

Goldsborough Valley

Site Level Data Report

2001/2002



Joan M Bentrupperbäumer



Rainforest CRC

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November 2002

For this research:

- | | |
|---|-------|
| ▪ James Cook University Ethics Approval No. | H1272 |
| ▪ Queensland National Parks & Wildlife Service Permit No. | FNQ06 |
| ▪ Wet Tropics Management Authority Contract No. | 654 |

Terms of Reference

Visitor Use Survey

The following Terms of Reference have been extracted directly from the WTMA/Rainforest CRC Contract document.

Background

Measurement of visitation to the WTWHA extends far beyond the estimation of visitor numbers. The collection of basic visitor numbers provides baseline information only. Further visitor specific information is required to provide managers with an understanding of patterns of visitor use, behaviour, perceptions, attitudes, expectations and satisfaction. A comprehensive understanding of these visitor aspects is critical to effective visitor management including minimisation of biophysical impacts and maximising benefits to the land manager, visitor and community.

WTMA commissioned Manidis Roberts Consultants in 1993 to conduct an extensive visitor survey with the aim of providing baseline information for comparison with future visitor use surveys. The Manidis Roberts 1993/1994 visitor survey was conducted over 56 sites and although not comprehensive provided an important first step in visitor monitoring within the WTWHA. The MR survey approach include 3 key elements:

- traffic counts
- site observations
- visitor interviews

A number of subsequent visitor use surveys have taken place throughout the WTWHA, and although they have not taken place in as many sites as the Manidis Roberts 1993/1994 survey, they have been far more comprehensive and complex in order to investigate the variety and complexity of issues identified by management agencies.

Aims:

- To collect, compare and review site-based visitor information against previous survey exercises, including aspects of the MR survey
- To update WTMA's visitor survey system to achieve improved administrative efficiency and capture of key site-based visitor information which will aid land managers and the tourism industry in making informed management decisions
- To contribute to measuring psychosocial indicators for State of Wet Tropics reporting processes
- To provide an integral input or tool for the 'Visitor Monitoring System (VMS) for the Wet Tropics World Heritage Area', a project which is also being undertaken by Rainforest CRC during 2001 to 2002.

(Ref: WTMA Contract # 654 , 2001)

About the Author

Dr Joan M Bentrupperbäumer is a Senior Research Fellow and Project Leader with the Rainforest CRC and Lecturer at TESAG and the School of Psychology, James Cook University, Cairns. Her research interests include human-natural environment transactions using social, psychological and biophysical perspectives. Her research approach incorporates an interdisciplinary perspective on reciprocal relationships indigenous and nonindigenous people have with the natural/built/social/cultural environment in the WTWHA and the implications of such relationships for environmental management, tourism and local communities in the region. A particular emphasis in the research is placed on the 'real world' application of results in terms of planning for, managing, monitoring and reporting on the State of the Wet Tropics, and developing practical mechanisms and strategies to mitigate impacts on those features of the WTWHA inherent to its World Heritage status.

Acknowledgments

The success of this research project, which was undertaken across ten sites within the Wet Tropics World Heritage Area, has very much depended on the many people involved in various research related tasks. In particular I would like to acknowledge my colleague Dr Joseph Reser who has worked together with me over a number of years now developing and refining the analytical framework, survey instruments, and methodologies for this multidisciplinary research on impacts of visitation and use in protected areas. Together we have finalised a report which brings together the results from the ten site level reports, and discusses in detail the analytical framework, methodologies and procedures which were used to undertake this research (Bentrupperbäumer & Reser, 2002a). I would also like to specially acknowledge my research assistant Sue-Ellen O'Farrell who has made a major contribution to this research by assisting me in every aspect of the administration of the project.

In addition I wish to acknowledge all of those listed below who were involved in various aspects of this research.

A. Data Processors

Bronwyn Guy, Joshua Guy, Charmayne Paul, Sue-Ellen O'Farrell, Lucas Talbot, Sunny Pegaroro and Jenny Butler

B. Field Assistants across the region

Kristie Ashden, Rosanna Brown, Shannon Bros, Megan Campbell, Margit Cianelli, Campbell Clarke, Laurel Cooper, Cheryl Cornelius, Leyla Demis, Mathew Earle, Heidi Freiburger, Malcolm Frost, Michelle George, Paula Gilbard, Bronwyn Guy, Joshua Guy, Kristen Haaland, Alicia Hill, Steve Lawrence, Denise Lievore, Lisa Martin, Rik Morgan, Sue-Ellen O'Farrell, Charmayne Paul, Sunny Pegaroro, Romina Rader, Quinn Ramsden, Hilde Slaatten, Mathew Sutherland, Lucas Talbot, Colin Tonks, Ben Trupperbäumer, Steve Turton, Roger Wilkinson, Robyn Wilson, Cleo Wilson.

C. Field Assistants at Goldsborough

Roger Wilkinson, Joan Bentrupperbäumer (Field Supervisors), Hilde Staatten, Kirsten Haaland, Colin Tonks, Rosanna Brown, Leyla Demis. Rik Morgan (Traffic Counter)

D. Research Colleagues

Dr. Robyn Wilson, Assoc. Prof. Steve Turton and Assoc. Prof. Joseph Reser.

E. WTMA Personnel

Max Chappell, Campbell Clarke, Dr Steve Goosem and Ellen Weber.

F. DNR Personnel

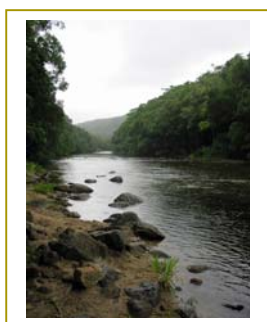
Alan Stegger

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This research (Site-Level Visitor Survey across ten WTWHA sites) together with the WTWHA Community Survey (Contract # 654) has been funded by the Wet Tropics Management Authority (20%), the Rainforest CRC (26%), and James Cook University (In-kind infrastructure and services - 54%).

Table of Contents

Terms of Reference	3
About the Author & Acknowledgements	4
This Research	6
This Report	7
Site Location & Description	9
Site Management	11
Executive Summary	12



Section One: *Psychological & Behavioural*

Visitor Survey 2001 & 2002 17

- Descriptive Analyses of Survey 18
- Additional Comments on Survey..... 40
- Comments to Field Assistants..... 42
- Behavioural Observations..... 43



Section Two: *Infrastructure/Built Environment*

Infrastructure Inventory and Profile 2002 45

- Site Inventory 47
- Activity Nodes 49
- Site Information and Signage..... 51



Section Three: *Social Setting*

Vehicle and Visitor Monitoring 2002 55

- Vehicle and Visitor Records..... 57
- Traffic Counter Data..... 70



Section Four: *Management Considerations*

- Presentation..... 72
- Opportunities..... 74
- Specific Problems & Issues 75

References	77
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This Research

Natural resource managers are increasingly aware that the real issue and challenge for them is people management. In a protected area context this requires an informed understanding of the nature and quality of the interaction between people and environment. The multilayered and multidisciplinary site-level approach applied in this research is one that provides such an understanding and has evolved from, built upon and refined earlier research endeavours (Bentrupperbäumer & Reser 2000). The conceptual and methodological framework which assesses and documents this interactive process and which was applied in this research is outlined in Figure 1. This framework differentiates between four primary research layers or domains, one for each of the four key site-level ‘environments’ within the setting: *social and psychological* (psychosocial), *natural and built* (physical) (Reser & Bentrupperbäumer, 2001). Research projects representative of each of these ‘environments’ were conducted simultaneously at the site, which provided a comprehensive and realistic context for measuring, monitoring and reporting on the *impacts* of visitation and use at recreational settings in the Wet Tropics World Heritage Area.

From a management perspective, this site-level research approach provides specific site and situation level data which can directly inform site level decision-making and practice, as well as monitoring and reporting (see Site Level Reports #1 to #10, Bentrupperbäumer 2002a to j). In addition, this site-level sampling allows for an accurate and meaningful aggregate picture of what is happening at a bioregional or World Heritage Area level, as long as data collection sites and data collection are representative (see Report #11, Bentrupperbäumer & Reser, 2002a, *WTWHA Site Based Bioregional Level Perspective* 2002). Given that reporting on the State of the Wet Tropics is a statutory requirement, the standardised conceptual and methodological framework used across the ten WTWHA sites and the subsequent information provided by research such as this is critical for continued monitoring and reporting change over time.

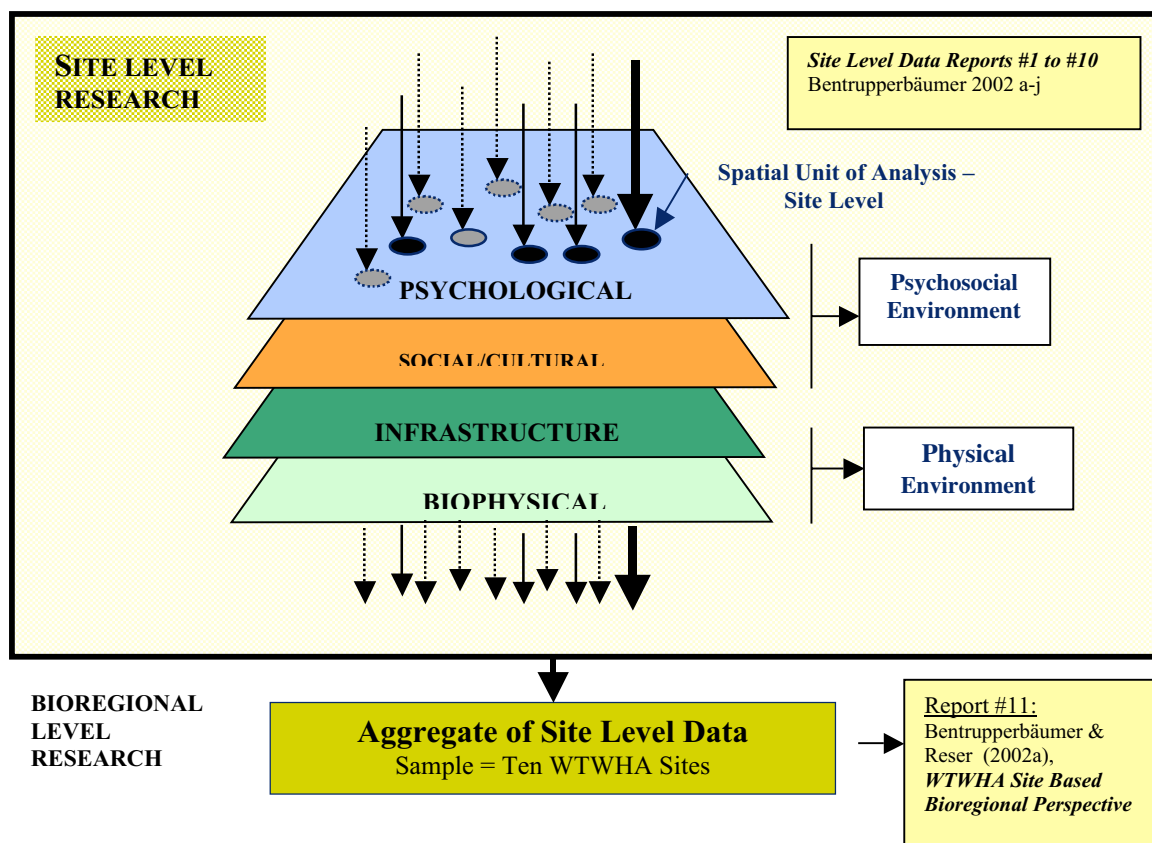


Figure 1: Diagrammatic representation of the research layers, domains and report outputs for this research .

This Report

This report is one of ten site-level reports which presents a comprehensive set of data analyses for the strategic sample of research tasks undertaken across three of the four research domains outlined in Figure 1. The research covered in this report was undertaken at the Queensland Parks & Wildlife Service and Wet Tropics World Heritage site, **Goldsbrough Valley**, during 2001 and 2002. Since the primary objective of this report is to provide key site-level data of relevance to all levels of management, from on-ground to policy, planning, monitoring and reporting, details of methodology are not included here. This information is available in a separate but accompanying report (Report #11, Bentrupperbäumer & Reser, 2002a). When *comparative data* from previous studies are available they are included in each relevant section. When such data is from studies other than the authors, methodology and specific measures are often different. The layout of this report, which compliments the research domains presented in Figure 1, is outlined in Figure 2 and the discussion that follows.

SITE LEVEL REPORT

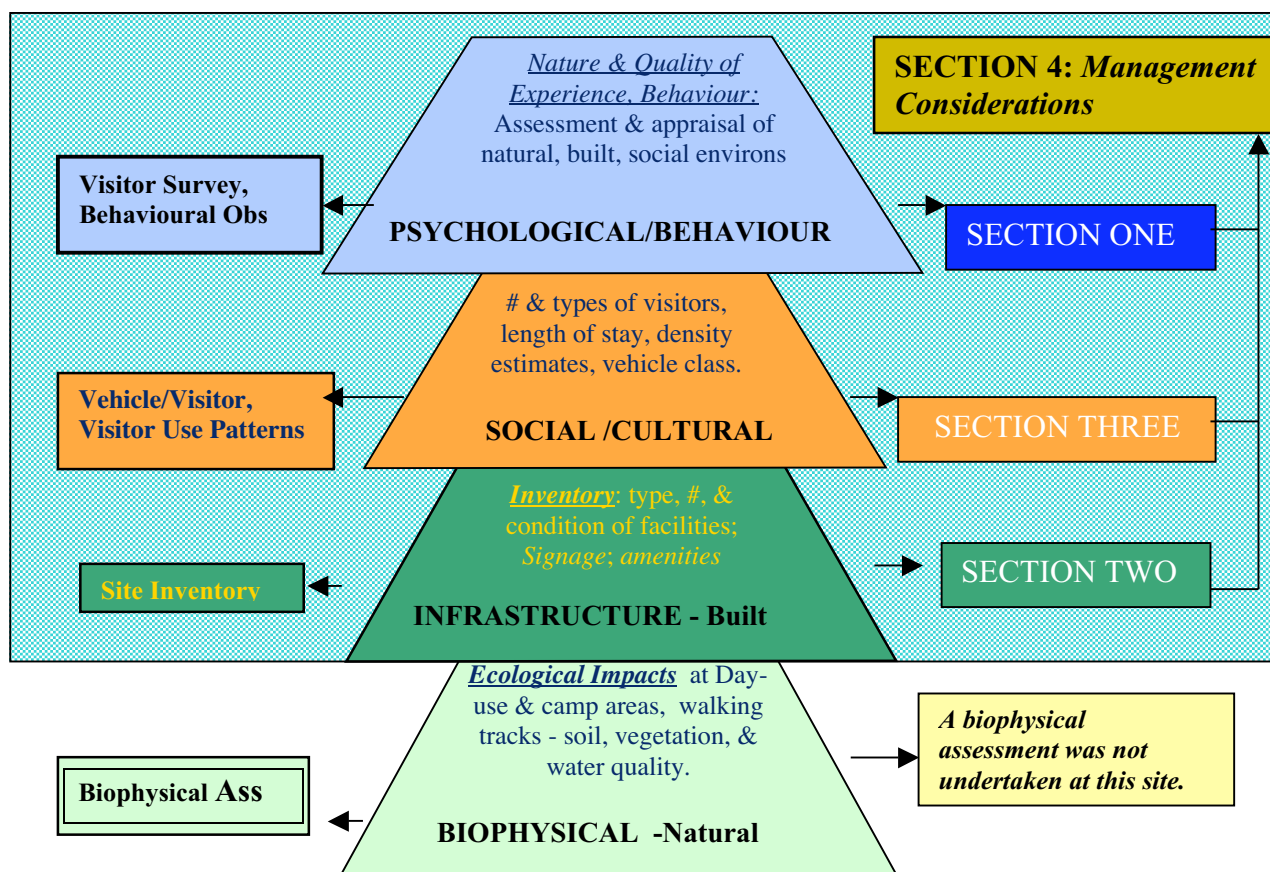


Figure 2: Diagrammatic representation of the report layout and report sections.

The layout of this report is in four sections. The first three sections present data which reflect the strategic sampling across three research domains, while the fourth section addresses key management considerations. The data in this report is presented in some considerable detail the purpose of which is to allow for the identification in future monitoring of changes in the system over time, however subtle. It also provides management agencies with the detail required for State of Environment reporting and planning, policy and on-ground management decision making.

Data Sections

Section 1: *Psychological and Behavioural*

In the first section, general descriptive analyses of the two stages of data collection undertaken at this site in September, 2001 and April, 2002, are presented. Data collected includes:

- a) **visitor survey** provides information on visitor profile, reasons for visiting, appraisal of the natural, built, social environment, and signage, visitor activity, prior information sources used, experience and satisfaction. Comparable survey items from Manidis Roberts (1993/1994) are also included.
- b) **behavioural observations**, and
- c) **general comments** and additional observations by visitors, field assistants and field supervisors.

