimes a bit steep for elderly and young children

We only use the one by the surf club - others are not user friendly on feet. Would be better if solid, smooth. At Whangamata, access by surf club is a smooth, boardwalk type structure.

Other access ways use sand ladders

Other

Other respondents made a range of comments which included:

Suppose the dunes were getting worn out

Pretty good, needed at regular spacings

Fine, sometimes a little slippery or hard on feet, but good for conditions, especially with railing. Ropes horrifying at first - unsightly, but now good. Needs trees or palms - some shade would be good

*I think they are great, needed for elderly or disabled, most got access for emergency services.
Just along here, if there was access for trailer sailors etc that would stop people abusing and
making their own way and wrecking the banks*

Fine, do wash away quite frequently

At access way no.6, starting to raise them completely, constantly monitor them

*Preserve the dunes, could use fences to let the sand build up behind. Plants grow well on
seaweed*

*Necessary to protect dunes. Nicer to walk on sand -
temptation not to walk on them [the access ways]*

Excellent. Need more facilities at the access ways

Think they look well constructed, plenty of them, easy to use

Been a major improvement, problems at south end where wiped out but are necessary.

Walkway 7 tracks are cut further

*In terms of structure, ok, aesthetically - neutral. Access on small part that's not necessarily
highest usage*

Brilliant - well it's done away with rubbish bins. No litter on this beach

Brilliant - well it's done away with rubbish bins. No litter on this beach

They are there for peoples safety when you run down them

*Try hard, but pretty impossible thing to do with ebb and flow, doesn't last, nature will just do
them in. Should rope off most of the dunes*

*Good, well signposted. With no.6, they did have a boardwalk - now covered with sand, if could
be kept more as access way*

Fine. Become bigger town

Been through one so unfair to say

Toilets are good

No.6 is pretty good - straight from town - concreted and really handy

*Not prevent unless fenced off. Good idea, noticed that weren't all being used, wooden bridge
would be better*

Not seen them but good idea. Older get more important

Don't know

Nice, good at one end, limited at wharf end

*Probably quite good. Don't know whether they do any good. Probably encourage people to use
those accessways rather than just walking everywhere*

Haven't seen them yet

*Not really sure. They would be necessary and be great if people used them, don't like to see
abuse of the dunes*

Not really seen them

Not seen them yet

Appendix 7 – Why Were Wooden Accessways Built

Respondents were asked, 'Why do you think the wooden accessways were built'.

To protect dunes / erosion

Just over half of the respondents, 59% said the wooden accessways were built to protect the dunes or to prevent erosion. These respondents commented:⁴⁶

To protect the dunes

So people wouldn't wear the dunes down

To save the dunes

To protect the dunes

Peak crowds, need formed access to protect dunes

We were losing all vegetation - therefore getting erosion, losing banks

Stop dunes from being used - slow erosion

Built to handle crowds at holiday times, so not scramble all over dunes, preserving dunes

Stop the erosion and stop the wearing down

Primarily to encourage people to use them rather than walk over the grass - easy recognisable access

Because for protection, protect the dunes against people

Mainly to stop shifting sand, so people wouldn't cover a wide area. Think access system has worked well. Not sure if vegetation is right, don't know

So dunes wouldn't get stepped all over, destroyed

So that we didn't destroy the dunes

To protect the sand dunes

To prevent people walking over the dunes and destroying the vegetation

To protect sand dunes and environment

For people to use those instead of going through sand dunes - try telling the kids that, they like rolling down

Access and dune protection because of volume of people

To keep people off the sand dunes to have a chance to grow and to protect bird life

Protect the grasses and things, plants that are growing around

Protect sand dunes originally, and native flora

Preserve the dunes

So people don't go trampling over dunes and ruining the grasses, keeping people on paths

Protect dunes. Also helps with emergency because numbered at each access way

Protect dunes, protect beaches for future generations

To protect dunes - confine from pedestrians

Reduce erosion of dunes

Keep people off dunes. Without control, a lot of hoons riding trail bikes

Protect the dunes

⁴⁶ Please note that when verbatim comments cover more than one point these are reported in total to keep comments in perspective. The comments with multiple themes are repeated under each relevant section.

Make it easy to get to beach and keep people on one track instead of all crashing down on different places

Protect the dunes

Built so that people didn't just walk all over the vegetation and destroy it and sand dunes. More erosion around [sand] pathways than around board pathways

To protect the dunes

Keep people off dunes - protect, channel people to walkways with good signage and still in keeping. People made conscious

Keep people off dunes - protect, channel people to walkways with good signage and still in keeping. People made conscious

Stop people wandering off them all over the dunes, safety, keep in designated areas

To protect the dunes

Probably to keep the public off the sand dunes which is a good point and good for communication that can arrange to meet people at a numbered access points

To stop people from running through sand dunes and for ease to get on beach

So people don't have to go through the dunes

Easy access to beach. More stability. Easier to get down with pushchairs

Protect sand dune planting

To stop sand erosion

Stop erosion, protect dunes

To protect the dunes

Protect dunes - try to get people to use

Stop erosion, keep people to tracks

Presume to save the dunes - encouraged people to walk on them rather than the dunes

Stability for elderly to get on the beach. Give people access and stop them wrecking the dunes, access at one place, otherwise people create wider walkways scrambling over dunes. Confine to a 2m walkway

Probably to stop the wind and sea erosion carving out those areas

Stop people walking through dunes - to control traffic flow

To protect the dunes, easier to walk on and for pushchairs

To protect dunes from people walking on them, erosion

Stops plants getting killed and everyone walking over them

To protect the dunes, were starting to erode away

Just erosion, keeping people off them

To stop people careering over the dunes, making it easier for access, stop people killing plants

To protect the dunes and the buffer zone between the beach and the town

So people didn't wreck the dunes

Protect the sand dunes

To protect the dunes so no wandering all over the picking out the plants

Limit erosion

To protect the dunes from people walking all over the dunes.

