



# Dinosaur Coast National Heritage Management Plan 2025 – Community Survey Report

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## Table of Contents

<b>1. EXECUTIVE SUMMARY .....</b>	<b>3</b>
<b>2. INTRODUCTION.....</b>	<b>3</b>
PURPOSE OF THE SURVEY .....	3
SURVEY METHODOLOGY .....	3
<b>3. SURVEY FINDINGS.....</b>	<b>4</b>
QUANTITATIVE HIGHLIGHTS.....	4
QUALITATIVE THEMES.....	7
<b>4. ANALYSIS .....</b>	<b>9</b>
<b>5. RECOMMENDATIONS .....</b>	<b>9</b>
<b>6. CONCLUSION.....</b>	<b>9</b>
<b>7. APPENDICES.....</b>	<b>10</b>
<b>SELECTED SURVEY RESULTS (VISUALS).....</b>	<b>6</b>



## 1. Executive Summary

The Dinosaur Coast Management Group (DCMG) invited public comment via a community survey from 17 February to 31 March 2025 to gather feedback on the draft Dinosaur Coast National Heritage Management Plan 2025 (DCNHMP). The survey aimed to understand public awareness, concerns, and expectations regarding the conservation, management, and promotion of the section of the Dinosaur Coast located near the town of Broome.

### Key Findings:

- Broad support for conservation and education initiatives
- High importance placed on protecting National Heritage values during future development
- Concerns about coastal erosion, vehicle access, and unified management
- Strong interest in enhancing visitor experiences and community economic opportunities

## 2. Introduction

### Purpose of the Survey

To inform and guide the development of the DCNHMP by engaging the community and gathering their perspectives on heritage, tourism, conservation, and development impacts.

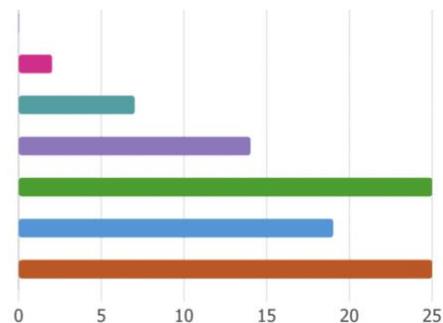
### Survey Methodology

- Duration: 17 February – 31 March 2025
- Format: Online survey promoted on DCMG website, via local media (resulting in a Broome Advertiser article and interview on ABC Kimberley radio) and on social channels
  - The survey link was published on DCMG social media a total of 8 times, receiving a total of 85 likes and 31 shares.
  - More engagement was experienced when the survey link was posted with photos or links to promotional media articles.
  - The posts were also shared on Broome Noticeboards and with the Broome Natural Environment Pages.
- Respondents: A mix of Broome locals and broader WA residents, with a handful of responses from the east coast
- Sample Size: 92 responses

## Survey Respondents: Age and Location

- Responses came from a wide age range (18-65+) with a majority (68% or 63) from postcode 6725 and 6726 (Broome/Cable Beach suburbs).
- Of the remaining 32% or 29 of respondents:
  - 13 were from other WA postcodes
  - 6 were in VIC
  - 4 were in NSW
  - 1 from QLD
  - 1 from SA
  - 4 respondents left this blank

● Under 18	0
● 18-24	2
● 25-34	7
● 35-44	14
● 45-54	25
● 55-64	19
● 65 and older	25



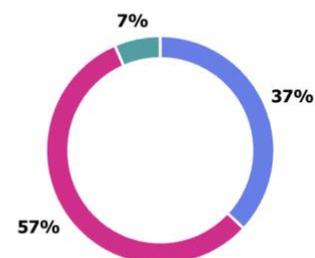
## 3. Survey Findings

### Quantitative Highlights

- Familiarity: 94% were “Somewhat” or “Very familiar” with the Dinosaur Coast

3. How familiar are you with the Dinosaur Coast and its National Heritage values?

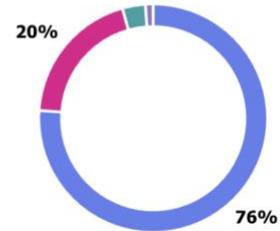
● Very familiar	34
● Somewhat familiar	52
● Not familiar	6