Section 2: *Infrastructure/Built Environment*

The second section presents an *inventory of site facilities and infrastructure*, including all *signage*, which was undertaken by the author during the same data collection periods. An inventory from previous research (Bentrupperbäumer & Reser, 2000) is included for comparison as is signage information from SitePlan (1993).

Section 3: *Social Setting/Visitor Use Patterns*

The third section presents information on the social setting of the site, including visitor use patterns. While the research undertaken in this section does not encompass the full meaning of *social*, the information nevertheless addresses visitor use patterns including number and type of visitors accessing the site, length of stay at the site, patterns of use over time, vehicle type, etc. This information was obtained and is presented in two ways.

- a) The first is observer-based information which outlines vehicle and visitor data obtained over 4 x 8 hour observation periods during September 2001 and April 2002.
- b) The second is instrument-based information obtained from the traffic counter which provides monthly, weekly, daily records of vehicle numbers, and visitor numbers calculated from visitor counts in vehicles and Questionnaire item # 8 in the visitor survey. The traffic counter was installed for a continuous period of 12 months from mid September 2001. Traffic counter data from Manidis Roberts (1993/1994), the WTMA Traffic Counter Program (1993-1997), and Bentrupperbäumer & Reser (2000) are included for comparison.

Integrative Section

Section 4: *Management Considerations*

The fourth section of this report addresses management considerations that have emerged through the integration of the data across the above three research domains. These considerations cover topics such as: presentation, protection, opportunities, problems and issues, threatening processes, layout and design, indicators and monitoring.

Site Location & Description

Goldsborough Valley State Forest Park is located 15 kilometres off the Gilles Highway, south west of Cairns. Goldsborough Valley is a Wet Tropics World Heritage site and occurs at the lowland eastern edge of the central tableland section of Australia's Wet Tropics of Queensland World Heritage Area (WTWHA), which extends from Cooktown southwards to Paluma, encompassing an area of 894,420 hectares (Figure 3).

Natural Environment

Goldsborough Valley is nestled at the base of the Bellenden Ker Range. The site is characterised by dense rainforest and intercepted by the Mulgrave River. The campsite provides a recreation area which is open and grassy. There are many swimming holes, with the river an ideal spot for canoeists. There are two main walking tracks at the site. There is a flat 870 metre walk to Kearney's Falls, and the one day walk of the historical gold field track to the Babinda Boulders.

Indigenous and Nonindigenous Cultural Environment

Goldsborough Valley was traditionally occupied by the Malanbarra people – people of the Stoney River bed, who are a clan of the Yidinji tribe (Ritchie, 1995; Huxley, 2002). The Malanburra lived a life style based on hunting, gathering and fishing, which was suited to their environment (Huxley, 2002). The seasonal cycle and the availability of food governed the clan's movements, where the appearance of certain animals and flowering plants indicated what foods were ready to gather (Huxley, 2002). Kearneys Falls is known to the Malanburra as "Wajil", and is based on a legend that combines the landscape with a mythical significance (Ritchie, 1995). During the 1870s, there was a goldrush at Goldsborough which helped maintain the struggling settlement of Cairns at the time, but transformed the environment and Malanbarra people (Bottoms, 1999). When the gold ran out, the town was disbanded and many miners went to work in the near by cane fields (WTMA 2001).

Built Environment

The Goldsborough Valley site has been designed for day and camping usage with the following facilities: car park area, picnic areas, picnic tables, toilet facilities, swimming and canoeing areas, and walking tracks. Signage is evident throughout the site. The layout of the site is presented in Figure 4. See Section 2 for details of infrastructure/built environment.

Opportunities

Recreational The main activity-based recreational opportunities available at this site are swimming, canoeing, picnicking, and walking (see Section 1 for details). There are two main walking tracks nearby. One is a short flat walk that leads up to Kearneys Falls. While the other walk, known as the Goldfield Trail, is approximately 19 kilometres long and intercepts the Bellender Ker section of Wooroonooran National Park. Both tracks are classified as a *Graded Track* (Wet Tropics Walking Strategy, 2001). Visitor comments and usage relevant to the infrastructure are presented in Section 1. Other recreational opportunities available include: photography and bird/wildlife watching.

Experiential In addition to the activity-based recreational opportunities outlined above, Goldsborough Valley provides important experiential opportunities such as nature appreciation and experience including observing scenery and possible wildlife encounters, socialising with family and friends, rest and respite.

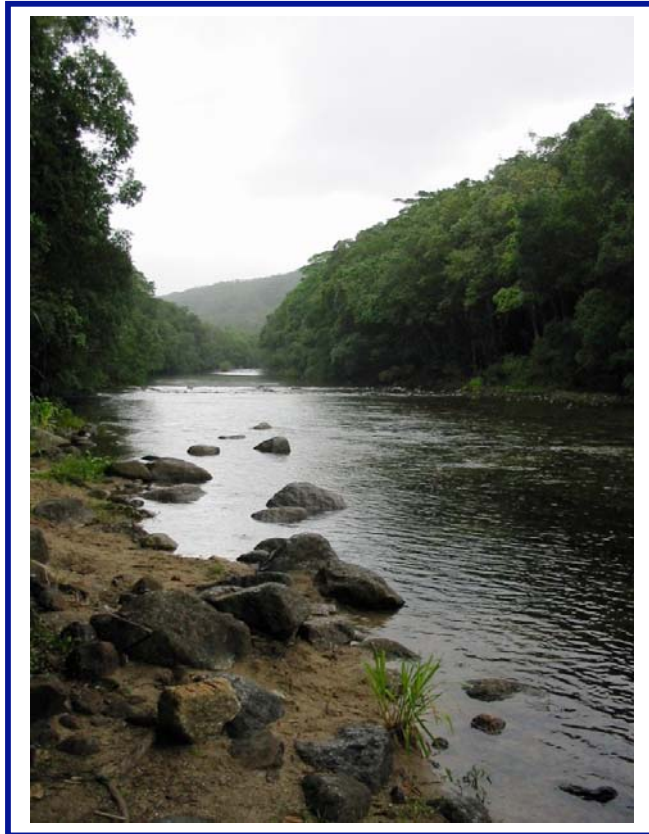
Visitation

Compared to other sites in the Wet Tropics, Goldsborough Valley experiences low levels of visitation with approximately 20,000 visitors per year (Mossman Gorge > 400,00 visitors per year). This visitation is lowest in March (190 vehicles) and highest in January (820 vehicles), and is spread evenly across the week days but with considerable increase during weekends.

Section One

Psychological & Behavioural

Visitor Survey & Behavioural Observations 2001 & 2002



S E C T I O N O N E

-
- Descriptive Analyses of Survey
 - Additional Comments on Survey
 - Comments to Field Assistants
 - Behavioural Observations
-

Visitor Survey of the Wet Tropics Region in North Queensland Dry (Stage 1) and Wet (Stage 2) Season 2001/02

GENERAL DESCRIPTIVE DATA ANALYSES

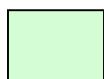
Survey Location: **Goldsborough Valley**

	Stage 1	Stage 2
Survey Dates	22 nd , 23 rd & 30 th September 2001	6 th , 7 th & 25 th April 2002
Survey Times	0830 to 1700 each day	0830 to 1700 each day
Weather	80.7% Sunny 19.3% Overcast 0.0% Raining 0.0% Hot 0.0% Warm 0.0% Cool	47.7% Sunny 43.2% Overcast 0.0% Raining 0.0% Hot 0.0% Warm 9.1% Cool

This visitor survey was undertaken over two periods, September 2001 and April 2002. For clarity of presentation the data analysis/results corresponding to these data collection periods are represented in two colours, grey and green, and for the combined, dark red:

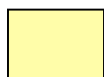


Stage 1: September 2001



Stage 2: April 2002

In addition, where comparative data is available from Manidis Roberts 1993 and 1994 data collection periods this is included in the relevant section and is represented in yellow.



Comparative Data (*Manidis Roberts 1993/1994*)

- Primary data analysis for this section of the report has been undertaken by Bronwyn Guy, James Cook University.

Questionnaire Profile

Because Goldsborough Valley is a low use site (**20,069** visitors per year – 2001/2002), it was possible during the survey distribution period to approach almost every visitor to the site. Over six days of field work **191** people were approached to take part in this survey. Of the **130 (68%)** who agreed to participate, **127** surveys were successfully completed and analysed. The results presented in this section are therefore very representative of those using Goldsborough Valley at the time during which surveys were undertaken. The following tables outline the details of respondent participation and survey distribution .

a) Type of Questionnaire Distributed & Returned

A total of **127 questionnaires** made up this data set, the majority of which were completed on site. Five percent were take-homes and mailed back.

	Stage 1: 2001		Stage 2: 2002		Combined	
	n	Percentage	n	Percentage	n	Percentage
On-Site	77	92.8%	44	100%	121	95.3%
Take-Home	6	7.2%	0	0.0%	6	4.7%
Total	83	100%	44	100%	127	100%

b) Status of Questionnaire Returns

Of the **130 questionnaires returned**, 2% were rejected for the following reasons: they were over 50% incomplete, respondents were too young, or they were posted back well after data entry and analysis had been completed.

	Stage 1: 2001		Stage 2: 2002		Combined	
	n	Percentage	n	Percentage	n	Percentage
Analysed: Completed	83	96.5%	44	100%	127	98%
Rejected: Incomplete, under age, returned too late etc.	3	3.5%	0	0%	3	2%
Total	86	100%	44	100%	130	100%

c) Non-Response Information

Of the **191 people approached** over six days of survey distribution, 31.9% would either not take part or failed to return the survey. The main reason given by people who were approached but who chose not to participate in the survey was that they had **no time**. The largest contribution to the nonresponse numbers was the failure of visitors to mail back their survey. This clearly is a methodology which is not working well in the field. Field assistants found visitors on the whole to be very co operative, interested in the research, and willing to participate.

Reasons	Stage 1: 2001		Stage 2: 2002		Combined	
	n	Percentage total # people approached (140)	n	Percentage total # people approached (51)	N	Percentage total # people approached (191)
Take-homes not returned	39	27.9%	2	3.9%	41	21.5%
Filled in other/same survey	1	0.7%			1	0.5%
Language Difficulties	1	0.7%	2	3.9%	3	1.6%
Had small children	1	0.7%			1	0.5%
No Time	7	5.0%	1	2%	8	4.2%
Not Interested	4	3%			4	2.1%
Could not write	1	0.7%	2	3.9%	3	1.6%
Non-Response	54	38.6%	7	13.7%	61	31.9%

a) Background Information**Key Findings****Stage 1: September 2001***Visitor Profile*

During this first data collection stage,

- The majority of visitors (respondents) to Goldsborough Valley were **Australian** (as opposed to international visitors). Of the Australian visitors, almost all were **local** visitors, i.e., they lived within the Wet Tropics bioregion (Cairns and district), and had spent on average 17 years in the region;
- **Nonindigenous Australians** were the major ethnic group;
- The highest level of education achieved by the majority of visitors was **Secondary**;
- While the average age of visitors was **33 years**, the majority were in the **20 – 29 age class**;
- More males participated in this survey than females.

Stage 2: April 2002*Visitor Profile*

A number of differences in the visitor profile was evident in this second data collection stage.

- There was a slight increase in the number of **Australian** visitors to Goldsborough Valley during this survey distribution phase. Of the Australian visitors, the majority lived within the Wet Tropics bioregion – **local** visitors, and had spent on average 24 years in the region;
- **Nonindigenous Australians** were still the major ethnic group;
- The highest level of education achieved by the majority of visitors was again **Secondary**;
- The average age of visitors increased to **39 years**, with the majority in the **30 – 39 age class**;
- Almost equal numbers of males and females participated in this survey.

Combined Seasonal Data & General Comments

For the combined data set, the visitor profile was as follows:

- The majority of visitors to Goldsborough Valley were **Australian (91.3%)**.
- Of the Australian visitors, the majority were **locals (82.7%)**, and long term residents of this Wet Tropics bioregion (average length of residence = **19 years**). **83.8%** of the locals came from **Cairns, Babinda, Gordonvale** area;
- Just over half the visitors, **63.2%**, identified themselves as **Nonindigenous Australians**;

1. *This visitor profile suggests that Goldsborough Valley is a very important local use site, particularly for those long term local community residents of the northern region of the WTWHA.*
2. *It is also a site that is used most frequently by people between 30-39 years of age.*
3. *Very few overseas visitors use Goldsborough Valley.*

a) Background Information

QUESTIONS & RESULTS

1. Where do you live?

STAGE 1: (September/October 2001)				STAGE 2: (March/April 2002)			
n* = 83				n* = 44			
Australia		90.4%	n = 75	Australia		93.2%	n = 41
Locals		n = 58	(90.6%)	Locals		n = 33	(94.3%)
Cairns & District Innisfail		n = 35 n = 1	Babinda & Gordonvale	Cairns & District Townsville & District		n = 26 n = 3	Mossman & Daintree Innisfail Gordonvale
Non-Locals		n = 6	(9.4%)	Non-Locals		n = 2	(5.7%)
Overseas		9.6%	n = 8	Overseas		6.8%	n = 3
Germany		n = 4	Holland	Germany		n = 1	Indonesia
		n = 2	Italy			n = 2	
		n = 2					
Comparative Data 1993:				Australian = 93.3% (Local = 88.9%); Overseas = 6.7% n = 45			

2. How long have you lived there?

Period of Residence:	n = 81	Period of Residence:	n = 43
\bar{X} = 16.59 years \pm SD 14.46 (range 0.1-50)		\bar{X} = 23.52 years \pm SD 17.75 (range 1 - 83)	
≤ 10 years = 46.9% > 10 years = 53.1%		≤ 10 years = 25.6% > 10 years = 74.4%	

3. How would you describe your ethnic background?

n = 83	Nonindigenous	Other	19.2%	n = 42	Nonindigenous	Other	12.0%
Australian	57.8%	Dutch	2.4%	Australian	57.1%	Australian True Blue	2.4%
Indigenous Australian	2.4%	Austrian	1.2%	Indigenous Australian	9.5%	Dutch	2.4%
Swedish	1.2%	Anglo Indian	1.2%	American	2.4%	English / Non Indig	2.4%
French	2.4%	Non Indig/Irish/Scott	2.4%	German	4.7%	Greek	2.4%
Scottish	1.2%	Non Indig/German	2.4%	Italian	7.1%	Thai American	2.4%
German	4.8%	Non		English	4.7%		
Italian	2.4%	Indig/German/Eng	2.4%	Japanese	2.4%		
English	6.0%	German/English	2.4%				
		Swiss/Japanese/					
		Malaysian	2.4%				
		Japanese/Irish/Scott	2.4%				
		Italian/English	2.4%				

4. What is the highest level of formal education you have completed so far?

n = 82	%	n = 44	%
Primary (1-8 years of education)	4.9%	Primary (1-8 years of education)	4.5%
Secondary (9-12 years of education)	47.6%	Secondary (9-12 years of education)	40.9%
Tertiary A (Technical or further educ institution)	26.8%	Tertiary A (Tech or further educ institution)	20.5%
Tertiary B (University)	20.7%	Tertiary B (University)	34.1%

5. Age

<u>n = 78</u>				<u>n = 34</u>			
\bar{X} = 32.86 years \pm SD 11.08 (range 16-70)				\bar{X} = 38.76 years \pm SD 10.00 (range 23-70)			
Age Categories:				Age Categories:			
< 20 years = 7.7%		40-49years = 14.1 %		< 20 years = 0.0%		40-49years = 23.5%	
20-29years = 38.5%		50-59 years = 5.2%		20-29years = 14.7%		50-59 years = 8.8%	
30-39years = 30.7%		> 60 years = 3.8%		30-39years = 50.0%		> 60 years = 2.9%	
Comparative Data 1993:				n = 45			
16-25 = 24.4%;		26-45 = 68.9%;		45-65 = 6.7%		>60 = 0%	

6. Gender

n = 81	Male 56.8%	Female 43.2%	n = 44	Male 47.7%	Female 52.3%
Comparative Data 1993: Male = 82.2%; Female = 17.8% n = 45					

b) Transport & Travel Group

Key Findings

Stage 1: September 2001 *Travel Profile*

During this first data collection stage,

- Only *two visitors* to Goldsborough Valley were with an *organised tour*;
- On average there were *3.15 people* in each vehicle;
- The major group profile of people visiting the site was *small groups/families*;
- The majority of visitors travelled in *privately owned* vehicles;
- The **most** important source of prior information about Goldsborough Valley was “*been there before*”. The three information sources not used were “*tourism information centre, tourism leaflet & from the web*”.