Makes for easy access

To keep people off sand dunes

To protect people from walking down sand dunes

Conscious of pedestrian erosion and to make life easier. Protects dunes and ease of access

Good access for people. Prevent further erosion of sand dunes but to my eye, hasn't been any need for them. Wood's easier on people's hot feet

You don't get people walking across and damaging them, like the idea of numbered signs and the road stakes - well thought out

To protect sand dunes so use the tracks

Stop people damaging the dunes

To protect the sand dunes

To protect the dunes

To protect dunes

So people wouldn't damage sand dunes

To allow you to get down to the beach, older people, stop people trampling over dunes

Try and preserve dunes and vegetation

For the dunes probably, keep people off the dunes

Concern about damage to plant life on dunes

Save dunes, easy access to beach

To stop people walking on dunes and destroying vegetation

Preserve dunes

Protect the dunes

To prevent dune erosion

Stop damage, dune erosion

So people know where are - areas to walk down.

Stop people walking on the dunes

To protect the dunes

Protect the dunes

To protect the dunes

To come through the dunes, to provide access

Stop people walking over the dunes and for access

Prevent dunes from being destroyed

Stop people walking over dunes and dune plants

Protect dunes - good idea - has worked

Protect dunes.

To protect the dunes

To save the dunes

To help protect the sand dunes and to encourage people to walk on them and not dunes

Stop people from wrecking vegetation. Safer for people, vegetation needed to stop erosion

Safe, easy, quick access way. Stops people wrecking dunes by walking down and breaking plants

Stop the erosion of the sand dunes

To protect the dunes

So people don't erode sand so much on their way to the beach

Protect the dunes

To keep you off everywhere else - wildlife

Because get a congestion of foot traffic in one area

*To conserve the dunes
Easy access - keep people off the dunes
Help grip to the sand, stop erosion*

*Keep people off dunes - not so easy walking through dunes - would stand on things like twigs,
insects*

*Stop erosion, protect sand dunes
To protect the sand dunes
To control access, lessen damage to the dunes
To protect dunes*

*To help give public access to beach. Keep dunes in place
To stop you walking on the sand - to protect the grasses
To stop the erosion I suppose, to preserve the more natural nature of the beach*

*To save the environment, encourage people to use them
To save the environment, encourage people to use them
To keep part of dune intact
To save rest of dunes and that, rather than trample vegetation, directs, know where going to
take them out to
Assume to protect the dunes
To protect the dunes, to provide clearer access*

Control peoples access

A third of the respondents, 38% said the wooden accessways were built to control people's access through the dunes. These respondents commented:

*So people wouldn't wear the dunes down
Built to handle crowds at holiday times, so not scramble all over dunes, preserving dunes
Primarily to encourage people to use them rather than walk over the grass - easy recognisable
access
Keeping people from walking all over them
So people keep off, it serves its purpose, except for beachfront homeowners - they don't use
them*

*Stop people from using dunes
Stop people from going on dunes - more needed to right of surf club
To stop people from going up on sand dunes where the plants are growing*

*To keep people off the dunes
To stop people walking on the sand dunes*

*So people wouldn't walk all over the dunes, doesn't stop most people
To prevent people walking over the dunes and destroying the vegetation
For people to use those instead of going through sand dunes - try telling the kids that, they like
rolling down*

*To protect dunes - confine from pedestrians
Keep people off dunes. Without control, a lot of hoons riding trail bikes*

*Keep people off dunes - protect, channel people to walkways with good signage and still in
keeping. People made conscious*

Stop people wandering off them all over the dunes, safety, keep in designated areas

Probably to keep the public off the sand dunes which is a good point and good for communication that can arrange to meet people at a numbered access points

*So people don't have to go through the dunes
Encourage people to use them rather than all over the dunes*

*Designated walkways so people were encouraged to go over them
To save people walking through dunes, keep to marked areas
Better for people to walk on, stops people from cutting over private sections*

*Stop coastal erosion, keep people off dunes
Keep people from wandering on dunes*

*So people wouldn't walk over the dunes
Don't know. Damn good idea - keep people off rest
Stop people walking through the dunes
Hope that people use them instead of sand dunes to provide access
Keep people off sand dunes*

*To keep people out of the dunes
To stop people from walking all over the dunes
Prevent people going down the dunes
Protect dunes - try to get people to use
Stop erosion, keep people to tracks*

*Presume to save the dunes - encouraged people to walk on them rather than the dunes
Stop people walking through dunes - to control traffic flow
Stop people walking through dunes - to control traffic flow
To try to encourage people off the dunes
To protect dunes from people walking on them, erosion*

*Just erosion, keeping people off them
Keep people off them
Keep people off dunes
So people didn't wreck the dunes
For precise purpose in Q7, keep people off the dunes and in designated areas
from wrecking them*

*To keep people off sand dunes
To protect people from walking down sand dunes
You don't get people walking across and damaging them, like the idea of numbered signs and
the road stakes - well thought out
To protect sand dunes so use the tracks
Stop people damaging the dunes*

*For the dunes probably, keep people off the dunes
So people know where are - areas to walk down. Stop people walking on the dunes*

*To keep people on the tracks
To stop people walking all over the sand dunes
To encourage people to use them rather than the sand dunes*

Keep people off the dunes

So people don't walk on the dunes
Stop people going over dunes
To encourage people to use specific access ways, safer and steadier
Ease of finding your way through and just add a seaside flavour and very well marked. People
not straying onto private property

Ease of finding your way through and just add a seaside flavour and very well marked. People
not straying onto private property
To stop people going on the dunes
To keep people off dunes
For people to get on the beach without knocking the sand dunes around - save the environment

To help protect the sand dunes and to encourage people to walk on them and not dunes
Keep people off dunes for grasses to grow
Safe, easy, quick access way. Stops people wrecking dunes by walking down
and breaking plants
To stop people walking through and kicking out the grasses
Stop people walking across the sand dunes