- Support for public awareness: 96% either “Support” or “Strongly support”

4. Do you support efforts to increase the public’s understanding and awareness of the Dinosaur Coast?

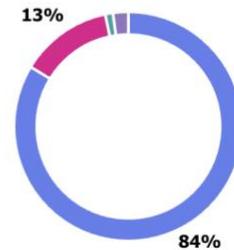
● Strongly support	70
● Support	18
● Neutral	3
● Oppose	1
● Strongly oppose	0



- Conservation importance: 84% rated it “Extremely important”

5. How important to you is the conservation and protection of the National Heritage values of the Dinosaur Coast?

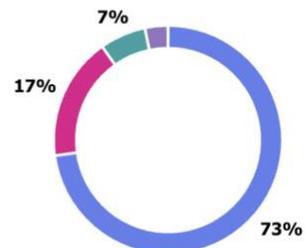
● Extremely important	77
● Somewhat important	12
● Neutral	1
● Not so important	2
● Extremely unimportant	0



- Erosion concerns: Majority were “Somewhat” to “Very concerned”

6. How concerned are you about the impacts of coastal erosion and other environmental processes on the dinosaur tracks?

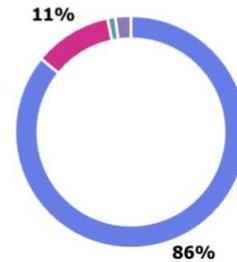
● Very concerned	67
● Somewhat concerned	16
● Neutral	6
● Somewhat unconcerned	3
● Very unconcerned	0



- Development impact: 86% felt protection of heritage was “Extremely important”

7. When planning for the expansion of Broome and its coastal infrastructure, how important is it to you that the National Heritage values of the Dinosaur Tracks are protected?

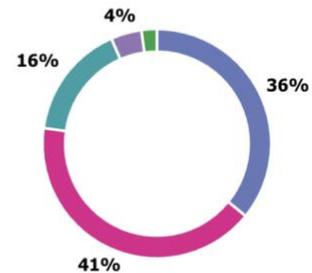
● Extremely important	79
● Somewhat important	10
● Neutral	1
● Not so important	2
● Extremely unimportant	0



- Increasing visitor interest sentiment: 77% responded “Positive” or “Very positive”

8. How do you feel about the increasing visitor interest in the Dinosaur Coast and the dinosaur tracks?

● Very positive	33
● Positive	38
● Neutral	15
● Negative	4
● Very negative	2



- Restrictions support: 89% agreed with limiting vehicle access and events in sensitive areas

9. Do you think in certain areas of Broome, where dinosaur tracks may be impacted, vehicle access and the holding of large events should be limited?

● Yes	74
● No	8
● Unsure	10





## Qualitative Themes

- Highly rated community engagement ideas:
  - Tour operator education
    - Enhance knowledge and skills among local tour operators
  - Dinosaur Festival
    - A vibrant event to celebrate and promote the Dinosaur Coast
  - Broader tourism marketing
    - Include Dinosaur Coast stories
  
- Visitor experience preferences:
  - World heritage listing application
    - Pursue recognition to elevate the region's profile
  - Interpretive signage and Centre
    - To enrich visitor awareness and understanding
  - Self-guided trails
    - Develop pathways for independent exploration and learning
  - Track guide app improvements
    - Enhance mobile application for a better user experience
  
- Key concerns:
  - Lack of unified vision or long-term strategy
  - Risk of Ignoring community voices in consultation
  - Environmental threats and unregulated access