Stage 2: April 2002 *Travel Profile*

Only slight differences were evident in this second data collection stage.

- *No visitors* to Goldsborough Valley were with an *organised tour*,
- There was a slight increase in the average number of people per vehicle to *3.50*;
- The major group profile of people was *two adults*;
- Almost all visitors travelled in *privately owned* vehicles;
- The **two most** important sources of prior information about Goldsborough Valley were “*have been here before*” and “*word of mouth*”. The information source not used was “*tourism centre*”.

Combined Data & General Comments

For the combined data set, the visitor profile is as follows:

- All visitors to Goldsborough Valley were *independent travellers*, which is the same as the 1993 Manidis Roberts results;
- On average, there were *3.27 people* in each vehicle, which is slightly lower than 1993 Manidis Roberts results (3.7);
- Most visitors travelled in *privately owned* vehicles (92.5%), which is slightly lower than 1993 Manidis Roberts results (100%);
- The results suggest that “*have been before*” (39.4%) was the most important source of prior information about Goldsborough Valley. The information source used the least was “*tourism leaflet*”.

1. *Most people know of Goldsborough Valley because they have been before. It is a site that attracts a considerable number of repeat visits by local residents.*
3. *Because this site is an important local use site these visitors are not relying on information sources such as tourism leaflets, the web, information centres.*

b) Transport & Travel Group**QUESTIONS & RESULTS**

7. <i>Are you with an organised tour?</i>									
<u>n = 83</u> Yes 3.6% No 96.4%					<u>n = 44</u> Yes 0% No 100%				
Jase on line n = 2									

8. <i>If you travelled in a private or hired vehicle, how many people including yourself are in your vehicle?</i>									
<u>n = 79</u>					<u>n = 42</u>				
People per Vehicle $\bar{X} = 3.15$					People per Vehicle $\bar{X} = 3.50 \pm \text{SD } 1.25$ (range 1-6)				
Adults per vehicle $\bar{X} = 2.55$ (n = 177)					Adults per vehicle $\bar{X} = 2.55$ (n=107)				
Children per vehicle $\bar{X} = 0.91$ (n = 72)					Children per vehicle $\bar{X} = 0.95$ (n = 40)				
Private vehicle 89.7% Hired Vehicle 10.3%					Private vehicle 97.6% Hired Vehicle 2.4%				

<u>Comparative Data 1993:</u>				<i>People per vehicle = 3.7</i>		<i>n = 45</i>					
				<i>Private vehicle = 100%;</i>		<i>Hired vehicle = 0%;</i>		<i>Commercial = 0%;</i>		<i>Other 0%</i>	

9. How did you obtain prior information about this site?			
n = 83	n	%	n = 44
Have been here before	39	47.0%	Have been here before
Road sign	6	7.2%	Road sign
Word of mouth	33	39.8%	Word of mouth
Map which said it was a tourist site	3	3.6%	Map which said it was a tourist site
Tourist information centre in Nth Qld	2	2.4%	Tourist information centre in Nth Qld
Tourist information centre	0	0.0%	Tourist inform
Tourist leaflet	0	0.0%	Tourist leaflet
Travel guide or book	3	3.6%	Travel guide or book
From the web	0	0.0%	From the web
Trip was included in a package tour	0	0.0%	Trip included in a package tour
Other			Other
Been coming here since a child	2	2.4%	Came with relative/partner/group of locals
Came with relative/friends who are local	6	7.2%	Grew up in region/local
			Just passing
Specify:		Specify:	
Tourist inform centre: N/A		Tourist inform centre: N/A	
Tourist leaflet: N/A		Tourist leaflet: Wet Tropics Paper	
Travel guide or book :N/A		Travel guide or book :N/A	

c) Reasons for Visiting

Key Findings

Stage 1: September 2001

During this first data collection stage,

- The most important reasons given for why people visit Goldsborough Valley were *experiential*, followed by *activity*-based reasons. *Educational* reasons were least important;
- To *just rest and relax* was the most important reason given with **64%** of visitors rating this as *very important*;
- This was followed by three other experiential reason – *socialise with family and friends* and, closely linked *see natural features and scenery*, and *experience tranquillity*;
- Activity-based reasons were rated moderately important to important. Of these, *opportunities for exercise* was rated the highest;
- Educational reasons were just slightly important. *Learning about Aboriginal culture* was the least important.

Stage 2: April 2002

During this second data collection stage, slight differences in responses were evident.

- The most important reasons for why people visit Goldsborough Valley were again *experiential*, followed by activity-based reasons. Educational reasons were least important.
- To *rest and relax* was the most important reason given;
- This was followed by two other experiential reason - *experience tranquillity* and *see be close to/experience nature*;
- Activity-based reasons were rated moderately important to important. Of these, *opportunities for outdoor exercise* was again rated the highest;
- Educational reasons were just slightly important. *Learning about Aboriginal culture* was the least important with over half the visitors considering this as *not important*.

Combined Data & General Comments

- The most important reason given for visiting the site was rated *very important* by 65.3% of visitors – *rest and relax*; Visitors rated the experiential reasons *significantly higher* than activity reasons [t(122) = 9.89; p = 0.00];
- *Learn about Aboriginal culture* was the least important reason given and was rated *not important* by **63.3%** of visitors. Visitors rated the two educational reasons *significantly lower* than experiential [t(117) = -18.75; p = 0.00], and activity reasons [t(118) = -8.58; p = 0.00].

1. *The primary reason given for people visiting Goldsborough Valley was to just rest and relax.*
2. *Clearly activity-based reasons are secondary for most people.*
3. *Learning about the natural and cultural features of the site does not appear to be why people visit this site.*

c) Reasons for Visiting

QUESTIONS & RESULTS

10. We would like to know how important the following <u>reasons</u> were for you visiting this site today.										
		1 = Not important 4 = Important		2 = Slightly important 5 = Quite important		3 = Moderately important 6 = Very important				
		Not Important				Very Important				
		n	1	2	3	4	5	6	\bar{X} *	
a) Learn about native animals and plants <i>(Educational)</i>		80	32.5%	10.0%	22.5%	15.0%	6.3%	13.8%	2.94	
		38	28.9%	15.8%	26.3%	10.5%	7.9%	10.5%	2.84	
b) Learn about Aboriginal culture <i>(Educational)</i>		80	63.8%	10.0%	13.8%	10.0%	0.0%	2.5%	1.80	
		38	63.2%	10.5%	10.5%	5.3%	2.6%	7.9%	1.97	
c) See natural features and scenery <i>(Experiential)</i>		81	12.3%	0.0%	1.2%	18.5%	25.9%	42.0%	4.72	
		42	2.4%	0.0%	9.5%	9.5%	28.6%	50.0%	5.12	
d) Be close to/experience nature <i>(Experiential)</i>		81	13.6%	0.0%	9.9%	24.7%	22.2%	29.6%	4.31	
		40	0.0%	5.0%	5.0%	7.5%	27.5%	55.0%	5.23	
e) Socialise with family/friends <i>(Experiential)</i>		81	13.6%	0.0%	6.2%	7.4%	22.2%	50.6%	4.77	
		40	5.0%	0.0%	7.5%	5.0%	27.5%	55.0%	5.15	
f) Rest and relax <i>(Experiential)</i>		81	4.9%	0.0%	2.5%	13.6%	14.8%	64.2%	5.26	
		43	2.3%	2.3%	2.3%	7.0%	18.6%	67.4%	5.40	
g) Experience tranquility <i>(Experiential)</i>		78	7.7%	1.3%	6.4%	23.1%	24.4%	37.2%	4.67	
		40	2.5%	0.0%	5.0%	12.5%	17.5%	62.5%	5.30	
h) Experience the Wet Tropics <i>(Experiential)</i>		81	12.3%	3.7%	21.0%	24.7%	27.2%	11.1%	3.84	
		38	10.5%	2.6%	15.8%	10.5%	23.7%	36.8%	4.45	
i) Outdoor exercise <i>(Activity)</i>		80	13.8%	7.5%	20.0%	13.8%	30.0%	15.0%	3.84	
		41	17.1%	12.2%	17.1%	7.3%	24.4%	22.0%	3.76	
j) Opportunities for short walks <i>(Activity)</i>		80	15.0%	12.5%	15.0%	17.5%	17.5%	22.5%	3.78	
		41	19.5%	12.2%	12.2%	14.6%	24.4%	17.1%	3.63	
k) Opportunities for long walks <i>(Activity)</i>		79	30.4%	17.7%	15.2%	6.3%	13.9%	16.5%	3.05	
		38	28.9%	13.2%	23.7%	5.3%	18.4%	10.5%	3.03	
l) Other		81	0.0%	0.0%	0.0%	0.0%	9.6%	12.0%	N/A 75.9	
		36	0.0%	0.0%	0.0%	0.0%	0.0%	13.9%	N/A 86.1	
Specify other reasons: <i>Reasons provided have been placed into three major categories. Those that are related to activity, experience, education. The fourth category is “other”.</i>		18	Activity: Bike riding Canoeing / kayaking Fishing Picnic Swim Camping		n 2 3 7 4 1 1	Experiential:		n	Educational:	n
		7	Activity: Canoeing Explore		n 5 1	Experiential: See the area		n 1		

\bar{X} = The mean of the categories are presented despite this being ordinal data and the precautions necessary in interpreting this data.

d) Natural Environment**Key Findings****Stage 1: September 2001** *Visitor Appraisal*

During this first data collection stage,

- Overall, *visitor appraisal* of the positive aspects of the natural environment at Goldsborough Valley was **high**;
- In particular, the majority of visitors found the natural environment to be in **good condition, well managed** and **appealing**;
- Over **79%** of visitors **somewhat to strongly agreed** that the natural environment was **well managed**;
- Less than half of visitors indicated **some level of concern** about the **impacts of human activity** on the natural environment at Goldsborough Valley, and the majority of visitors did not consider the site to be disturbed or impacted;
- Very few visitors were expecting other natural features at the site.

Stage 2: April 2002 *Visitor Appraisal*

During this second data collection stage, only slight differences in some responses were evident.

- Again, *visitor appraisal* of the positive aspects of the natural environment was **high**;
- Over **85%** of visitors **somewhat to strongly agreed** that the natural environment was **well managed**;
- The majority of visitors (54.5%) **strongly agreed** that Goldsborough Valley was **interesting**;
- In terms of the condition of the natural environment, **89% somewhat to strongly agreed that it appeared to be good**;
- Visitors were **slightly concerned** about the **impacts of human activity** on the natural environment, but, did not consider the site to be disturbed or impacted.

Combined Data & General Comments

For the combined data set,

- Aspects of the natural environment that were most highly rated were the **management** ($\bar{X} = 5.19$), **condition** ($\bar{X} = 5.17$), and **appeal of natural attractions and scenic beauty** ($\bar{X} = 5.15$).
- Few visitors (8%) appeared to have any particular expectations of what they would find or encounter.

*These results suggest that, overall, visitors find the natural features of Goldsborough Valley to be **well managed, appealing, and in good condition**.*

d) Natural Environment**QUESTIONS & RESULTS**

11. The following statements are about the natural features of this site. Please rate the extent to which you agree or disagree with each statement by circling the number that best reflects your level of agreement /disagreement.

1 = Strongly Disagree 2 = Somewhat Disagree 3 = Mildly Disagree
4 = Mildly Agree 5 = Somewhat Agree 6 = Strongly Agree

		Strongly Disagree			Strongly Agree			
	n	1	2	3	4	5	6	\bar{X}^*
a) The natural environment at this site is interesting.	83	2.4%	0.0%	3.6%	30.1%	34.9%	28.9%	4.82
	44	0.0%	0.0%	2.3%	15.9%	27.3%	54.5%	5.34
b) I would like to spend more time exploring this natural environment.	83	2.4%	7.2%	8.4%	19.3%	37.3%	25.3%	4.58
	44	2.3%	0.0%	0.0%	38.6%	34.1%	25.0%	4.77
c) In terms of natural attractions and scenic beauty this site is appealing.	81	0.0%	0.0%	4.9%	21.0%	37.0%	37.0%	5.06
	44	0.0%	2.3%	0.0%	9.1%	40.9%	47.7%	5.32
d) The condition of the natural environment at this site appears to be good.	79	0.0%	0.0%	8.9%	11.4%	40.5%	39.2%	5.10
	44	0.0%	0.0%	2.3%	9.1%	45.5%	43.2%	5.30
e) The natural environment at this site is well managed.	81	0.0%	2.5%	9.9%	8.6%	33.3%	45.7%	5.10
	44	0.0%	0.0%	2.3%	11.4%	34.1%	52.3%	5.36
f) I am concerned about the impacts of human activity on the natural environment at this site.	83	19.3%	20.5%	14.5%	19.3%	15.7%	10.8%	3.24
	43	9.3%	18.6%	25.6%	11.6%	18.6%	16.3%	3.60
g) This site appears to be disturbed and impacted.	83	38.6%	24.1%	19.3%	4.8%	7.2%	6.0%	2.36
	43	30.2%	37.2%	9.3%	11.6%	4.7%	7.0%	2.44

12. At this site were there any natural features you were expecting to find which were not present?

<u>n = 83</u> Yes 8.4% No 91.6%				<u>n = 42</u> Yes 7.1% No 92.9%			
If yes, please specify: <i>Responses provided have been placed into three major categories. Those related to natural/biological features, natural/physical features, and the built/structural features of the environment.</i>	4	Natural/Biological: Crocodiles	n 1	Natural/Physical: More area on river bank for sitting	n 2	Built/Structural: Better road access	n 1
	3	Natural/Biological: More animals	n 1	Natural/Physical: Higher water levels	n 1	Built/Structural: Identification plaques on trees	n 1

e) Time Spent and Activities

Key Findings

Stage 1: September 2001 *Activity Profile*

During this first data collection stage,

- The majority of visitors, **38%**, spent between ***two and three hours*** at the site;
- Besides ***observing scenery and relaxing***, the activity most visitors engaged in was picnicking / barbeque;
- ***Swimming*** was also an activity quite a number of people engaged in;
- Of those visitors who would have liked to engage in other activities, ***fishing*** was the most frequently identified.

Stage 2: April 2002 *Activity Profile*

During this second data collection stage, the responses changed slightly.

- Again, many visitors, **39%**, spent between ***two and three hours*** at the site, and just under a quarter camped overnight;
- Besides ***observing scenery and relaxing***, most visitors picnicked and barbequed and just under half took a ***short walk***;
- ***Swimming*** was again a popular activity for just under half of the visitors.

Combined Data & General Comments

1. *These results suggest that, overall, visitors spend plenty of time at Goldsborough Valley which allows them rest and relax – **two to three hours**.*
2. *Most visitors use the site for picnics (51.6%).*
3. *Very few visitors (12%) spend the time looking at **interpretive material**.*
4. *Swimming is undertaken by 38.7% of visitors.*

e) Time Spent and Activities

QUESTIONS & RESULTS

13. How long have you spent at this site today?

<u>n = 82</u>		%		%	<u>n = 44</u>		%		%
less than 1/2 hour	18.3%		About 3 hours	13.4%	less than 1/2 hour	4.5%	About 3 hours	9.1%	
About 1/2 hour	11.0%		About 4 hours	7.3%	About 1/2 hour	2.3%	About 4 hours	6.8%	
About 1 hour	9.8%		More than 4 hours	7.3%	About 1 hour	18.2%	More than 4 hours	6.8%	
About 2 hours	24.4%		Overnight	8.5%	About 2 hours	29.5%	Overnight	22.7%	

Comparative Data 1993: <1/2 hr = 2.2%, <1 hr = 15.6%, 1-<2hrs = 11.1%; 2-<4hrs = 31.1%, > 4 hrs = 24.4% n = 45

14. What activities did you engage in at this site today?

<u>n = 43</u>		%	<u>n = 44</u>		%
Observing scenery	53.8%		Observing scenery	75.0%	
Bird watching	26.3%		Bird watching	27.3%	
Observe other wildlife	26.3%		Observe other wildlife	40.9%	
Photography/painting/drawing	13.8%		Photography/painting/drawing	18.2%	
Picnic/barbeque	40.0%		Picnic/barbeque	72.7%	
Using caf /restaurant	0.0%		Using caf /restaurant	2.3%	
Camping	8.8%		Camping	40.9%	
Walking – Short (1 hr or less)	27.5%		Walking – Short (1 hr or less)	45.5%	
Walking – Long (1-6 hours)	5.0%		Walking – Long (1-6 hours)	9.1%	
Swimming	35.0%		Swimming	45.5%	
Guided tour	0.0%		Guided tour	2.3%	
Looking at interpretation material	10.0%		Looking at interpretation material	18.2%	
Relaxing	56.3%		Relaxing	75.0%	
Other	16.9%		Other	11.4%	
Fishing	15.7%		Canoeing	9.1%	
Kayaking	1.2%		Paperwork	2.3%	

Comparative Data 1993: Swimming = 80%; Picnic/bbq = 40% Walking(short) = 37.7%;
Relaxing = 91.1%; Scenic viewing = 71.1%; n = 45

15. Were there particular things you wanted to do at this site which you were unable to do?

<u>n = 82</u>				N = 44			
Yes	13.4%	No	86.6%	Yes = 7.5%	No = 92.5%		
If yes, please specify: <i>Responses provided have been placed into five major categories. Those activities related to natural, built, or social environment, and rules/regulations.</i>				<u>n = 11</u>	n	<u>n</u>	n
				<u>Natural Environ</u>		<u>Built Environ</u>	
				Catch & release fish	4		
				Escape from March flies	5		
				Swim	2		
				<u>n = 3</u>	n	<u>n</u>	n
				<u>Natural Environ</u>		<u>Built Environ</u>	
				No deep swimming holes	1	Launch and pickup of canoe	1
							<u>Social Environ</u>
							Access further into track due to young children
							1

f) Information

Key Findings

Stage 1: September 2001 Information/Signage Use

During this first data collection stage,

- While most visitors strongly agreed that **directional signage** was easy to locate, slightly fewer agreed that such signage enabled them to find their way round Goldsborough Valley;
- Just under a quarter of visitors were unable to **determine** the **rules and regulations** (21.3%) or clearly identified what was **acceptable activity** (23.7%);
- While most visitors agreed that **safety** information was **easy to locate** and was **understandable**, 35.8% and 25.8% respectively disagreed;
- Visitor assessment of the **natural / ecological** information was moderate and **indigenous cultural** information was low.