Stop people trampling on bush and stuff
So people don't erode sand so much on their way to the beach
So people don't walk on dunes and wreck them, I've read the signs
To stop people walking through the sand dunes and ruining the sand dunes

To keep people from walking through the sand dunes

Prevent everybody coming over the dunes, force people to use them to get to beach

Keep people off dunes - not so easy walking through dunes - would stand on things like twigs,
insects
To control access, lessen damage to the dunes
To stop people walking on the dunes
To stop you walking on the sand - to protect the grasses

To save the environment, encourage people to use them

To make easy access

A quarter of the respondents, 24% said the wooden accessways were built to make access to the beach easier. These respondents commented:

Primarily to encourage people to use them rather than walk over the grass - easy recognisable access

To allow people to get on the beach

Easier access

Mainly to stop shifting sand, so people wouldn't cover a wide area. Think access system has worked well. Not sure if vegetation is right, don't know

Better for people to walk on, stops people from cutting over private sections

Access and dune protection because of volume of people

Make it easy to get to beach and keep people on one track instead of all crashing down on different places

To stop people from running through sand dunes and for ease to get on beach

Easy access to beach. More stability. Easier to get down with pushchairs

Stability for elderly to get on the beach. Give people access and stop them wrecking the dunes, access at one place, otherwise people create wider walkways scrambling over dunes. Confine to a 2m walkway

To protect the dunes, easier to walk on and for pushchairs

So people can get in and out easily, stop sand from burning their feet

To stop people careering over the dunes, making it easier for access, stop people killing plants

To get to the beach without climbing over sand dunes

So people know where are - areas to walk down. Stop people walking on the dunes

Ease of finding your way through and just add a seaside flavour and very well marked. People not straying onto private property

To protect the dunes from people walking all over the dunes.

Makes for easy access

Conscious of pedestrian erosion and to make life easier. Protects dunes and ease of access

Good access for people. Prevent further erosion of sand dunes but to my eye, hasn't been any need for them. Wood's easier on people's hot feet

To allow you to get down to the beach, older people, stop people trampling over dunes

Save dunes, easy access to beach

To come through the dunes, to provide access

Stop people walking over the dunes and for access

For people to walk on. Easier access for all

For purpose of giving people access to beach

To give people access to the beach

Easy access to the beach

To get better, easier access to beach

Give easy access to beach

Not sure, cos sand gets too hot, makes it easier for people to get down

For public to find their way, make it easier

Easier to get down so don't burn your feet

So safe to walk to the beach, easier, quick and easy

Ease of access

Easily access the beach

Easier to walk on

Easy access - keep people off the dunes

Help people make it look nicer, easier for older people

To get people down to the beach

To make access easier - got to have them to make people walk down

Keep people off dunes - not so easy walking through dunes - would stand on things like twigs, insects

Don't know, for access

To help give public access to beach. Keep dunes in place

Make it easier for people to access beach

To attract the people, comfort for the people

For safe, easy access to beach from variety of places

For people to get to the beach

*To protect the dunes, to provide clearer access
So people can go down different areas*

Protect plants

A tenth of the respondents, 10% said the wooden accessways were built to protect the plants growing on the dunes. These respondents commented:

Primarily to encourage people to use them rather than walk over the grass - easy recognisable access

To stop people from going up on sand dunes where the plants are growing

We were losing all vegetation - therefore getting erosion, losing banks

To prevent people walking over the dunes and destroying the vegetation

Protect the grasses and things, plants that are growing around

So people don't go trampling over dunes and ruining the grasses, keeping people on paths

Built so that people didn't just walk all over the vegetation and destroy it and sand dunes. More erosion around [sand] pathways than around board pathways

Protect sand dune planting

Stops plants getting killed and everyone walking over them

To stop people careering over the dunes, making it easier for access, stop people killing plants

To protect the dunes so no wandering all over the picking out the plants

Try and preserve dunes and vegetation

Concern about damage to plant life on dunes

To stop people walking on dunes and destroying vegetation

Let plants grow

Stop people walking over dunes and dune plants

Keep people off dunes for grasses to grow

To stop people walking through and kicking out the grasses

Stop people from wrecking vegetation. Safer for people, vegetation needed to stop erosion

Stop people trampling on bush and stuff

To stop you walking on the sand - to protect the grasses

To save rest of dunes and that, rather than trample vegetation, directs, know where going to take them out to

Wildlife

A few respondents, 1% said the wooden accessways were built to protect the wildlife. These respondents commented:

To keep people off the sand dunes to have a chance to grow and to protect bird life

Protect sand dunes originally, and native flora

To keep you off everywhere else - wildlife

Other

There were a range of other comments which included:

Stop people from going on dunes - more needed to right of surf club

Probably to keep the public off the sand dunes which is a good point and good for communication that can arrange to meet people at a numbered access points

Protect dunes. Also helps with emergency because numbered at each access way

Protect dunes, protect beaches for future generations

So people can get in and out easily, stop sand from burning their feet

To protect the dunes and the buffer zone between the beach and the town

Good access for people. Prevent further erosion of sand dunes but to my eye, hasn't been any need for them. Wood's easier on people's hot feet

Not sure, cos sand gets too hot, makes it easier for people to get down

Easier to get down so don't burn your feet

So safe to walk to the beach, easier, quick and easy

To encourage people to use specific access ways, safer and steadier

Tourist attraction, get more people onto the beach

No. For safety, keep people off dunes or they'd fall down

People's safety. Whangamata has got a lot bigger - trying to get more people to come through the beach

Decrease, streamline area up there, surrounded by dunes, can see how it changed with traffic

Help people make it look nicer, easier for older people

Because get a congestion of foot traffic in one area

To attract the people, comfort for the people

For safe, easy access to beach from variety of places

Don't know

A few respondents said they did not know what the wooden accessways were built for:

Not sure

Don't know

Appendix 8 - Preferred Accessways

Prefer a boardwalk or track built through the dunes

Among those who preferred a boardwalk or track built through the dunes (n = 108), the main reasons given were because these were easier, 50% of the sub group, and this caused the least damage to the dunes, 17% of the sub group.