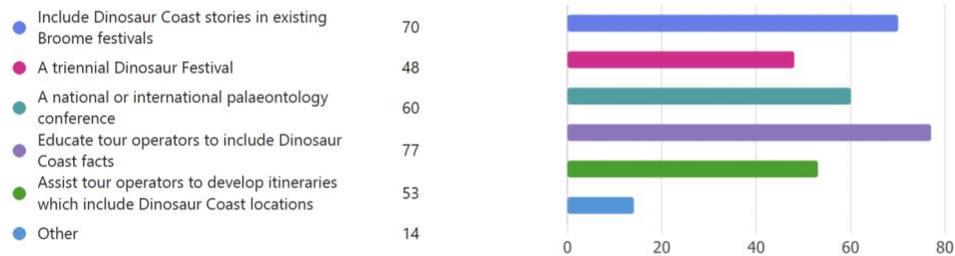
Quotes from respondents when asked **what concerns they have** regarding the management of the Dinosaur Coast

*“My concerns are that 4WD access and erosion could affect them. I’m also concerned it will turn a beautiful, low-key and subtle gem into a tacky tourism spectacle out of step with the local, community approach the dinosaur footprint community in Broome has had so far.”*

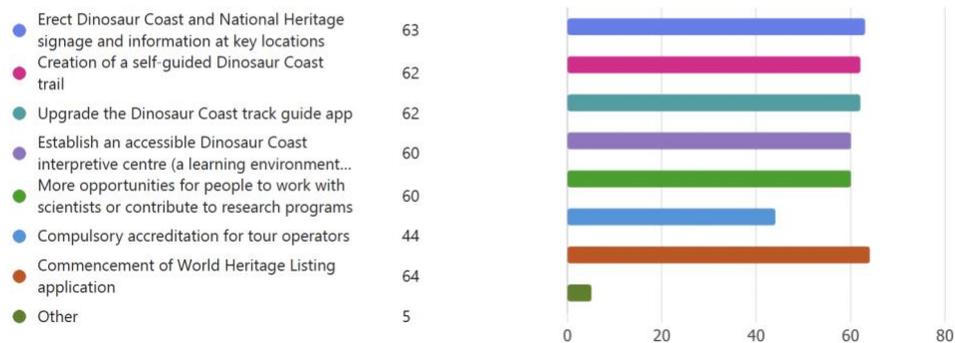
*“That people will take advantage of knowing how to access and damage the footprints since they are not protected.”*

*“Without management there will be damage, but at the same time we should be proud and celebrating how unique this coastline is. With proper planning this can be a win for the Broome Community and Visitors alike - look at UNESCO global Geo parks... it’s a great program getting traction in Australia.”*

10. The growing interest in the dinosaur tracks provides opportunities for the Broome community. What types of community engagement or economic opportunities would you like to see? (More than one can be selected)



11. More people are coming to Broome to see the dinosaur tracks. Please select the visitor services and experiences that you consider important. (More than one can be selected)





## 4. Analysis

The survey revealed a deeply engaged community that values the Dinosaur Coast as both a cultural and scientific treasure. There's a clear consensus that development and tourism must be balanced with conservation. Respondents showed eagerness to support the initiative, particularly through educational and economic opportunities.

Some concerns suggest a need for more transparent communication, stronger inter-agency collaboration, protection, and sustained Traditional Owner involvement.

## 5. Recommendations

- Strengthen Education Initiatives:
  - Expand school programs and local awareness campaigns
- Enhance Visitor Infrastructure:
  - Prioritise signage, digital guides, and an interpretive centre
- Manage Environmental Risks:
  - Implement vehicle restrictions in vulnerable track areas
  - Monitor coastal erosion actively and transparently
- Foster Community Ownership:
  - Hold regular forums and integrate feedback loops
  - Include Dinosaur Coast stories in existing Broome activities to boost engagement and tourism
- Maintain Stakeholder Alignment:
  - Ensure Traditional Owners, cultural custodians, local businesses, and government bodies maintain consistent involvement

## 6. Conclusion

The community has demonstrated strong support for the DCNHMP and a shared vision to protect and celebrate Broome's dinosaur heritage. The insights gained will guide the implementation of the DCNHMP and shape future community engagement activities.



## **7. Appendices (Attached separately)**

- A. Survey Questionnaire
- B. Detailed Data Tables – Responses
- C. Relevant Communications Strategy and Media Release