Stage 2: April 2002 Information/Signage Use

During this second data collection stage, visitor assessment of all information was lower.

- Generally, visitor assessment of the **directional signage** at Goldsborough Valley was higher for this data collection stage compared to the first. According to this group of respondents **directional signage** was easy to locate and wayfinding possible;
- Overall, visitor assessment of the **rules and regulations** at Goldsborough Valley was higher for this data collection stage compared to the first, with 80 – 85% moderately to strongly agreeing;
- Visitor assessment of **safety** information was also higher amongst this group of respondents – considerably fewer respondents disagreed that safety information was easy to locate (21%), and was understandable (19%);
- Visitor assessment of the **natural / ecological** and **indigenous cultural** information was higher for this data collection stage compared to the first.

Combined Data & General Comments

- While overall most visitors found the maps at Goldsborough Valley easy to locate ($\bar{X} = 4.45$), wayfinding ability as determined by presentation of information on the maps did not receive as high an assessment ($\bar{X} = 4.31$).
- Most visitors agreed that **rules and regulations** at Goldsborough Valley were easy to determine ($\bar{X} = 4.77$), and enabled them to identify acceptable activity ($\bar{X} = 4.82$).
- Visitor assessment of **safety** information was similar to that for maps – easy to locate ($\bar{X} = 4.43$), and understand ($\bar{X} = 4.62$).
- The **cultural** information received the lowest assessment of all other information types.

f) Information

QUESTIONS & RESULTS

16. Did you refer to any of the information available at this site today?	Yes	32.9%	No	67.1%	n = 82
	Yes	51.2%	No	48.8%	n = 43

17. Please rate the extent to which you agree or disagree with the following statements about information that may be available at this site by circling one number.								
<i>All of the signs categories listed below were present at Goldsborough (see Section 2 for details).</i>								
	n	Strongly Disagree			Strongly Agree			\bar{X}
		1	2	3	4	5	6	
a) The maps and directions at this site:	77	11.7%	3.9%	16.9%	18.2%	22.1%	27.3%	4.17
i) were easy to locate	40	2.5%	7.5%	0.0%	10.0%	37.5%	42.5%	5.00
ii) helped me to find my way round	68	8.8%	10.3%	17.6%	26.5%	14.7%	22.1%	3.94
	38	2.6%	2.6%	0.0%	21.1%	36.8%	36.8%	4.97
b) The rules and regulations at this site:	75	4.0%	4.0%	13.3%	21.3%	24.0%	33.3%	4.57
i) were easy to determine	41	2.4%	2.4%	2.4%	12.2%	34.1%	46.3%	5.12
ii) enabled me to clearly identify acceptable activities	72	4.2%	4.2%	15.3%	18.1%	19.4%	38.9%	4.61
	38	2.6%	0.0%	2.6%	10.5%	36.8%	47.4%	5.21
c) The safety information at this site:	77	7.8%	3.9%	16.9%	22.1%	22.1%	27.3%	4.29
i) was easy to locate	39	5.1%	2.6%	15.4%	10.3%	25.6%	41.0%	4.72
ii) was easy to understand	70	8.6%	2.9%	14.3%	18.6%	18.6%	37.1%	4.47
	37	5.4%	0.0%	13.5%	8.1%	27.0%	45.9%	4.89
d) The natural/ecological information at this site:	75	2.7%	9.3%	17.3%	26.7%	17.3%	26.7%	4.27
i) was interesting	35	0.0%	5.7%	5.7%	17.1%	28.6%	42.9%	4.97
ii) was clearly presented	70	2.9%	7.1%	18.6%	31.4%	18.6%	21.4%	4.20
	36	0.0%	5.6%	8.3%	16.7%	25.0%	44.4%	4.94
iii) helped me better understand the ecological processes of this area	70	4.3%	12.9%	15.7%	28.6%	21.4%	17.1%	4.01
	34	0.0%	8.8%	8.8%	17.6%	20.6%	44.1%	4.82
f) The indigenous cultural information at this site:	61	29.5%	6.6%	27.9%	21.3%	8.2%	6.6%	2.92
i) was interesting	32	21.9%	6.3%	9.4%	21.9%	21.9%	18.8%	3.72
ii) was clearly presented	59	33.9%	3.4%	23.7%	18.6%	11.9%	8.5%	2.97
	32	18.8%	3.1%	3.1%	21.9%	28.1%	25.0%	4.13
ii) helped me to understand the significance of this area for indigenous Australians	59	33.9%	3.4%	27.1%	20.3%	6.8%	8.5%	2.88
	35	20.0%	5.7%	11.4%	20.0%	17.1%	25.7%	3.86

g) Site Facilities & Management Issues**Key Findings****Stage 1: September 2001***Visitor Appraisal*

During this first data collection stage,

- Facilities such as *picnic tables, rubbish bins, toilets/showers and taps* were the *most frequently* used. Most visitors also used the *walking track*;
- The overall *condition* of facilities was rated the highest followed by their management and adequacy;
- The majority of visitors (76%) *agreed* that the presence of a *ranger* was important;
- The most frequently identified reasons for the ranger's presence, was for *safety/security* and *site maintenance*.

Stage 2: April 2002*Visitor Appraisal*

During this second data collection stage, visitor appraisal of facilities varied slightly.

- Again, facilities such as *picnic tables, rubbish bins, toilets/showers and taps* were the *most frequently* used. Most visitors also used the *walking track*;
- The overall *condition* of facilities was rated the highest followed by their *management* and *adequacy*;
- The majority of visitors (80%) *agreed* that the presence of a *ranger* was important;
- The most frequently identified reasons for the ranger's presence, was for *safety/security* and *site maintenance*.

Combined Data & General Comments

- The *taps, toilets* and *rubbish bins* at Goldsborough Valley were the most frequently used facilities.
- *Condition of facilities* received the highest rating ($\bar{X} = 5.32$), with 85% of visitors somewhat and strongly agreeing that the condition was good;
- Of the 76% of visitors for whom the presence of a ranger was important, the majority identified *safety and security* and *site maintenance* as the reasons.

-
1. *Facilities such as the taps, rubbish bins and toilets were the most frequently used.*
 2. *Overall, visitors are satisfied with the **condition** and **management of facilities** at Goldsborough Valley.*

g) Site Facilities & Management Issues

QUESTIONS & RESULTS

19. What facilities have you used at this site today?									
n = 80		%		%	n = 43		%		%
Picnic table	43.8%		Walking track	37.5%	Picnic table	53.5%	Walking track	60.5%	
Shelter shed	6.3%		Boardwalk	6.3%	Shelter shed	16.3%	Boardwalk	18.6%	
Restaurant/café	-		Viewing platform/lookout	10.0%	Restaurant/café	-	Viewing platform/lookout	14.0%	
Rubbish bin	46.3%		Fire place	10.0%	Rubbish bin	69.8%	Fire place	27.9%	
Toilet/showers	46.3%		Barbeque	6.3%	Toilet/showers	72.1%	Barbeque	25.6%	
Tap	47.5%		Other (camping area, creek)	1.3%	Tap	69.8%	Other (river, trail 2, wood stash, green lawns)	4.7%	
Comparative Data 1993: Walking track = 53.3%; toilet = 42.2%; picnic table = 40%; Tap = 33.3%; rubbish bin = 37.7%; grassed area = 55.5% n = 45									

20. Were there particular facilities at this site you were expecting to find which were not available?									
n = 83	Yes	3.6%	No	96.4%	n = 38	Yes	5.3%	No	94.7%
If yes, please specify:									
n = 2		n			n = 2		n		
Gas Barbeque	2				Facility to launch a canoe	1	Hot & cold water showers	1	

21. Please rate the extent to which you agree or disagree with each of the following statement about the <u>facilities</u> and <u>management</u> at this site by circling one number for each statement.									
			Strongly Disagree					Strongly Agree	
	n	1	2	3	4	5	6	\bar{X}	
a) This site is appealing in terms of the character and attractiveness of the facilities.	80	7.5%	2.5%	6.3%	15.0%	35.0%	33.8%	4.69	
	42	2.4%	0.0%	0.0%	2.4%	40.5%	54.8%	5.43	
b) The facilities at this site are adequate .	82	4.9%	2.4%	2.4%	24.4%	19.5%	46.3%	4.90	
	41	0.0%	0.0%	0.0%	4.9%	36.6%	58.5%	5.54	
c) The overall condition of the facilities at this site appears to be good.	82	0.0%	0.0%	11.0%	11.0%	31.7%	46.3%	5.13	
	41	0.0%	0.0%	0.0%	0.0%	31.7%	68.3%	5.68	
d) The facilities and infrastructure at this site are well managed .	81	0.0%	3.7%	3.7%	13.6%	35.8%	43.2%	5.11	
	41	0.0%	0.0%	0.0%	12.2%	24.4%	63.4%	5.51	
e) The presence of a ranger at sites like this is important to me.	80	8.8%	0.0%	16.3%	22.5%	21.3%	31.3%	4.41	
	40	7.5%	7.5%	5.0%	22.5%	17.5%	40.0%	4.55	

22. If you agreed the presence of a ranger was important, what are the reasons for this?

n = 82	n	%	n = 41	n	%
To provide information/education	32	39.0%	To provide information/education	17	41.5%
To answer questions	26	31.7%	To answer questions	14	34.1%
To take us on guided walks	4	4.9%	To take us on guided walks	4	9.8%
For safety/security	47	57.3%	For safety/security	25	61.0%
To give directions	11	13.4%	To give directions	14	34.1%
For lodging complaints about other behaviour	14	17.1%	For lodging complaints about other behaviour	16	39.0%
For site maintenance	38	46.3%	For site maintenance	28	68.3%
Other					
Deter vandalism	1	1.2%			
Have a presence	1	1.2%			

g) Site Facilities & Management Issues Cont'd**Key Findings****Stage 1: September 2001**

During this first data collection stage,

- Few visitors identified Goldsborough Valley as having any special significance.
- The vast majority of visitors, **90.4%**, either *did not know* or *answered incorrectly* as to who the management agency responsible for Goldsborough Valley was;
- Of those who did identify an agency only **3.6%** identified **Forestry** as the management agency, **6.0%** identified **WTMA**;
- When provided with a choice, *most visitors* incorrectly labelled Goldsborough Valley a **National Park**. Only **1.3%** identified it as **State Forestry and World Heritage Area**;
- Most visitors preferred sites with *fairly well developed facilities*.

Stage 2: April 2002

During this second data collection stage, visitor responses changed slightly.

- Very few visitors considered Goldsborough Valley to have any special significance.
- A much lower number of visitors, **61.3%**, *did not know* or *answered incorrectly* as to who the management agency responsible for Goldsborough Valley was;
- Of those who did identify an agency, **20.5%** identified **DNR & Forestry** as the management agency, **11.4%** identified **WTMA**, and **6.8%** identified **Wet Tropics/Forestry**;
- When provided with a choice, *most visitors* labelled Goldsborough Valley a **National Park**, and just **2.4%** identified it as **State Forestry and World Heritage Area**;
- Most visitors preferred sites with *very well developed facilities*.

Combined Data & General Comments

- The majority of visitors (80%) either *did not know* or provided an *incorrect answer* when asked who manages Goldsborough Valley.
- When given a choice the majority believed the site to be managed by **National Parks**.
- Only 4.1% of visitors identified Goldsborough Valley as a World Heritage Area.

1. *Visitors remain unfamiliar with the agency responsible for managing this site.*
2. *The World Heritage status is also not known by the vast majority of the visitors.*
3. *These results clearly suggest that the role of different land management agencies is not understood.*

g) Site Facilities & Management Issues cont'd**QUESTIONS & RESULTS**

23. Does this area you have visited today have any special status or significance that you are aware of?					
n = 82	Yes	14.6%	No	85.4%	
	n = 37	Yes	16.2%	No	83.8%
If yes, please specify:					
n = 7	Beautiful place	n 1	Habitat protection	n 1	
	Important indigenous site	2	WHA	1	
			Signage indicates areas of significance	2	
			n = 5		
			Aboriginal camp site	n 1	As indicated by boards / state forest
			Aboriginal claim land	1	
			Indigenous	1	Recreational park
					n 1

24. What agency or department do you think manages this site?					
n = 82		%	n = 44	n	%
Management Agency or Department:			Management Agency or Department:		
National Parks	22	26.8%	National Parks	7	15.9%
Council	4	4.8%	DNR & Forestry	9	20.5%
EPA	4	4.8%	Wet Tropics	5	11.4%
Forestry	3	3.6%	Wet Tropics / Forestry	3	6.8%
Forestry / CSIRO	2	2.4%	EPA	3	6.8%
Government	2	2.4%	Council	3	6.8%
My home	2	2.4%	Qld. Government	1	2.3%
Wet Tropics	5	6.0%			
Unanswered /Don't Know	38	46.3%	Unanswered /Don't Know	13	29.5%

25. Which of the following labels applies to this site?					
n = 80	%		n = 42	%	
National Park (NP)	37.5%	NP & WHA	National Park (NP)	52.4%	NP & WHA
State Forestry (SF)	18.7%	NP & SF	State Forestry (SF)	7.1%	NP & SF
World Heritage Area (WHA)	5.0%	SF & WHA	World Heritage Area (WHA)	2.4%	SF & WHA
Don't know	23.7%	NP, SF, WHA	Don't know	7.1%	NP, SF, WHA

26. Which of the following natural areas do you most prefer visiting?					
n = 81	%	n = 42	%		
Natural area with:		Natural area with:			
no facilities (eg. no toilets, no designated camp ground)	13.6%	no facilities (eg. no toilets, no designated camp ground)	7.1%		
few facilities (eg. rough walking tracks)	9.9%	few facilities (eg. rough walking tracks)	4.8%		
limited facilities (eg. walking tracks evident, some directional signage)	17.3%	limited facilities (eg. walking tracks evident, some directional signage)	23.8%		
fairly well developed facilities (eg. well marked tracks, extensive signage)	25.9%	fairly well developed facilities (eg. well marked tracks, extensive signage)	21.4%		
very well developed facilities (eg. camp grounds, visitor centre)	18.5%	very well developed facilities (eg. camp grounds, visitor centre)	38.1%		
don't know/don't care	14.8%	don't know/don't care	4.8%		

h) Other Visitors & Experience

Key Findings

Stage 1: September 2001

During this first data collection stage,

- The majority of visitors *did not think* there were *too many other people* at Goldsborough Valley;
- They also *did not feel* that the people who were there *impacted on their own behaviour or experience* of the site;
- Most visitors agreed that other visitors at the site were on the whole environmentally responsible;
- In terms of their experience of Goldsborough Valley, visitors rated *well worth the money spent* and their *enjoyment* of the site *highest* with many disagreeing that there were disappointing aspects;
- Most visitors *mildly to somewhat agreed* that their visit had been a *special experience*.

Stage 2: April 2002

During this second data collection stage, visitor responses were higher on all items.