NOTE: The comments below relate largely to the advantages of this type of accessway. Some respondents gave the disadvantages of other types of accessways to explain their preference. These comments are included in this coding as they provide context to the respondents choice.

Easier

Suits me because of two bung knees, steps too awkward, sloping boardwalk down. 2 inches of sand no big deal. More elderly people would like boardwalks

Quicker, easier, doesn't destroy the dunes

Not sure, might be easier maybe

Is easier for the smaller children to walk on, sand gets so hot.

Have two small children, stroller etc

Got boardwalks in Tauranga and in New Plymouth, pretty good, easier to use

For pushchairs, can get down.

Easy, trudging through soft sand is hard work

Easy to walk on when not so steady on your feet

Easy to spot

Easiest

Easier. More practical for people with young kids and pushchairs

Easier when taking boards and young children onto beach

Easier walking

Easier to walk on

Easier to have to carry anything and sister - has trouble walking, elderly - makes it easier.

Canoe or surf board - easier

Easier on your feet

Easier access with kids and to walk on

Ease of access. Encouraged to use it if you see a boardwalk, clear access

Boardwalk be easier for everyone - for elderly and pushchairs. Chains a bit slippery

Because it keeps you on that without any reason to go away from that. Easily usable - permanent access way. Won't take shortcuts

Because easier to negotiate for all ages

Easy to walk on

Easy access, sand's hot

Boardwalk convenience and for older people who wouldn't necessarily get the opportunity

Easy for all

Easier access

Easy to walk on - loose sand is hard to walk through especially when carrying a lot of stuff and with kids

Easy

Easier to follow and is an actual proper access way you can see

Easy on feet is most important

Easy

Easier to follow

*Easiest, keeps people off dunes, easy to see where to go
and for all abilities to access the beach*

If wearing shoes, boardwalk nice and easy

*Good for pushchair. Need a formal access or people will be all over dunes, especially in places
like Whangamata with high numbers of people*

Easier to use and encourage people to stay on tracks

Prefer, easier to use. Don't like tracking through sand dunes

*These are really good, user friendly, good with kids, don't really need stairs. Need more wooden
structures where sand moves a bit more, not just a track. Sand ladders are hard to negotiate.*

Easier to walk on than the sand ladder

Steps not always suitable for everyone. Boardwalk easier.

Kids using a sand ladder could be a little bit harder

2nd option because easier with children

Boardwalk easier. Sand ladders not so good because not so mobile or with pushchairs etc.

Sand ladders are too hard for little ones.

Nice and easy to walk on, steps are difficult, seem dangerous

Sand ladders too hard for the little ones.

Easier to get down. Sand ladder hurts your feet, stubs your toes, walk up side of them

Best for the dunes

Wouldn't damage dunes and tend to wander if not on a set path

Whatever's best for the dunes

Put there for people to actually use to stop any damage

Protects plants and dunes

Not very much environmental damage

*Because keeps everyone in the same place, protects dunes,
well built with handrail, easier for elderly*

*So that not damaging dunes by everyone walking all over them. Instruct family to keep off the
dunes*

*Don't feel like you're damaging the dunes, whatever is put in seems to last a couple of years,
storms damage*

Because save the dunes a bit if you use proper walkways - not destroying the dunes

Really lazy - helps walk through sand and hope it helps with erosion

Because protect dunes and easy to use

*Being older with a funny foot, walking on loose sand is quite difficult. Sand ladder is fine,
boardwalks are nice too. No damaging the natural flora and fauna*

Because protect dunes and easy to use

Cause less damage than the others

Because have least amount of dune damage and easy to find and use

More natural

Looks nice

It gets covered and you don't know it's there

Fit in, like look, don't look too man – built

Have seen boardwalks overseas and looked attractive - aesthetics, non intrusive.

*Gives more authentic feel, but making way can damage the dunes
Because sometimes it's hot in the sand - looks more natural*

*Because keeps natural coastline more than concrete. More beachy. Other things would take away from that. Lucky that do have all facilities plus natural beach. Like ruggedness of them, pleased not concrete, sand dunes not on each side city look
Not like chain ones [sand ladders], soon get covered*

Better to walk on

*Stable to walk on, knees are buggered and for older people, nice and smooth
Nicer to walk on
Like walking on boardwalks
Better to walk on - stick out a bit more so people can see them and use them instead of taking shortcuts
Got it at the Mount, not getting feet hot
Stop dunes from eroding down. Boardwalk prevents hot sand.
Not getting hot feet
Wooden good especially if sand hot. Boardwalk good for pushchairs / wheelchairs
Cos can carry boats up and down
Boardwalks are good. Sets of stairs are awkward with pushchairs and for elderly. Not so keen on built steps or sand ladders*

*It doesn't restrict where you put your feet, and sometimes across the sand dunes can be a long walk and hot and your feet can sink in where the sand is deep
Flat ones, round ones aren't nice to walk on
Boards better than steps, better for children. Find it difficult on the sand ladder
Prefer as not as tricky to walk on
Not like wooden ones - real hard to walk on, not at right length apart*

Safe

*Feel safe
Safety issue - wouldn't go anywhere with nothing around and easy to walk on
Safer, easier to walk on
For stability for people with disabilities, elderly, children and pushchairs.
Sand ladders quite unstable, have to watch yourself as you get older.
Better in the dark or else the sand track, nice to walk in the evening
Because it protects the sand dunes and gives something solid to walk on when walking from the car with all the stuff you have to carry*

Other

*Wooden slats - most economical to build, steps cost more
Prefer wooden walkway but in some parts steps and in some parts [Otahu] need tracks
I need to know which walkway to use to get home
Gives people no confusion about where supposed to be

If required to get people to a specific area.