- Most visitors *did not think* there were *too many people* at Goldsborough Valley;
- Most visitors *did not feel* that the people who were at Goldsborough Valley *impacted on their own behaviour or experience*;
- The majority of visitors agreed that other visitors were on the whole environmentally responsible;
- Visitors rated their *enjoyment* of the site *highest* with many strongly disagreeing that there were disappointing aspects;
- Most visitors *mildly to somewhat agreed* that their visit was a *special experience*.

Combined Data & General Comments

- The majority of visitors were not concerned about the number, presence or behaviour of other people at Goldsborough Valley;
- Visitor experience of the site was highest in terms of *enjoyment* and *worth the money*.

1. Experienced *crowding*, as measured by number, presence and behaviour of others, does not appear to be a problem at Goldsborough Valley.
2. Reported visitor *satisfaction*, as measured by enjoyment, worth the money, disappointment, was moderately high.

h) Other visitors**QUESTIONS & RESULTS**

27. The following statements are about <u>other visitors</u> at this site today. Please rate how strongly you agree or disagree with each statement by circling one number for each statement.								
		Strongly Disagree			Strongly Agree			
	n	1	2	3	4	5	6	\bar{X}
a) There were too many people at this site today.	81	55.6%	24.7%	11.1%	2.5%	3.7%	2.5%	1.81
	42	57.1%	16.7%	14.3%	2.4%	0.0%	9.5%	2.00
b) The presence of other people at this site prevented me from doing what I wanted to.	83	69.9%	15.7%	7.2%	4.8%	2.4%	0.0%	1.54
	42	73.8%	11.9%	7.1%	0.0%	2.4%	4.8%	1.60
c) The behaviour of other visitors at this site has been on the whole environmentally responsible.	80	21.3%	10.0%	10.0%	11.3%	18.8%	28.8%	3.83
	40	30.0%	0.0%	10.0%	12.5%	20.0%	27.5%	3.75
d) The behaviour of some visitors at this site detracted from my enjoyment of this site.	82	54.9%	19.5%	7.3%	6.1%	7.3%	4.9%	2.06
	41	61.0%	17.1%	9.8%	2.4%	4.9%	4.9%	1.88

i) Experience**QUESTIONS & RESULTS**

28. The following statements are about your <u>experience</u> of this site. Please rate the extent to which you agree or disagree with each statement by circling one number.								
		Strongly Disagree			Strongly Agree			
	n	1	2	3	4	5	6	\bar{X}
a) I experienced a real sense of involvement and connection with this place.	82	11.0%	7.3%	14.6%	41.5%	17.1%	8.5%	3.72
	40	0.0%	5.0%	17.5%	40.0%	25.0%	12.5%	4.22
b) For me visiting this site has been a special experience.	82	3.7%	12.2%	18.3%	31.7%	23.2%	11.0%	3.91
	43	0.0%	4.7%	9.3%	34.9%	25.6%	25.6%	4.58
c) I thoroughly enjoyed my visit to this site today.	82	0.0%	2.4%	11.0%	28.0%	31.7%	26.8%	4.70
	42	0.0%	0.0%	0.0%	21.4%	35.7%	42.9%	5.21
d) It was well worth the money I spent to come to this site.	78	2.6%	0.0%	16.7%	24.4%	16.7%	39.7%	4.72
	40	2.5%	2.5%	0.0%	22.5%	25.0%	47.5%	5.08
e) I was disappointed with some aspects of this site.	82	37.8%	19.5%	8.5%	11.0%	13.4%	9.8%	2.72
	38	55.3%	18.4%	10.5%	2.6%	5.3%	7.9%	2.08

j) Additional Open-ended Items

Key Findings

Stage 1: September 2001

During this first data collection stage,

- **Additional information** requirements were predominantly related to *natural and ecological* information and better road signs;
- While a number of issues were identified as **enhancing visitor enjoyment**, most were related to *natural features* of the site;
- The most frequently reported aspects of the visit that **detracted from visitor experience** were *marsh flies*.

Stage 2: April 2002

During this second data collection stage, visitor responses differed slightly.

- **Additional information** requirements were again predominantly related to *natural and ecological* information and information related to maps and orientation;
- Issues most frequently identified with **enhancing visitor enjoyment** were related to *natural features* – falls, forest, water;
- The most frequently reported aspects of the visit that **detracted from visitor experience** were those to do with the *people and insects*.

Combined Data & General Comments

1. *Natural and ecological information* was the type of additional information most frequently sought by visitors.
2. The *natural features* at Goldsborough Valley were what enhanced visitor enjoyment of their visit.
3. *Insects* such as marsh flies were what detracted from visitor enjoyment of Goldsborough Valley.

k) Additional Open-Ended Items**Questions & Results****18. If you were to visit this site again what additional information would you like?**

Responses provided have been placed into five major categories. Information related to maps/orientation, natura/ecological information, cultural/historical information and general information.

Of the 21 respondents to this question, 9 indicated that there should be no more information or they were not interested

Of the 10 respondents to this question, 1 indicated that more information would destroy the natural character of this place

<u>Maps/Orientation</u>	n	<u>Natural/Ecological</u>	n	<u>Maps/Orientation</u>	n	<u>Natural/Ecological</u>	n
Better road signs	2	Rainforest / Plants/ Native trees	5	Approximate duration of walking track	1	Plant / tree identification	1(1)
	(2)	Insects	(2)	Signs pointing to showers & toilets	1	River heights	1
<u>Rules/Regulations/Safety</u>		Natural area / surroundings	2	Map showing layout of the area	1	<u>Cultural/Historical Information</u>	
Safety of swimming & fishing	2	<u>Cultural/Historical Information</u>				Indigenous cultural information	1
		History	1			Historical information	1
<u>General:</u>						In regards to Indigenous cultural information, 2 respondents indicated that they were <i>not interested in aboriginal culture whatsoever and that it was very overrated.</i>	

29. Were there any particular aspects of your visit that increased/enhanced your enjoyment of this site?

n = 81 Yes 23.4% No 76.6%

n = 39 Yes 25.6% No 74.4%

If yes, please specify:

<u>Natural:</u>	n	<u>PsychoSocial:</u>	n	<u>Natural:</u>	n	<u>PsychoSocial:</u>	n
Butterflies & birds	2	Isolation / Tranquility	3	Park location (rainforest, flowing river, the falls	4(1)	Beautiful safe place for the kids	1
Clear water & lots of trees	2	<u>Other:</u>		<u>Facilities:</u>		Company / Friends / Family	2
Peaceful with birds singing	1	Nice weather	1	Well maintained (manicured lawns etc.)	1(1)	<u>Other:</u>	
<u>Facilities:</u>						Canoeing	1
Good walking track	2						
Open camping & fire places	2						

30. Were there any particular aspects of your visit that took away/detracted from your enjoyment of this site?

n = 81 Yes 33.3% No 66.7%

n = 39 Yes 12.8% No 87.2%

If yes, please specify:

<u>Natural/Biophysical:</u>	n	<u>Other:</u>	n	<u>Natural/Biophysical:</u>	n	<u>Other:</u>	n
Too many flies	12	Rubbish	2			Capsize canoe	1
Evidence of pigs	2	Noise of mowing	4	<u>Rules/Regulations/safety</u>		<u>Facilities:</u>	
No deep swimming hole	2	<u>Facilities:</u>				Launch & recover canoe	1
<u>Rules/Regulations/safety</u>		Road is too rough	3	<u>PsychoSocial:</u>			
<u>PsychoSocial:</u>				Fast cars, noisy kids, midges, marsh flies	2		

Comments on Questionnaire

Key Findings

The following are key findings in the comments made by visitors to Goldsborough.

Stage 1: September 2001

- The majority of comments reflected visitors' *negative experiences* at Goldsborough Valley. The main theme for these negative experiences was the *access to the site*.
- The *poor condition of the road* was most often commented on. The road was described by visitors as needing *upgrading for cars*, and at that time only suitable for four wheel drives.
- Access to the site was also made difficult by the lack of orientation and *location signage*. Particularly after the turn off from the Gilles Highway.
- Comments that suggested improvements to the site focused on:
 - the upgrading of the road,
 - more directional signage.

Stage 2: April 2002

- Comments made by visitors during Stage2, focused primarily on the *information at the site*. One respondent indicated that *too much information* would *ruin the character* of the place. The question on the survey regarding indigenous cultural information resulted in four visitors (from the same family) indicating that they were *not interested in indigenous information* and described it as being 'very overrated'.
- Other comments focused on the access to the area, specifically vehicle access and signage.

ADDITIONAL COMMENTS MADE BY RESPONDENTS ON QUESTIONNAIRE

GOLDSBOROUGH VALLEY

SEPTEMBER 2001

The following are additional comments made by four respondents who completed the questionnaire at Goldsborough Valley.

<u>Date</u>	Comments
22.09.01	Very rough road took away from my enjoyment of the site. Road needs upgrading for cars. <i>(Australian visitor, female, 62 years).</i>
22.09.01	In terms of aspects detracting from my satisfaction with Goldsborough: road is rough – needs a good upgrade. Good for 4WD, not cars. <i>(Australian visitor, male, 70 years).</i>
22.09.01	Road needs upgrading for cars. <i>(Australian visitor, male, 65 years).</i>
22.09.01	In reference to the maps and signs being easy to locate: When you turn off Gillies Highway, there are no signs to show the way or how far to travel. <i>(Australian visitor, male, 25 years).</i>

GOLDSBOROUGH VALLEY

March/April 2002

ADDITIONAL COMMENTS MADE BY RESPONDENTS ON QUESTIONNAIRE

The following are comments made by some respondents who completed the questionnaire at Goldsborough Valley.

<u>Date</u>	Comments on Site.
06.04.02	Too deeply information will destroy the natural character of this place. <i>(German visitor, 38 years, male)</i>
06.04.02	Not enough vehicle access for camping in vehicles. <i>(Australian visitor, ? years, female)</i>
25.04.02	The river is part of the environment. <i>(Australian visitor, 57 years, male)</i>
25.04.02	Not many signs though except camping and day use signs. Not interested in Aboriginal culture whatsoever. Belongs to everyone – black & white. <i>(Italian – Australian, 22 years, female)</i>
25.04.02	In response to the Indigenous cultural information at the site: No comment. <i>(Italian – Australian, 50 years, male)</i>
25.04.02	In response to the Indigenous cultural information at the site: Not interested: Very overrated. <i>(Italian – Australian, 40 years, female)</i>
25.04.02	In response to the Indigenous cultural information at the site: Not interested, belongs to everybody. <i>(Italian – Australian, 47 years, male)</i>

Comments to Field Assistants

Key Findings

The following comments were most frequently reported to the field assistants at Goldsborough Valley.

Stage 1: September 2001

- Only one comment was made to field assistants during Stage 1. A lady commented on the presence of marsh flies.

Stage 2: April 2002

- The only comment made by visitors to field assistants during Stage 2 was in regards to Indigenous information. The comments were very negative and were against indigenous information being displayed at the site.

BEHAVIOURAL EVENTS

Key Findings

Combined Data Sets

From the behaviours recorded at Goldsborough Valley in September 2001 and April 2002, the following behaviours were the most frequently observed.

- *Domestic Animals*

Dogs were observed during both Stages. In most cases, the dogs were observed (on leads) being walked around the site. In one case what appeared to be a stray dog, was walking around the site looking for food. Dogs are allowed into Goldsborough Valley for day visits. No dogs were observed staying over night.

- *Deliberate damage to plants*

There was only one isolated case of this behaviour observed during Stage 2. In this instance, children were observed walking through the bushes and not the walking tracks.

Other behaviours included littering - people dropping cigarette butts.

BEHAVIOURAL EVENTS

The following are critical incidental observations of behavioural events made opportunistically by field assistants during the period of administration of surveys and counts of vehicles/visitors.

Behavioural Topic	Comment : <i>SEPTEMBER 2001</i>	Comment: <i>April 2002</i>
Domestic Animals	22.09.01 <ul style="list-style-type: none"> Dogs: 12.40, 15.20 hrs. 23.09.01 <ul style="list-style-type: none"> Dogs: 12.20, 13.30, 13.35, 13.40, 13.55 hrs. 	06.04.02 <ul style="list-style-type: none"> Two people on bicycles with two dogs on leads. 11.05 hrs. Ute entered with dog in back. 12.25 hrs. Dogs not on lead running around. 12.25 hrs. Two people with dogs on walking track (not on leads). 13.35, 14.00 hrs. 07.04.02 <ul style="list-style-type: none"> Dog running all over campsite. Appears to be looking for food. 09.42 hrs.
Deliberate Damage to Plants	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
Undesignated Area Use	<ul style="list-style-type: none"> N/A 	06.04.02 <ul style="list-style-type: none"> Kids walking through bushes, not tracks. 10.15 hrs.
Speeding	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
Risk Activity	<ul style="list-style-type: none"> N/A 	06.04.02 <ul style="list-style-type: none"> Truck entered with two children on tray in back. 12.25 hrs.
Aggressive Behaviour	<ul style="list-style-type: none"> N/A 	<ul style="list-style-type: none"> N/A
Other	22.09.01 <ul style="list-style-type: none"> Picnicking. 13.00, 15.15 hrs Continuous problems with marsh flies Littering: Dropped cigarette butt. 14.00 hrs. 23.09.01 <ul style="list-style-type: none"> Continuous problems with marsh flies Littering: Dropped cigarette butt. 09.45, 13.15, 14.00 hrs. 	06.04.02 <ul style="list-style-type: none"> Kids jumping on top of barbecue facilities. 10.15 hrs.

Section Two

Infrastructure Inventory and Profile



SECTION TWO

-
- Site Infrastructure Inventory
 - Site Information and Signage
-

Goldsbrough Valley

Map of layout of site including delineation of activity/impact nodes which have been assessed.

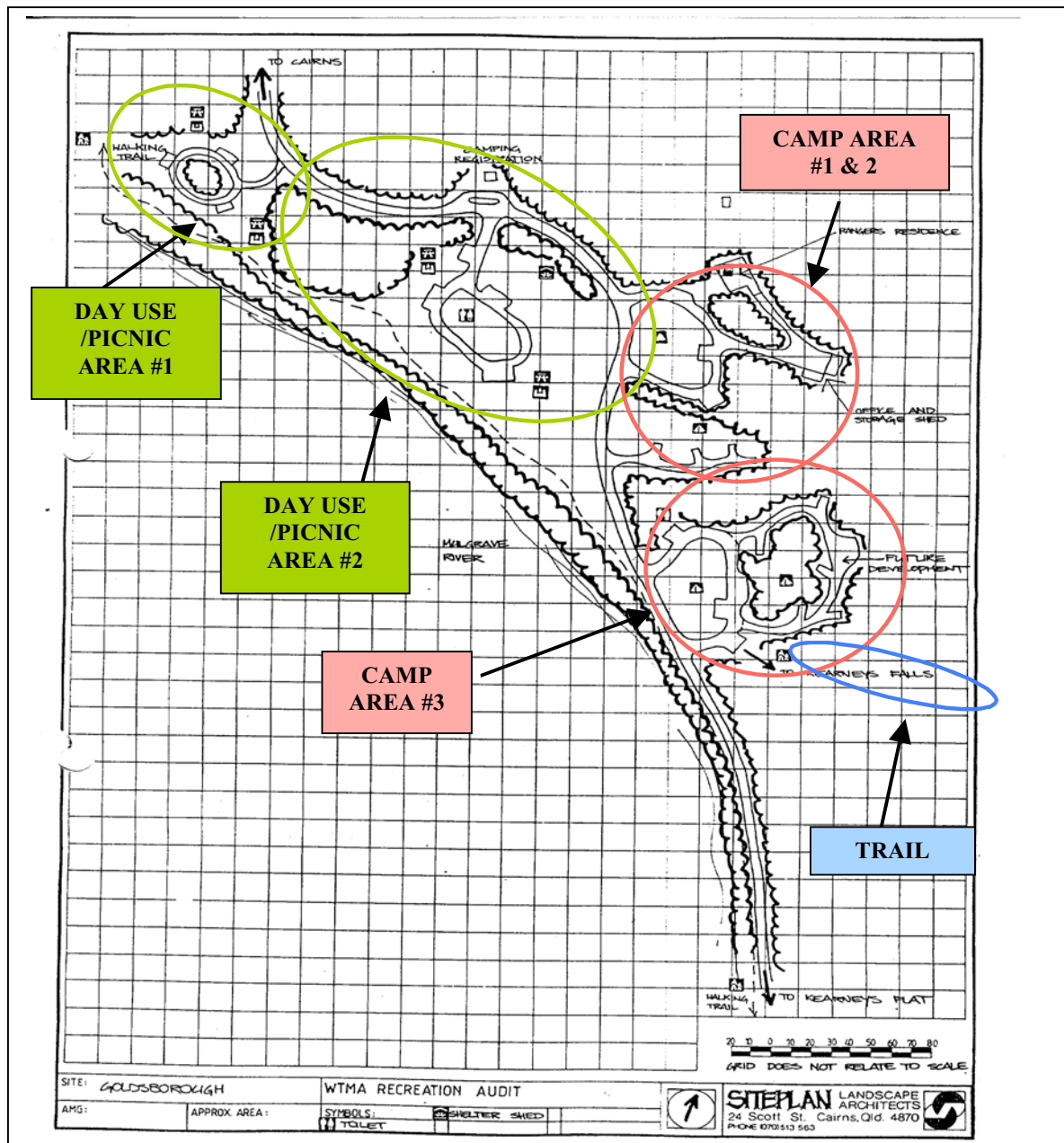


Figure 1: Goldsbrough Valley site map and activity nodes (Source: SitePlan 1993 which has been slightly modified identifying activity nodes).

Site Infrastructure Inventory

Key Findings

The following table is a summary version of the inventory of features/facilities recorded at the five site activity nodes. An inventory was first undertaken in 1999 (next page), and repeated at time of distribution of questionnaires in 2002 (below).

GOLDSBOROUGH VALLEY		Wet Tropics Site No. : 51 Management Agency: DNR/QPWS Date Assessed: April & November 2002			
Site Parameters Annual vehicle/visitor # Site Access: Road Type: Road Conditions:		Vehicle s = 6,371; Visitors = 20,069 (2002) Road Sealed and Unsealed dry weather Moderate erosion; Gravel section recently graded, slightly corrugated (November 2002).			
	Access Rd adjacent + Day Use #1	Access Rd adjacent + Day Use #2	Trail – Kearneys Falls	Camp Area #1 & 2	Camp Area #3
Facilities / Infrastructure Landscaping: Signage: Corporate Identity Visitor Orientation Visitor Advice Regulatory Interpretive Foreign Language Capacity / Description:	Hard and soft 1 1 2 1 3 (2 Aboriginal) Absent Five separate picnic areas	Hard 1 1 2 1 Absent Absent Six separate picnic areas + Shelter shed	Soft Absent 4 4 Absent 11 Absent Bare earth, 870m track	Soft Absent 1 1 Absent Absent 3 main camp spaces	Hard Absent Absent Absent 1 Absent 2 main camp spaces, 1 lg, 1 sml
Amenities / Utilities Toilets: Showers: Bins: Water: Power: Telephone: Other	Absent Absent 2 insert, lids 5 taps Absent Absent 6 tables and 24 benches 5 BBQs	5 composting Present 3 insert, no lid 7 taps + 3 basins Absent Absent 11 tables, 34 benches, 1 double shelter shed, 8 BBQs	Absent Absent Absent Present Absent Absent Absent	Absent Absent 4 7 taps Absent Absent 1 table, 7 fire sites, wood for fires supplied.	4 septic Absent 2 3taps Absent Absent 3 fire sites, wood store
Appeal Attractiveness: Naturalness (within) Naturalness (surroundings) Nuisance insects Built environment Shade Noise (human origin):	Low High Low High 10 - 30% Nil	Medium Medium Low High 15 - 80% Low – cars	High High Low - 90% Nil	Medium High Low Medium 30% Low - cars	High High Low Medium 45% Low - cars
Biophysical Landform: Altitude: Vegetation: Geology: Water body:	Level Rainforest Alluvial Creek Adjacent	Gently inclined Rainforest Alluvial Creek - adjacent	Gently - mod Rainforest Granites Creek to falls	Gently inclined Rainforest - -	Gently inclined Rainforest Granites Nil
Impact Assessment <i>Condition Indicators:</i> Litter (visual impact) Litter (amount) Litter (type) Waste Management Wear on facilities Vandalism / graffiti <i>Environmental Indicators:</i> Soil erosion Exotic weeds Exotic ornamentals Vegetation Wildlife	Nil Nil - Rubbish bins emptied, clean and loose litter removed Nil Nil Nil Low on edges Nil (mown grass) No mutilation / breakage No evidence of habituation	Nil Nil Nil Rubbish bins emptied, clean and loose litter removed Nil Nil Low Low on edges Nil (mown grass) No mutilation / breakage No evidence of habituation	Nil Nil Nil Not applicable Medium (signs) Nil Medium Nil Nil No mutilation / breakage No evidence of habituation	Nil Nil Nil Rubbish bins emptied, clean and loose litter removed Medium - Low Low Nil (mown grass) Low mutilation, low breakage No evidence of habituation	Low <5 items Paper, plastic Rubbish bins emptied, clean & loose litter removed Low - Low Medium Nil (mown grass) Low breakage, med mutilation No evidence of habituation
Additional Notes	3 Adjoining car park in good condition – total capacity 10	Very well laid out and maintained. 4 parking areas – total capacity 18	Interpretive signs relate to Aboriginal culture. 1 parking area – capacity = 3	Camping areas are segregated from each other offering optimal dispersal and privacy.	Well designed & maintained camp site. 2 park areas – capacity = 6
General Comments Site clearly has a high management presence and is very well maintained.					

Comparative Site Inventory Data: 1998

GOLDSBOROUGH VALLEY	Wet Tropics Site No. : 51		Management Agency: DNR		
Date Assessed: 16.5.98					
Site Parameters					
Annual vehicle/visitor #	Vehicle s = 6,981; Visitors = 24,438 (1998)				
Site Access:	Road				
Road Type:	Unsealed dry weather				
Road Conditions:	Severe erosion ; Few pot holes				
	Car Park	Picnic Area	Trail-Kearneys Falls	Camp Area #1	Camp Area #2
Facilities / Infrastructure					
Landscaping:	Hard and soft	Hard	Soft	Soft	Hard
Signage:					
Corporate Identity	1	2	Absent	Absent	2
Visitor Orientation	1	Absent	1	Absent	Absent
Visitor Advice	2	2	4	1	Absent
Regulatory	Absent	1	Absent	Absent	Absent
Interpretive	2	Absent	8	Absent	1
Foreign Language	Absent	Absent	Absent	Absent	Absent
Capacity / Description:	-	Approx 44 seating spaces	Bare earth, 870m track	2 camp spaces + 3 picnic sites	2 camp spaces, 1 lg, 1 sml
Amenities / Utilities					
Toilets:	Absent	4 composting	Absent	Absent	4 septic
Showers:	Absent	Present	Absent	Absent	Absent
Bins:	2 insert, lids	3 insert, no lid	Absent	2	Present
Water:	5 taps	5 taps	Present	3 taps	4 taps
Power:	Absent	Absent	Absent	Absent	Absent
Telephone:	Absent	Absent	Absent	Absent	Absent
Other	6 tables and benches 5 BBQs	9 tables, 1 double shelter shed, 3 basins, 11 wood stoves / BBQs	Absent	3 picnic sites, 1 table, 4 fire sites, wood for fires supplied.	3 fire sites / BBQs, wood for fires supplied.
Appeal					
Attractiveness:					
Naturalness (within)	Low	Medium	High	Medium	High
Naturalness (surroundings)	High	Medium	High	Medium Medium	High
Nuisance insects	Low	Medium	Medium	High	Low
Built environment	High	High	High	30%	Medium
Shade	50%	-	90%	Low - ranger vehicle & emptying bins	45%
Noise (human origin):	-	Low – cars	Nil		Low - cars
Biophysical					
Landform:	Level	Gently inclined	Gently - mod	Gently inclined	Gently inclined
Altitude:					
Vegetation:	Rainforest	Rainforest	Rainforest	Rainforest	Rainforest
Geology:	Alluvials	Alluvials	Granites	-	Granites
Water body:	Absent	Creek - adjacent	Creek to falls	Creek - fresh	Nil
Impact Assessment					
Condition Indicators:					
Litter (visual impact)	Nil	Nil	Nil	Nil	Low
Litter (amount)	<5 items	Nil	Nil	Nil	<5 items
Litter (type)	Aluminium foil	Nil	Nil	Nil	Paper
Waste Management	Rubbish bins emptied, clean and loose litter removed	Rubbish bins emptied, clean and loose litter removed	Not applicable	Rubbish bins emptied, clean and loose litter removed	Rubbish bins not emptied nor clean & loose litter not removed
					Low
Wear on facilities	Nil				-
Vandalism / graffiti	Nil	Medium	Low	Low	
Environmental Indicators:					
Soil erosion	Low	Low		-	Low
Exotic weeds	Low - B bell, grass		Low		Medium
Exotic ornamentals	Nil	Low	Nil	Low	grass
Vegetation	No mutilation / breakage	- grass	grass	grass	Low breakage, med mutilation
	No evidence of habituation	No mutilation / breakage	No mutilation / breakage	Low mutilation, low breakage	No evidence of habituation
Wildlife		No evidence of habituation	No evidence of habituation	No evidence of habituation	
Additional Notes	Surface of car park has some erosion and is bumpy.	Very well laid out and maintained.	One of 3 trails, no detailed information on others. Interpretive signs relate to Aboriginal culture.	Camping areas are very segregated from each other offering optimal dispersal and privacy.	Grill missing off 2 fire sites. Well designed & maintained camp site.
General Comments	1. Site clearly has a high management presence and as a whole appears to be well maintained.				

Site Infrastructure Inventory

Details

A. Day Use Area s (River side of road)

Amenities Area: Toilet block (composting)

Picnic Area: Two distinctive picnic areas on river side of main access road and separated by small creek.

Facilities	Day Use/Picnic Area #1	Day Use/Picnic Area #2
Tables	6	7
Sitting Benches	24	34
BBQ (brick)	5	8
Taps	5	7
Bins (plastic inserts)	2	3
Parking Areas	3	4
Parking Bays	10	18

B. Camping Areas (upper high ground area)

Amenities Area: Toilet block (septic)

Camp Area: Three broad camp areas defined by road and separated by bollards; no numbered camp sites. Camp registration along access road.

Facilities	Camp Area #1	Camp Area #2	Camp Area #3
Tables	1		
Sitting Benches	2		
Fire Ring & plate	4	3	3
Wood store			1
Bins	2	2	2
Taps	4	3	3
Parking Areas	2	3	2
Barking Bays	7	3	6

C. Trail – Kearneys Falls

The trail consists of a graded walk, stone and timber formed stairs in a number of sections and a short boardwalk section at the falls.

A. Day Use Area

Picnic Area #1



Picnic Area #2



Toilet Block



Shelter Shed



Facilities in shelter shed



B. Camping Area



Road through camp area



Toilet Block

Note: Details of signage next section.

Site Information and Signage

The information and signage for the three activity nodes of the site (day use, camping areas and walking track) together with the main and access roads were grouped, as best as possible, according to the Department of Natural Resource's five broad sign categories. The inventory includes numbers of actual sign structures and total information types according to these categories and within each of the activity nodes. An assessment of signage content was not undertaken in this research.

Key Findings

- A total of **36 sign structures** containing **42 separate sets of information** relevant to Goldsborough Valley were recorded at the site itself.
- Most of these signs (37.5%) were for the purpose of **visitor orientation**;
- The only **interpretive** signage present focuses on **Aboriginal cultural information** and is located along the walking track and throughout the site;
- No distinguishable corporate identity/management agency signs were present at this site – State Forestry or Wet Tropics
- **No foreign language** signage is present at Goldsborough Valley.

Table 1: Number and type of signs at Goldsborough Valley.

Sign Category	Main Road (Gillies H'way)	Access Road (within the park)	Day Use /Picnic Area	Camping Area	Walking Track	TOTAL
Interpretive		1	1	1	11 (Aboriginal)	14
Visitor orientation (maps & directions)	3	3	2	2	5	15
Visitor advice (safety)	3	2			4 (safety)	9
Regulatory (rules & regulations)		2	2			4
Corporate Identity (Management Agency)						
TOTAL Information Types	6	8	5	3	20	42
# Sign Structures	3	6	4	3	20	36
<i>SitePlan 93</i>						(34)

Comparative Data Set

SitePlan undertook an audit of signage at Goldsborough Valley in April 1993. Due to the quality of this information it was only possible to determine total number of sign structures rather than actual sign categories.

Main Road (Gillies Highway)

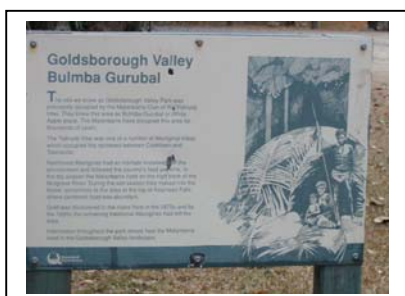
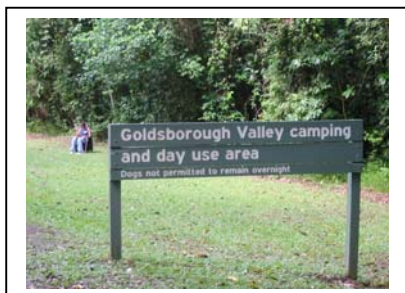


Junction Gillies H'way & Goldsborough Rd. x 2



Gillies H'way west entrance x 1

Access Road within Site (no signs along Goldsborough Rd. - sealed and gravel road)



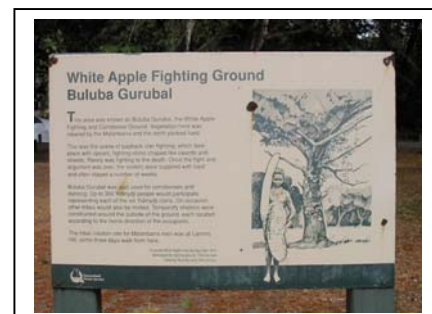
Day Use Area #1 (First on the right)



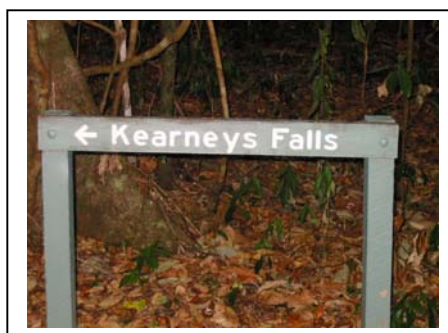
Day Use Area #2 (Second on the right)



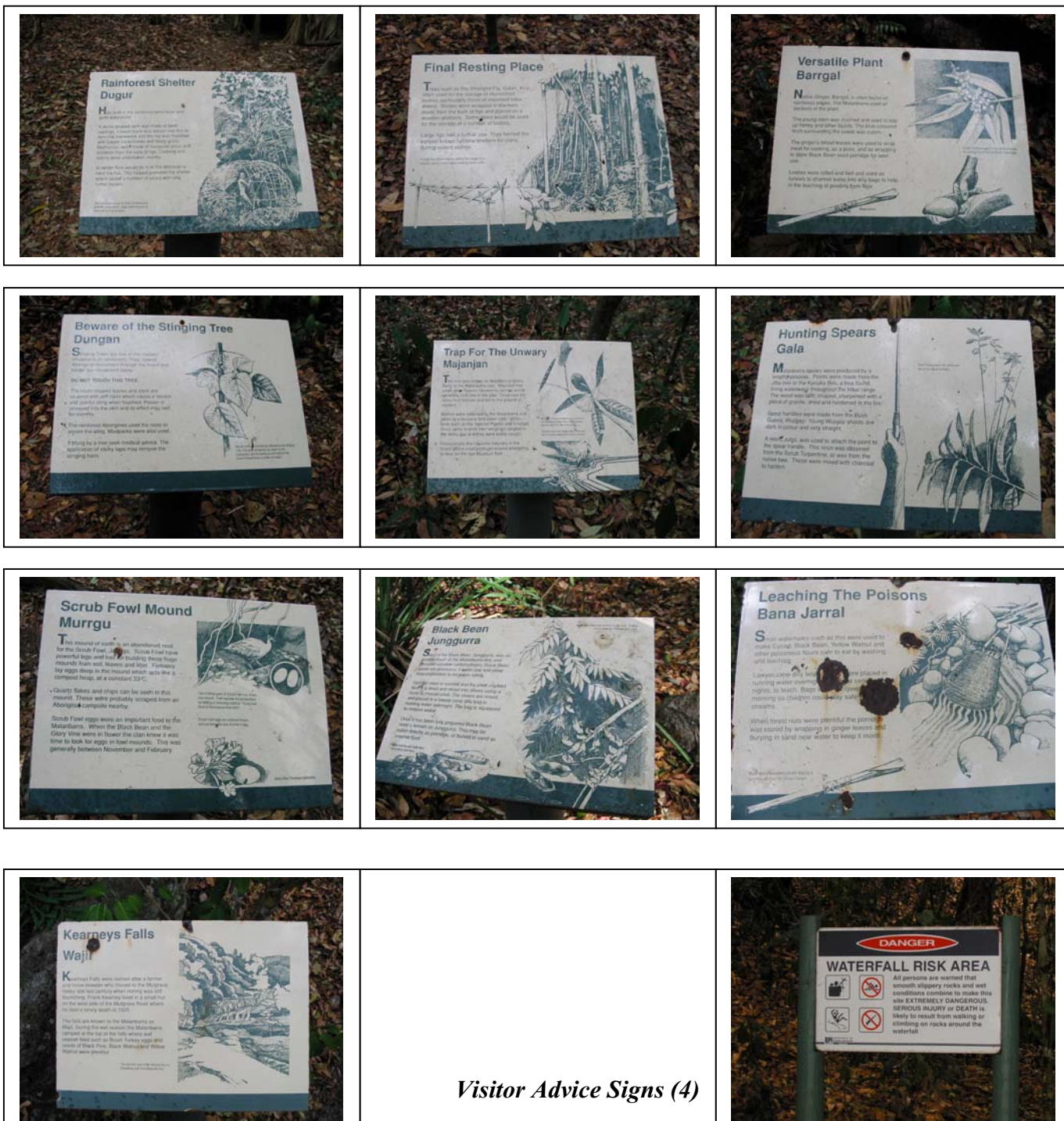
Camp Area #1 , #2 & 3 (on left of road)