Probably because ones that work the best
Obvious and with chain be go into disrepair quite quickly.
Like at Opoutere Flat with mesh on it in parts to make it less slippery
Depends on terrain, areas where chain boards effective
and other boardwalks and steps where steep
Any are fine, making your own way through the dunes - shouldn't do. When mother is here with elderly person, or little kids built steps and sand ladders make it more accessible*

A sand ladder or plank and chain

Among those who preferred a sand ladder or plank and chain (n = 98), the main reasons given were because these were easier, 19% of the sub group, and this caused the least damage to the dunes, 15% or because these were more natural, 14%.

NOTE: The comments below relate largely to the advantages of this type of accessway. Some respondents gave the disadvantages of other types of accessways to explain their preference. These comments are included in this coding as they provide context to the respondents choice.

Easier

It's easy to grip on
Easy to walk down it, gets washed away least
Easy to walk down
Easy to use. Don' t impact on dunes

Easy to get onto the beach and not knocking sand dunes around and easy for people to get down to beach

Easy on feet with round timber. Ease of construction - steps etc. Would fall away as sand moves, making sand ladders a better option
Easy on feet is most important
Easy
Easiest way to get down

Easier to walk through, blends in too
Easier to follow
Easier access
Cos kids, make it easier for balance

Being older with a funny foot, walking on loose sand is quite difficult. Sand ladder is fine, boardwalks are nice too. No damaging the natural flora and fauna

Because protect dunes and easy to use
Because it's easy to walk on
Most obvious and sturdiest and easiest to walk on

People with prams can access, they are practical.
Flat plank would be slippery. Steps not so user friendly

A lot easier to walk on, stop people from wrecking them, these ones last a lot longer than the other ones [flat bottomed planks] have

Not necessary for stairs - planks are easy, especially if beach slanted. Steep stairs can be hard.
Why don't some beaches have dunes? I.e. They have development up to beach

Best for the dunes

Stops it being worn away
So that not damaging dunes by everyone walking all over them.
Instruct family to keep off the dunes
If not manmade structure, would destroy dune by walking on it
Don't feel like you're damaging the dunes, whatever is put in seems to last a couple of years, storms damage
Does least, help you get to the beach
or wear down environment if everyone walking in different places

Convenience limits people to track and means people aren't racing all around dunes and damaging vegetation.
Because save the dunes a bit if you use proper walkways - not destroying the dunes

*Because protect dunes and easy to use
Need to be fenced to stop people going any other way*

*Because have least amount of dune damage and easy to find and use
Cause less damage than the others*

More natural

Seems to have least impact of all other options

Sand ladder is more natural, more for beach.

*More beachy, don't want concrete on a beach. This still a town and don't want it to become like
Surfers Paradise or Wellington. Don't want to lose image Whangamata has got*

Inoffensive, can't see them

Gives more authentic feel, but making way can damage the dunes

Fit in, like look, don't look too man-built

Doesn't detract from rest of beach, probably does the job but I'm not sure how much

Contains the sand, not too detrimental

Because can still feel sand, but built for you so know is fine to use

Blends in with sand dunes but still does job at protecting the dunes

*Because keeps natural coastline more than concrete. More beachy. Other things would take
away from that. Lucky that do have all facilities plus natural beach. Like ruggedness of them,
pleased not concrete, sand dunes not on each side city look*

*It's there and it's stopping you walking through the dunes, but not as intrusive as built steps or
boardwalks. Dunes should look natural when walking through them*

Moves with beach

*Steps good because flexible when sand level changes. Need the number of accessways we
have or people would walk through dunes*

Sand goes through - doesn't stay on it

If sea lifts up, sit back down again, stay there and cheaper to put back

*Follow contour of the sand and if washed away, easy to do something about, easy to replace,
most durable, can manipulate round to where need to get people on beach. Prams and
pushchairs easier than on steps*

*Best flexible as sand moves - easy to replace. Stairs would disappear. Natural track hard to
walk up*

Because when the sand washes out, they go down with it. The others are left standing in the air.

*Because stands up to wind and tide better than steps. Chained planks are flexible and move
with changes*

Good footing

Sand ladder - traction on a steeper dune.

*Need something to grip as you walk up Not sand when can't get up hill as in no.4⁴⁷ and
platforms further down beach*

More traction

Good footing and not too affrontish

Safer

Safety issue - wouldn't go anywhere with nothing around and easy to walk on

Safe, good for kids, easy for elderly

*Gives stability going up, grip, rather than walking on sand. Steps ok but higher cost than sand
ladders*

⁴⁷ No 4. Refers to following a track through the sand where you can see others have gone

Best - steps could fall down. Good for kids

Costs

Don't want anything too elaborate, waste of our money, storm comes through and they're gone.

Might last 2 yrs, might last 5

Don't cost so much, waste of our money

Good on hot feet

Wooden good especially if sand hot.

If my feet get hot, can run over and lets people know where to go

Depends on terrain

Where dunes are steep. Don't know if you need a boardwalk through all the little tracks, should follow the tracks

Suit different beaches. Ladder is fine - ok for access for baby buggies, small children. Steps not so good. Would like to keep accessways near to a natural state

Depends on terrain, areas where chain boards effective and other boardwalks and steps where steep

Depends on access, don't need built steps if flat access way.

Other

Walkways - again make it very clear that there are access areas, gives wildlife an opportunity

Uncomfortable to walk on for the elderly, find it a bit tricky

Should be more access for people in wheelchairs or mobility scooters e.g. A plank down to beach. At moment, no access for them

Sand ladder quite good, easy going through dunes [Making own way through dunes] ok for me too - I'm an outdoorsy person

Probably because ones that work the best

Ok

Just not too, nothing worse than Bondi - concrete jungle, not natural, like when looks natural and functional as well

Just all right

If wearing shoes, boardwalk nice and easy

Has seen natural track - unworkable with natural track

Happy with sand ladders, but may be hard for pushchairs

Good

Find it quite hard to walk on, hard with the roundness.