Walking Track – Kearneys Falls

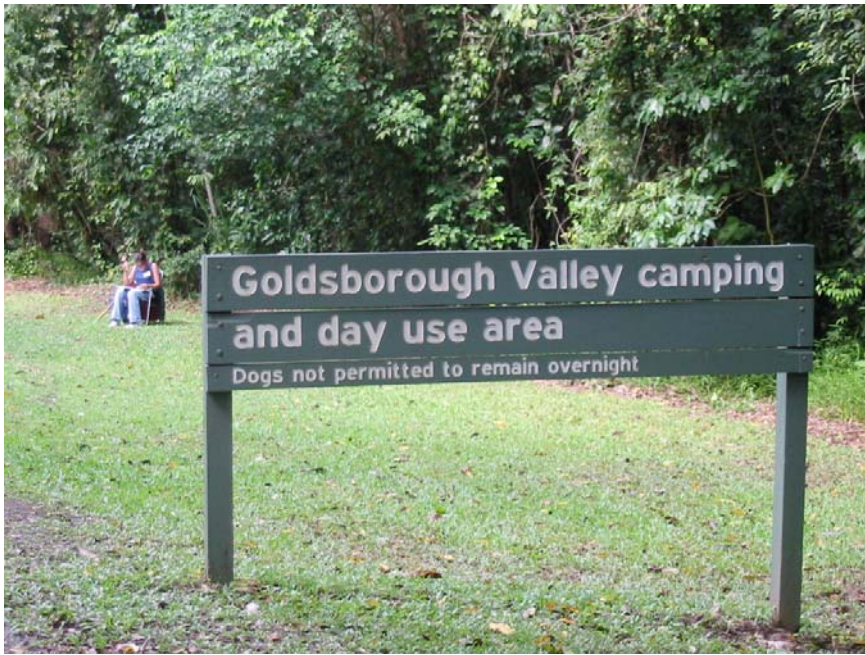


Interpretive Sign along walk (10)



Section Three

Vehicle and Visitor Monitoring



S E C T I O N T H R E E

-
- Vehicle and Visitor Records
 - Traffic Counter Data
-

Vehicle and Visitor Records: *Goldsborough Valley*

Summary Table of visitor and vehicle records established over three x eight hour observation periods

	Visitors					Vehicles				
	Type	# in 8hrs	# per vehicle	Highest # at one time	Time	Type	# in 8hrs	Highest # at one time	Time	Length of Stay
22 Sept 2001	Groups/ Families 70%	64	2.21	28	1400	4WD (36%), cars (27%).	29	14	1400	104mins
23 Sept		61	1.74	21	1400		35	13	0900,0930 & 1030	79mins
6 April 2002	Groups/ Families 36%	35	2.5	18	1115	cars (35%) 4WD (35%).	14	8	1115	134mins
7 April	Couples 35%	Insufficient data					Insufficient data			

Traffic Counter Data: *Goldsborough Valley*

Summary Table of traffic counter data for a twelve month period (September 2001-2002).

	Visitors					Vehicles		
	Average #	Highest #	Time Of Highest	Lowest #	Time Of Lowest	Average #	Highest #	Lowest #
Yearly	20,069					6,371		
Monthly	1,622	2,584	January	597	March	515	820	190
Weekly	387	974	December 2001, Week 4	19	Oct Wk5	123	309	6
Daily Weekdays	39	227	1 st January	0	Oct Wk4, Nov Wk2	12	72	0
Daily Weekends	101	239	30 th December 2001	6	4 th Nov	32	76	2

Vehicle and Visitor Records

Key Findings

Data for these records were established from eight hours of continuous observations of vehicles and vehicle occupancy during each day of the survey distribution periods, Stage 1 (22nd & 23rd September 2001) and Stage 2 (6th & 7th April 2002). This is the first time this type of data has been collected at Goldsborough Valley and so previous data is unavailable for comparative purposes.

Stage 1: 22nd and 23rd September 2001

Pattern of access to and use of Goldsborough Valley

Figure 1

General

- **Vehicle Type:** The majority of vehicles using the site over the two days of observation were **4WD** (36%) and **cars** (27%).
- There were **no commercial coaches/buses** using Goldsborough Valley during this period.
- **Visitor Category:** Goldsborough appears to be most popular with **groups** (>2adults) and **families** (2 adults + children) which made up the major visitor category over these two days (70%).

Day 1 (22nd September 2001 - Saturday)

- A total of **64 people** in **29 vehicles** visited Goldsborough Valley during this eight hour observation period.
- There was **one distinct peak** in visitor numbers at **1400 hours**;
- The highest number of visitors at the site at any one time was **28 at 1400 hours**. Visitor numbers remained between 10 and 28 from 0930 and 1400 hours. From 1400 hours the numbers dropped to below 10.
- The highest number of vehicles at the site at any one time was **14 at 1400 hours**. For most of the day number of vehicles at the site remained between 5 and 10 (0930 – 1645 hours).

Day 2 (23rd September 2001 - Sunday)

- A total of **61 people** in **35 vehicles** visited Goldsborough Valley during this eight hour observation period.
- There were two distinct periods during which vehicle and visitor numbers were the highest - **between 0900 and 1130 hours**, and **1330 and 1500 hours** (visitor numbers = 15 to 21). The quietest period was between 1130 and 1330 hours.
- The highest number of visitors at the site at any one time was **21 at 1400 hours**.
- The highest number of vehicles at the site at any one time was **13 at 0900, 0930 and 1030 hours**.

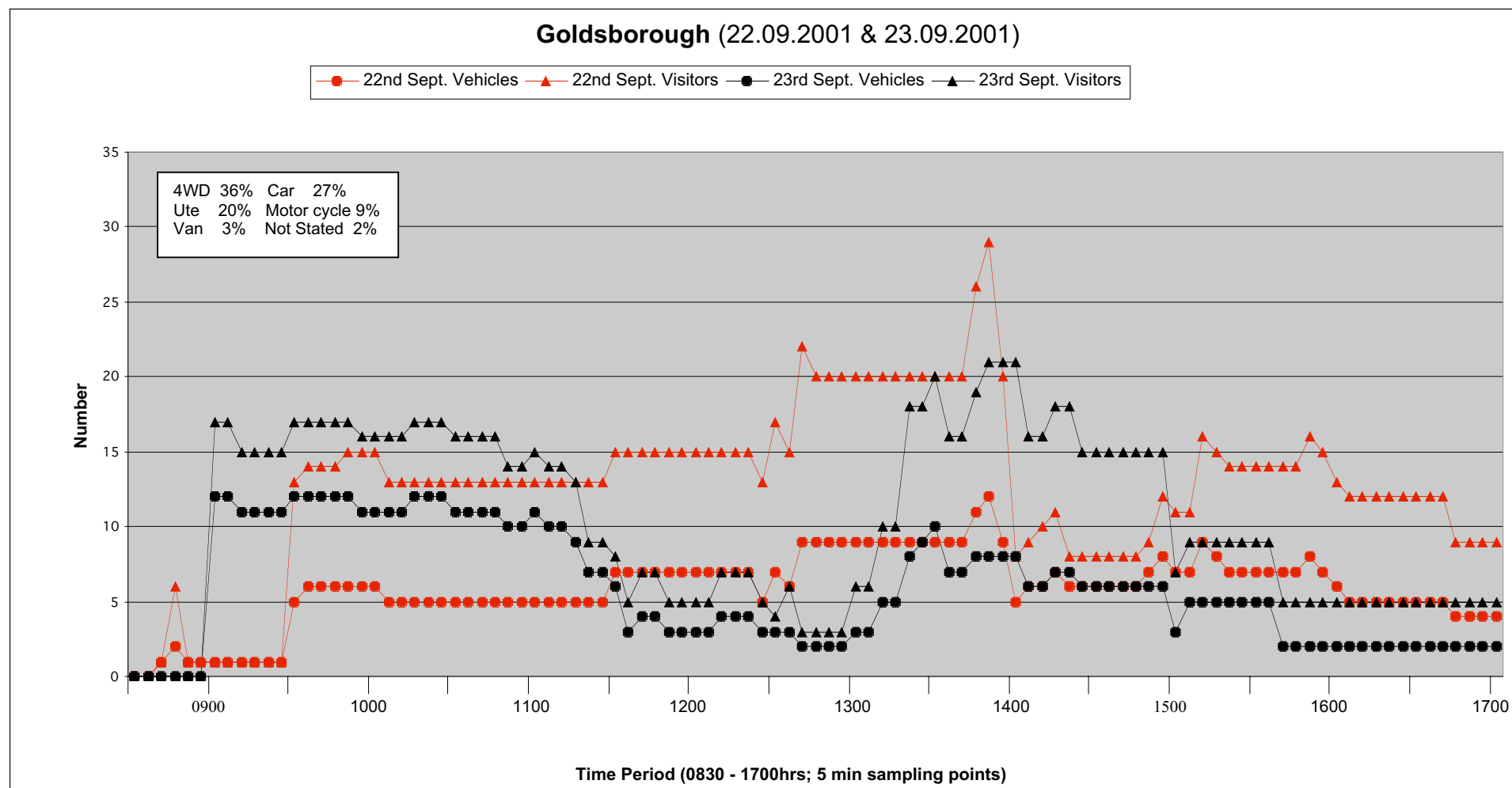
Length of Stay

Figures 2 and 3

- There were fewer vehicles observed at the site on Day 1 (29 vehicles) compared to Day 2 (35 vehicles), but were slightly more people (64 visitors Day 1, 61 visitors Day 2).
- The average length of stay was **104 minutes** on Day 1, and **79 minutes** on Day 2.
- On Day 1, 59% of visitors stayed longer than one hour. On Day 2 this had decreased to 43%.

VEHICLE AND VISITOR COUNT DATA: GOLDSBOROUGH VALLEY

Figure 1: Records for Vehicles and Visitors at Goldsbrough Valley.



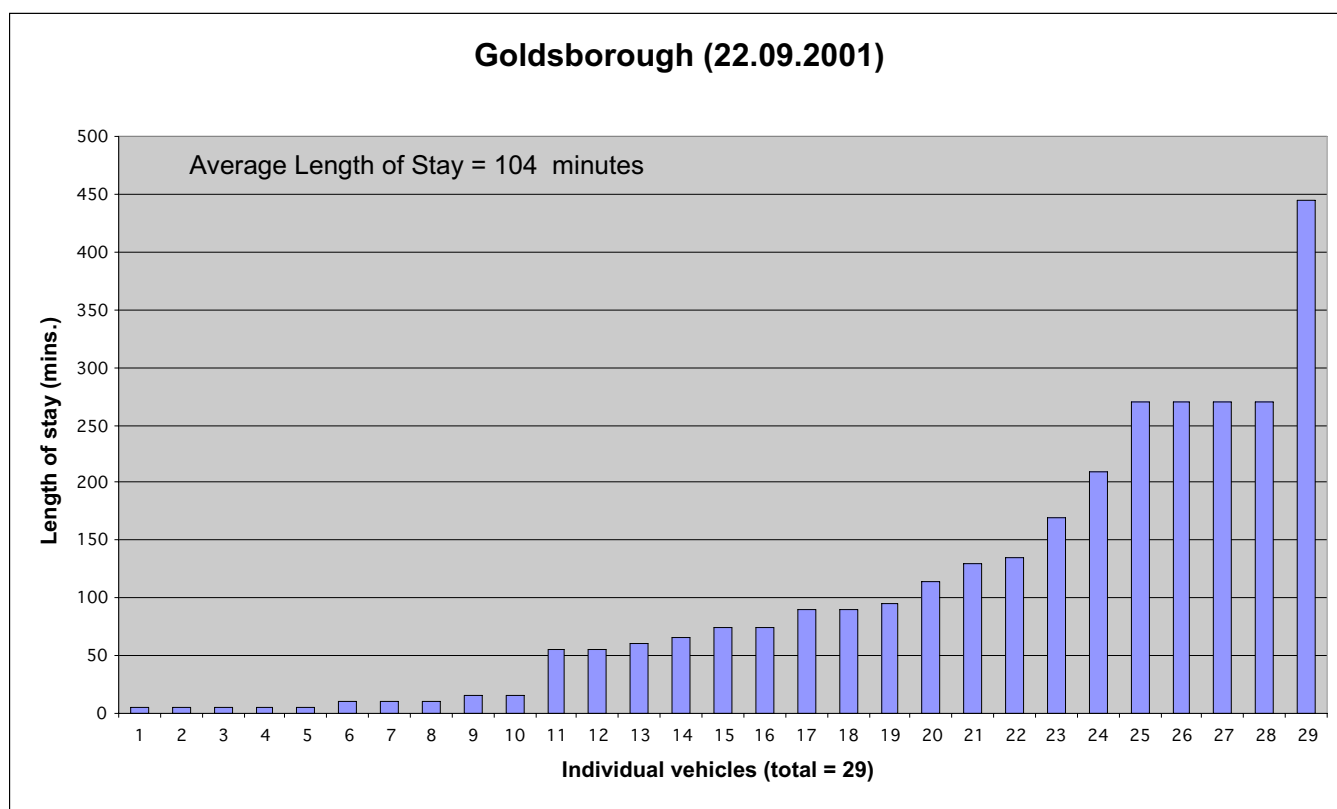


Figure 2: Length of stay of each vehicle at Goldsborough Valley on Day 1 - 22.09.2001.

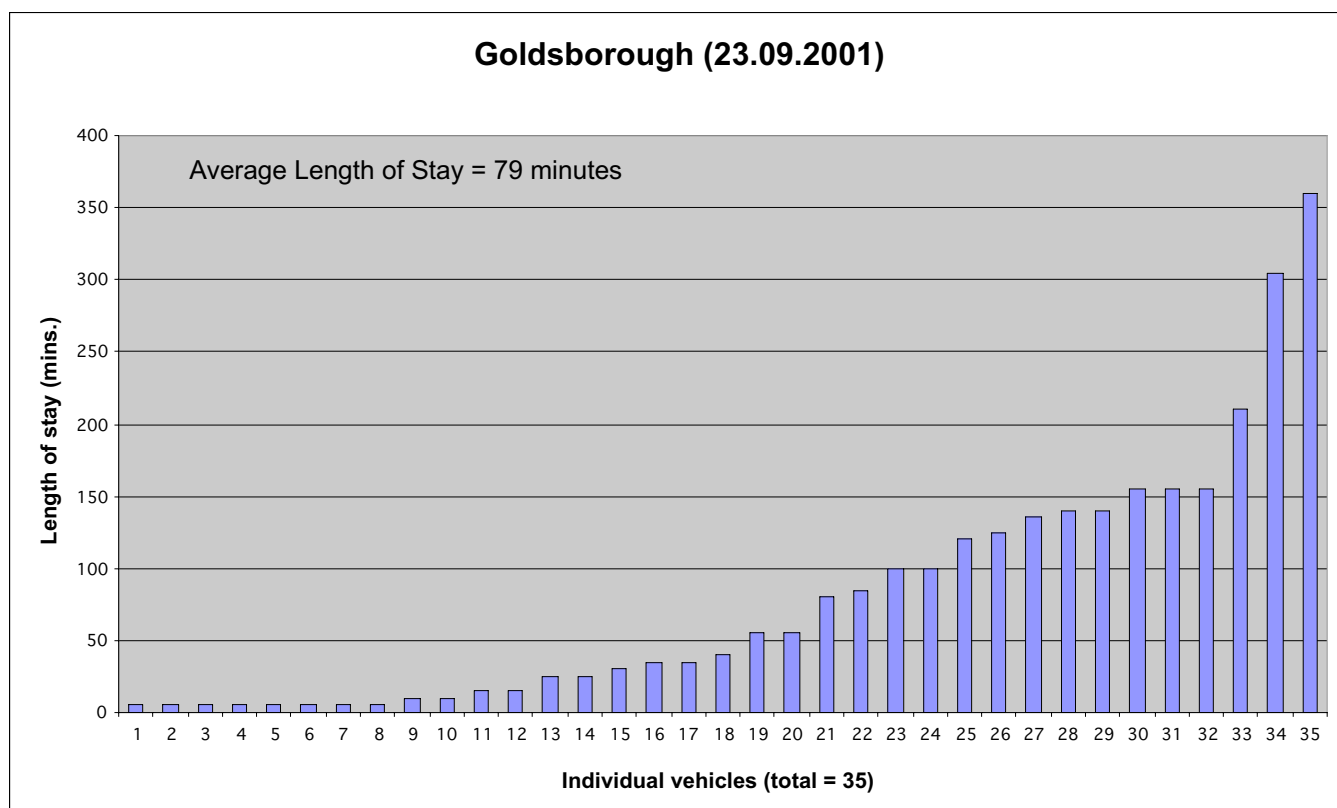


Figure 3: Length of stay of each vehicle at Goldsborough Valley on Day 2 - 23.09.2001.