Don't need to be too flash - sturdy - that's good

Don't mind any of them

Don't like with pushchair

Concrete not ok - injuries. Boardwalk - encourage bikes and motorbikes. Need to keep on walkway. Not track - need some control to protect dunes

Any are fine, making your own way through the dunes - shouldn't do. When mother is here with elderly person, or little kids built steps and sand ladders make it more accessible

A boardwalk or track would be going over the top

Following a track through the sand where you can see others have gone

Among those who preferred following a track through the sand where you can see others have gone (n = 53), the main reasons given were because these were more natural, 30% of the sub group, easier, 19% and safe, 11%.

NOTE: The comments below relate largely to the advantages of this type of accessway. Some respondents gave the disadvantages of other types of accessways to explain their preference. These comments are included in this coding as they provide context to the respondents choice.

More natural

Part of the natural ecosystem, don't have to alter the landscape in any way, takes away from the naturalness of the beach

Natural as long as not abused but like sand ladders, but wouldn't be adverse to the boardwalk to encourage people

Most natural

More natural.

More natural way of getting onto the sands, if using a used track - not do any more damage

More natural

Keep natural track marked is my preference

Just in its virgin state.

In the ideal world, more untouched, more natural

Gives more authentic feel, but making way can damage the dunes

Don't like to see nature interrupted if avoidable.

Others take away the natural beauty

Most in tune with the environment. Really don't like the wooden ones, harder on feet, never going to be supported by level ground underneath, always uncomfortable, not attractive

Easier

Kind of easiest way physically

Easy on feet is most important

Easy

Easier access

Ease of access

Because easier and quick

Worn track indicates a good beach spot. Easy for kids

Easier sometimes - boardwalks can be a bit slippery

Easier on feet. Over here a lot - can't keep up maintenance of them - bits sticking up

Safe

Stub my toe on sand ladders sometimes

Slip on others, probably do more harm than good

Sand ladders can be slippery, less obstructive to the view, sometimes built accessways can be a bit ugly

Sand ladder is hard to walk on. Kids nearly broke their legs on them but need to use those where the dune is not so stable

Less obtrusive without having them. Sometimes boardwalks and ladders become dangerous when washed out - not good at all. Ladders dangerous as people have to look where walking and people look at sea

Best for the dunes

*Stop dunes from eroding down. Boardwalk prevents hot sand. From a private bach
So that not damaging dunes by everyone walking all over them.
Instruct family to keep off the dunes*

Better to walk on

*Sand ladders hurt my feet
Cos if I walk on ladder things, hard to put your feet and stuff and because a track means you're
not trampling over bush
Not getting hot feet*

Other

*But engineered, in keeping with the natural environment, saves the ratepayers money
With track can make own way and follow where others have gone
Used to it
Saves me getting lost
Sands ladder don't stop erosion, don't like them
Preference, but doesn't work because people walk everywhere.*

*Not sure whether it's good or not, if everyone uses one, track is all right. Must be a marked area
because if you pick your way through everything, you'll get bitten in the sand
Nice to know somebody already been that way to beach - shows way to beach
Just no need for anything else really
Is all that needed. If people trained to use tracks - that's all that's needed*

*If wide enough can be ok for wheelchairs too. Have catered for able bodied guys who can run
down to the beach
House right behind
Don't agree with all building, if run a track through, no difference
Depends on type of dune. Stayed at Mount. Was formed track through dunes which nice*

*But if too much traffic and damaging dunes, need something else. Boardwalks easy to walk on.
Sand ladders - ok - effective solution. Boardwalk problematic when sand moves.
No concrete wanted*

*Any are fine, making your own way through the dunes - shouldn't do. When mother is here with
elderly person, or little kids built steps and sand ladders make it more accessible*

Don't know

Don't know

Prefer a Set of Built Steps

Among those who preferred a set of built steps (n = 25) the main reasons given were because these were easier, 36% of the sub group, and because these are best for the dunes, 20%.

NOTE: The comments below relate largely to the advantages of this type of accessway. Some respondents gave the disadvantages of other types of accessways to explain their preference. These comments are included in this coding as they provide context to the respondents choice.

Easier

*Be easier than what's here - a ramp type thing
Easier to follow and is an actual proper access way you can see
Easier to use*

*Easiest with hand rail. Sand ladder probably hard for elderly and small children
- difficult to balance.*

Easy

*Easy to walk on - loose sand is hard to walk through
especially when carrying a lot of stuff and with kids
You're not going to break your leg getting to beach.*

*If stepped, easier for older people. Sand ladders are difficult for elderly and young children (this
is not a preference, this is a comment relating to the difficulty of sand ladders)*

No particular reason, easier than ladder and chains

On chain ones, have problems with kids, steps are easier for my kids

Best for dunes

Because save the dunes a bit if you use proper walkways - not destroying the dunes

*Don't feel like you're damaging the dunes, whatever is put in seems to last a couple of years,
storms damage*

Not wear sand dunes away or walk through the plants that are there

Permanent, not going to affect dunes - viability and stability

So that not damaging dunes by everyone walking all over them.

Instruct family to keep off the dunes

Depends on terrain

Depends on access, don't need built steps if flat access way.

*Depends on terrain, areas where chain boards effective
and other boardwalks and steps where steep*

Other

*Any are fine, making your own way through the dunes - shouldn't do. When mother is here with
elderly person, or little kids built steps and sand ladders make it more accessible*

Best ones

People can see what the access is

Quite obvious that they're to be used not some sand track

*Steps and ramps, ladders get the sand taken out after a storm and can't walk up them, too
dangerous.*

Wooden good especially if sand hot.

Don't know

Don't know

Prefer making your own way through the dunes

These respondents commented (n = 4):

Because it's natural

Came straight through - no trouble finding your way down

Making your own way through dunes - more natural.

Seems more natural

Appendix 9 – What Do You Think Beachcare Does

Respondents were asked the following: *What do you think Beachcare does?*

Monitor dunes / protection

In total, only 111 respondents were aware of Beachcare (48%) and these respondents were asked what they thought Beachcare does. Three quarters of this sub-group said they monitored or protected the dunes. These comments included:

Looks after the place

Protects the dunes

Tries to look after the sand dunes

Care for the beach

Monitor beach, think they're extremists in a lot of ways, go too far. Too radical i.e. Petitions on beach

Planting, looking after beaches, rubbish, glass, monitoring the way it changes

Responsible for planting on dunes, very good about that.

Erect signs where an erosion problem. Like to see a sign erected at a sand track where kids have been sliding off. Would like a sign to point to a walkway

Done a lot of work on the dunes here

Group of people that put projects in place to care for the beach. Articles about them in local Coastal News

Helps protect dunes and protects beaches in general

Helps with revegetation and provides activities for people to be involved in. Little patch of NZ - gets people together. Educates them on beach environment

Plant plants, protects the dunes

Replant dunes; generally look after beach and area. There was a big planting day recently on long weekend

Replant, protect, fence dunes. Carry out research as to what to plant

Try to stop people walking on dunes, replant areas, involved in getting mangroves removed

Care for beaches, build access ways

Committee people who do planting and do work for the care of the dunes

Friends of the dunes, educate people on vital importance of the sand dunes, what you can do

Goes around looking after the dunes, fix the erosion areas

Help preserve our dunes

Help protect dunes, replant dunes

Helps protect the dunes and the plants that grow on it and maintain - that's the idea

Look after dune area, beach area in general

Look after the dunes, beach rubbish

Looks after beach, dunes, environment of the beach

Looks after beach, dunes, environment of the beach

Looks after the beach and dunes

Looks after the beaches and the sand dunes

Monitor it, plant dunes, submissions

Monitor it, plant dunes, submissions

No idea, look after sand dunes

No idea, look after sand dunes

Planting programme, stabilisation, walkway, fencing dunes

Police the walkways and what is going on

Preserves the natural environment of the beach

Protects environment - people becoming more conscious.

People seen damage from storms

Protects wildlife, plants, and stuff - state of the beach

*They monitor the dunes and build the steps and repair when necessary, plantings as well
They protect our environment, use skills and knowledge to do something we don't know much
about*

Watch group for environment, issues regarding the beach

Protects things like the dunes, replanting programmes

Puts signs up

*Helps people care for it, keeping it clean and tidy, reminding people to keep taking litter away,
don't leave plastic, if there's a working bee would be a good thing*

Helps protect the beaches

Looks after the beach, keeps it in it's natural environment

Protects environment

Help keep dunes from eroding. Keep clean, keep walkways clear

*Care for beach, dunes. I think Beach Care did this work - cattle yards, planting. At
Whangamata, dunes have changed a lot since access ways. Poles were originally well out of
sand - now buried by sand and new poles in [at base of dunes to left of surf club]. 'Cattle Yards'
refers to the structures erected to keep people off the dunes*

Care for dunes - rubbish cleanup. Beach life care, birds. Planting

Help preserve beach, planting on dunes, build barriers

Help to protect environment - regular maintenance, survey

Helps provide / look after the environment

Keep beaches clean, re-vegetate dunes

Look after dune care

Looks after beaches, dunes, access ways

Looks after beaches, dunes, access ways, care of people and dunes

Looks after the beach

Looks after the beach and its environment and special features

Looks after the beach, natural habitat

Looks after the state of the sand dunes and checks on erosion during the year. Plants the plants

Maintain natural standard of the beach

Plant dunes and fence off areas from pressure

Preserves the dunes, planting, and natural environment of it

Report anything bad like erosion damage

Responsible for care and maintenance of dunes, planting, putting in boardwalks, maintaining

Saves the beaches

Don't know, probably lobby council, organise working bees and raise money to protect sand dunes / beach

About preservation of beaches, clean -up and replanting

Cares for the beach

Coordinate info through signage and coordinate re planting of spinifex and other dune plants that hold dunes in place

Help protect the beach and stuff

Looking after the dunes and the beaches and education. Encourage others to do the same

Plant, look after it, remove litter

Protecting the dunes and environment

Put up ropes and posts

Protects the beaches, looks after stopping pollution, retain plants

Care for the beach - public support for it

Planting / wildlife work

This was followed by a third of the respondents who said Beachcare were involved in the plants or wildlife (30%). These respondents commented:

Planting, looking after beaches, rubbish, glass, monitoring the way it changes

Responsible for planting on dunes, very good about that.

Plant on sand dunes

Plant plants, protects the dunes

Replant dunes; generally look after beach and area. There was a big planting day recently on long weekend

Replant, protect, fence dunes. Carry out research as to what to plant

Try to stop people walking on dunes, replant areas, involved in getting mangroves removed

Committee people who do planting and do work for the care of the dunes

Help protect dunes, replant dunes

Helps protect the dunes and the plants that grow on it and maintain - that's the idea

Planting programme, stabilisation, walkway, fencing dunes

Protects wildlife, plants, and stuff - state of the beach

They monitor the dunes and build the steps and repair when necessary, plantings as well

Protects things like the dunes, replanting programmes

Replant dunes

Planting around beach

They plant the grasses on dunes and do walkways

Care for beach, dunes. I think Beach Care did this work - cattle yards, planting. At Whangamata, dunes have changed a lot since access ways. Poles were originally well out of sand - now buried by sand and new poles in [at base of dunes to left of surf club]. 'Cattle Yards' refers to the structures erected to keep people off the dunes

Care for dunes - rubbish cleanup. Beach life care, birds. Planting

Help preserve beach, planting on dunes, build barriers

Keep beaches clean, re-vegetate dunes

Looks after the state of the sand dunes and checks on erosion during the year.

Plants the plants

Plant dunes and fence off areas from pressure

Preserves the dunes, planting, and natural environment of it

Responsible for care and maintenance of dunes, planting, putting in boardwalks, maintaining

Cleans up the rubbish, helps plant the dunes

Do all dune planting, organising beach accesses

It does the planting and access ways

About preservation of beaches, clean -up and replanting

Plant, look after it, remove litter

Pick up rubbish in dunes, replanting plants and grasses

Protects the beaches, looks after stopping pollution, retain plants

Keeping dunes clean and tidy

A tenth of the respondents mentioned keeping the dunes clean and tidy, with comments that included:

Planting, looking after beaches, rubbish, glass, monitoring the way it changes

Look after the dunes, beach rubbish

Helps people care for it, keeping it clean and tidy, reminding people to keep taking litter away, don't leave plastic, if there's a working bee would be a good thing

Generally tries to improve the cleanliness of the place

People who clean up the beach and maintain the steps

Care for dunes - rubbish cleanup. Beach life care, birds. Planting

Keep beaches clean, re-vegetate dunes

Cleans up the rubbish, helps plant the dunes

Help keep dunes from eroding. Keep clean, keep walkways clear

As a child going across rock pools, observing, trying to learn about things have to preserve, picking up rubbish

Plant, look after it, remove litter

Pick up rubbish in dunes, replanting plants and grasses

Protects the beaches, looks after stopping pollution, retain plants

Build and maintain walkways

A tenth of the respondents also mentioned building and maintaining walkways. These comments included:

They watch the walkway and they did the labour

People who clean up the beach and maintain the steps

Planting programme, stabilisation, walkway, fencing dunes

They monitor the dunes and build the steps and repair when necessary, plantings as well

They plant the grasses on dunes and do walkways

Care for beaches, build access ways

Help keep dunes from eroding. Keep clean, keep walkways clear

Responsible for care and maintenance of dunes, planting, putting in boardwalks, maintaining

Do all dune planting, organising beach accesses

It does the planting and access ways

Help to protect environment - regular maintenance, survey

Looks after beaches, dunes, access ways
Looks after beaches, dunes, access ways, care of people and dunes

Public awareness

A tenth of the respondents mentioned creating public awareness. These comments included:

Erect signs where an erosion problem. Like to see a sign erected at a sand track where kids have been sliding off. Would like a sign to point to a walkway

Helps with re-vegetation and provides activities for people to be involved in. Little patch of NZ - gets people together. Educates them on beach environment

Friends of the dunes, educate people on vital importance of the sand dunes, what you can do

Protects environment - people becoming more conscious.

People seen damage from storms

Makes you aware, understanding

As a child going across rock pools, observing, trying to learn about things have to preserve, picking up rubbish

Take my money and put up lots of ribbons and signs and notices

Coordinate info through signage and coordinate re planting of spinifex and other dune plants that hold dunes in place

Looking after the dunes and the beaches and education. Encourage others to do the same

Care for the beach - public support for it

Environmental notices

Don't know

A few respondents said they did not know what Beachcare did. These comments included:

Not really

Not sure

Other

There were a range of other comments which included:

Monitor beach, think they're extremists in a lot of ways, go too far. Too radical i.e. Petitions on beach

Group of vigilantes who used to fight with each other. Lot of disharmony - stopped a lot of people joining it

Sticking their noses in where not wanted, trying to stop people's right to free access, over-rates the whole dune issue

Helps people care for it, keeping it clean and tidy, reminding people to keep taking litter away, don't leave plastic, if there's a working bee would be a good thing

Group of people that put projects in place to care for the beach. Articles about them in local Coastal News

Monitor it, plant dunes, submissions

Concerned

Take my money and put up lots of ribbons and signs and notices

Looks after beaches, dunes, access ways, care of people and dunes

Care for dunes - rubbish cleanup. Beach life care, birds. Planting

Don't know, probably lobby council, organise working bees and raise money to protect sand dunes / beach

They do more than Council

Make beaches beautiful

Working bees

Appendix 10 – Questionnaire

Whangamata Beach Users Survey

Q1 Can you tell me which best describes you?

Q1a -- This is your first visit to Whangamata → Where do you usually live? _____

Q1b -- You're an occasional or regular visitor to Whangamata

→ Do you own a holiday home at Whangamata? *Y N* → Where do you usually live? _____

Q1c – I live in Whangamata → Do you **own your home** or **do you rent** (*circle one*)

Q2 Can you tell me about the kinds of things that you enjoy most about spending time at the beach?

Q3 Thinking about the beach **you go to most often**, which of these statements best describes it? (*circle*)

1: a beach with no houses and no facilities for visitors at all

2: A beach only a with few facilities, like a toilet and car park

3: A beach in a coastal community with shops

Q3a Can you tell me the reasons why you usually choose that beach? _____

Q3b For the types of beaches I've just described what type of beach do you prefer to visit? _____

Q3c Can you tell me the reasons why you prefer that type of beach? _____

Q4 Thinking about this beach or other beaches you go to, do you use the dune area behind the beach for anything e.g. sunbathing, off-roading? (*prompt, Can you tell me what you do*) _____

Q5 Do you think that sand dunes are important on a beach? (*prompt, Can you tell me why or why not*) _____

Q6 Do you think there are any problems with the dunes at Whangamata? (*prompt if needed, Can you tell me what they are*) _____

Q7 What do you think of the built accessways at Whangamata?

Q8 Why do you think the wooden accessways were built? _____

Q9 From the types of accessways I read out, can you tell me which ones you prefer? (*circle all that apply*)

- A A set of built steps
- B A sand ladder or plank and chain
- C A boardwalk or track built through the dunes
- D Following a track through the sand where you can see others have gone
- E Making your own way through the dunes

Q9a Can you tell me the reasons why you prefer # ? (*ask for each preference*)

Q10 Are there any reasons why you wouldn't use a built accessway?

Q11 In general, if there's no built access at the point you're entering the beach, how far would you walk to use a built accessway?

Q12 For each of the following statements about **built accessways** can you tell me whether you *strongly disagree, disagree, you're neutral, you agree or you strongly agree (tick which applies)*

	Strongly disagree	Disagree	Neutral	Agree	Strongly Agree	Don't know
They detract from the naturalness of the beach						
They help protect the dunes						
Built accessways are attractive						
They are easy to find						
They commercialise the beach						
There should be more built accessways at beaches						
They provide better access to the beach						