Vehicle and Visitor Records

Key Findings

Stage 2: 6th and 7th April 2002

Pattern of access to and use of Goldsborough Valley

Figure 4

General

- **Vehicle Type:** The majority of vehicles using the site over the two days of observation were *cars* (35%) and *4WD* (35%).
There were *no commercial coaches/buses* using Goldsborough Valley during this period.
- **Visitor Category:** Goldsborough Valley appears to be favoured by independent visitors with *couples* (two people) making up the major visitor category over these two days.

Day 1 (6th April 2002 - Saturday)

- A total of *35 people* in *14 vehicles* visited Goldsborough Valley during this eight hour observation period.
- There were two *distinct peaks* in visitor numbers between *1100 and 1300 hours* and *1415 and 1515 hours*;
- The highest number of visitors at the site at any one time was *18 at 1115 hours*. Visitor numbers declined to below 10 between *1300 and 1415*
- Vehicle numbers peaked at *8 at 1115 hours*.

Day 2 (7th April 2002 - Sunday)

- This was an extremely quiet day with only three vehicles entering the site from 0830 till 1230 hours.

Length of Stay

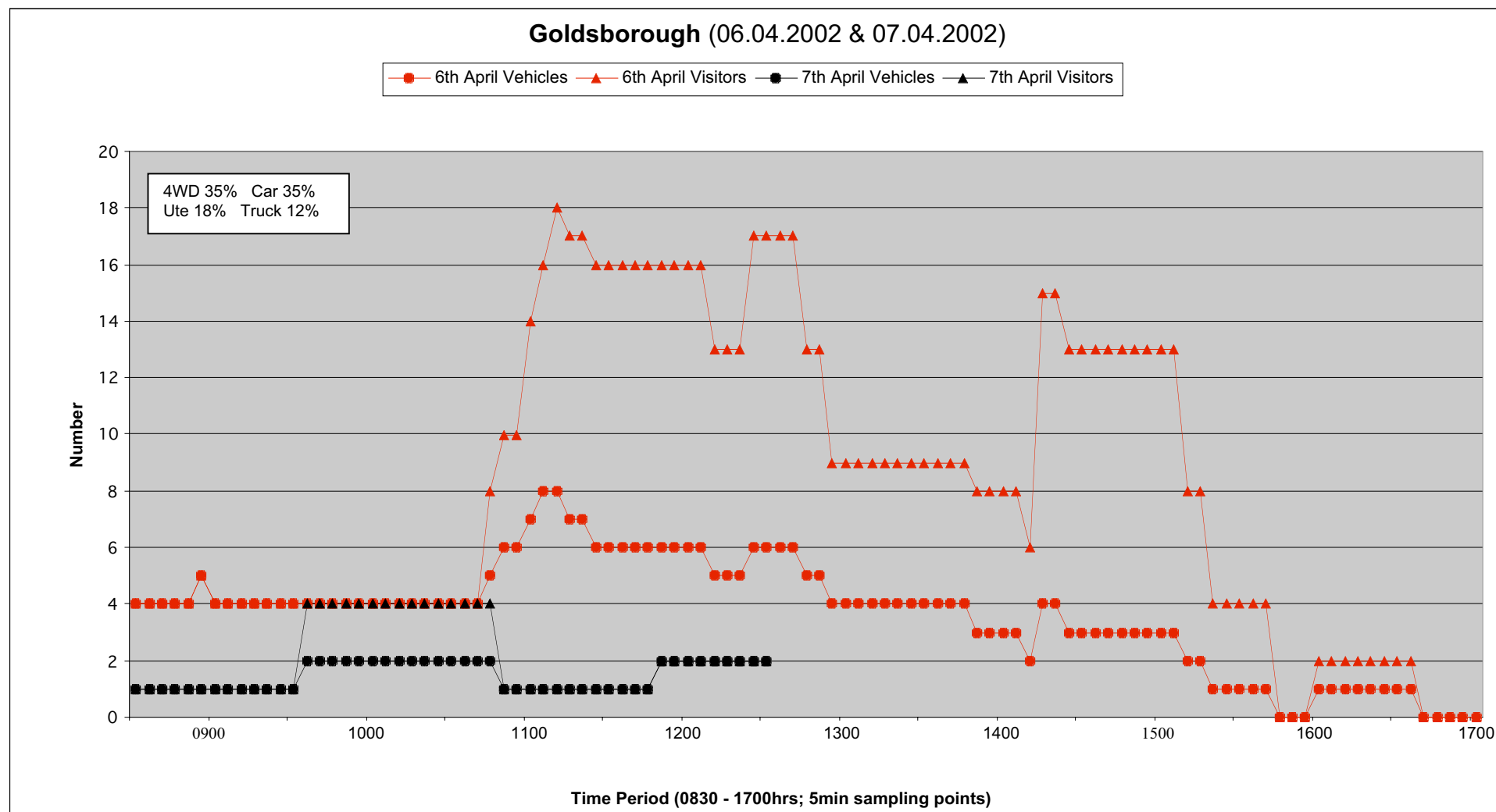
Figures 5 and 6

Because of very few visitors to Goldsborough on day 2, only Day I results are presented.

- During the eight hour observation period 35 people in 14 vehicles entered Goldsborough Valley
- The average length of stay was *134 minutes*.
- On Day 1, 78% of the visitors stayed longer than one hour.

VEHICLE AND VISITOR COUNT DATA: GOLDSBOROUGH VALLEY

Figure 4: Records for Vehicles and Visitors at Goldsborough Valley.



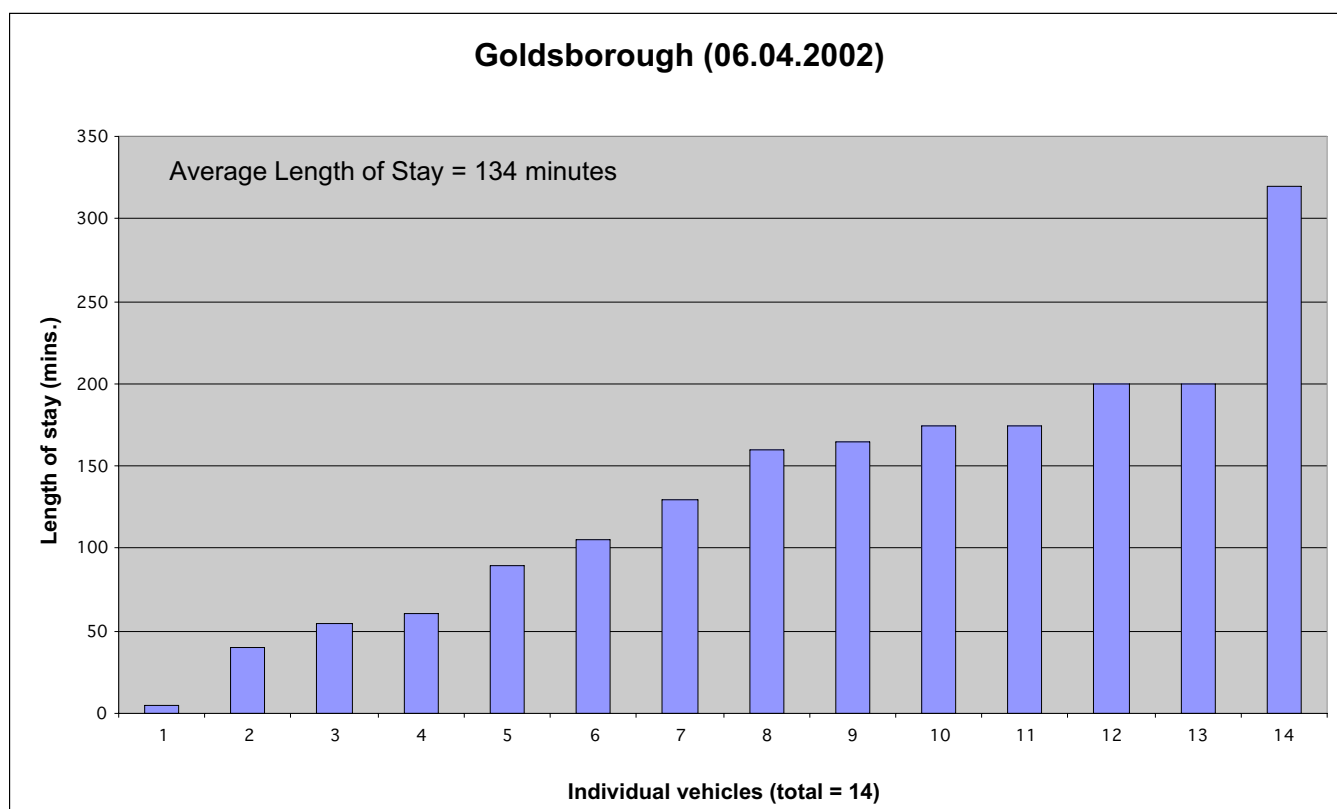


Figure 5: Length of stay of each vehicle at Goldsborough Valley on Day 1- 06.04.2002.



Figure 6: Length of stay of each vehicle at Goldsborough Valley on Day 2 (07.04.2002).

Traffic Counter Data

Key Findings

The traffic counter was installed at Goldsborough Valley for 12 months (September 2001 – September 2002). The following key findings are associated with this data set.

Yearly Estimates = 6,371 vehicles and 20,069 visitors

Monthly Records

Figure 7

- On average **515 vehicles** (range = 190 – 820) and **1,622 people** (range = 597 – 2,584) visited Goldsborough Valley each month.
- December 2001, January, May and August 2002** received the **highest** visitation rates during which months vehicle numbers exceeded 600. The quietest month during this 12 month monitoring period was March 2002.

Weekly Records

Figure 8

- On average **123 vehicles** (range = 6 – 309) and **387 people** (range = 19 – 974) visited Goldsborough Valley each week.
- There were periods of increased vehicular traffic levels recorded during sampling: **December Week 4 and January Week 1**.
- The highest number of vehicles and visitors was in **December 2001, Week 4** during which week **309 vehicles and 974 visitors** used this site.

Daily Records

Figure 9 and Table 1

- On average, **18 vehicles** (range = 0 – 76) and **57 people** (range = 0 – 239) visited Goldsborough Valley each day. **Average weekday use = 12 vehicles per day;**
- Weekends were slightly busier than weekdays with Sunday recording, on average, 43 vehicles (range 2 – 76), and 135 people (highest number = 239 people on 30th December 2001). **Average weekend use = 32 vehicles per day.**

Comparative Traffic Counter Data

A. Estimated visitor use at Goldsborough Valley 1992/93: (Source: Manidis Roberts 1993/94)

- Yearly Estimate vehicles = 11,167; people = 36,419 (calculated on 3.26 people per vehicle)
- Average weekend use = 71.1 vehicles (wet), 38.6 vehicles (dry)
- Average weekday use = 15.0 vehicles (wet), 14.1 vehicles (dry)

B. Estimated visitor use at Goldsborough Valley 1998: (Source: Bentrupperbäumer & Reser 2000)

- Yearly estimates vehicles = 6,981; people = 24,434 (calculated on 3.5 people per vehicle)

TRAFFIC COUNTER/METRO COUNT DATA: GOLDSBOROUGH VALLEY

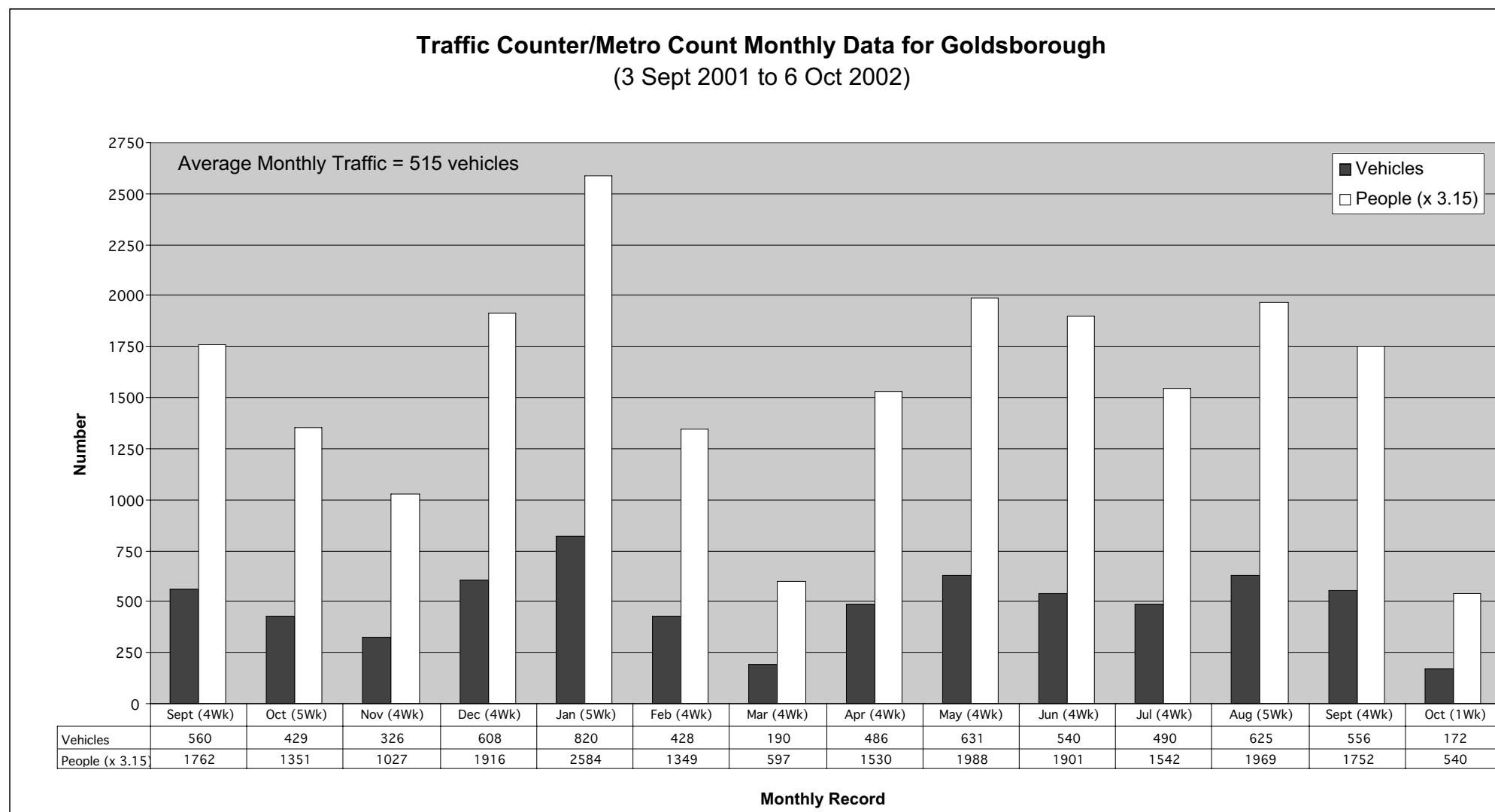


Figure 7: Monthly Records for Vehicles and Visitors at Goldsborough Valley.

TRAFFIC COUNTER/METRO COUNT DATA: GOLDSBOROUGH VALLEY

Traffic Counter/Metro Count Weekly Data for Goldsborough (3 Sept 2001 to 6 Oct 2002)

Average Weekly Traffic = 123 vehicles

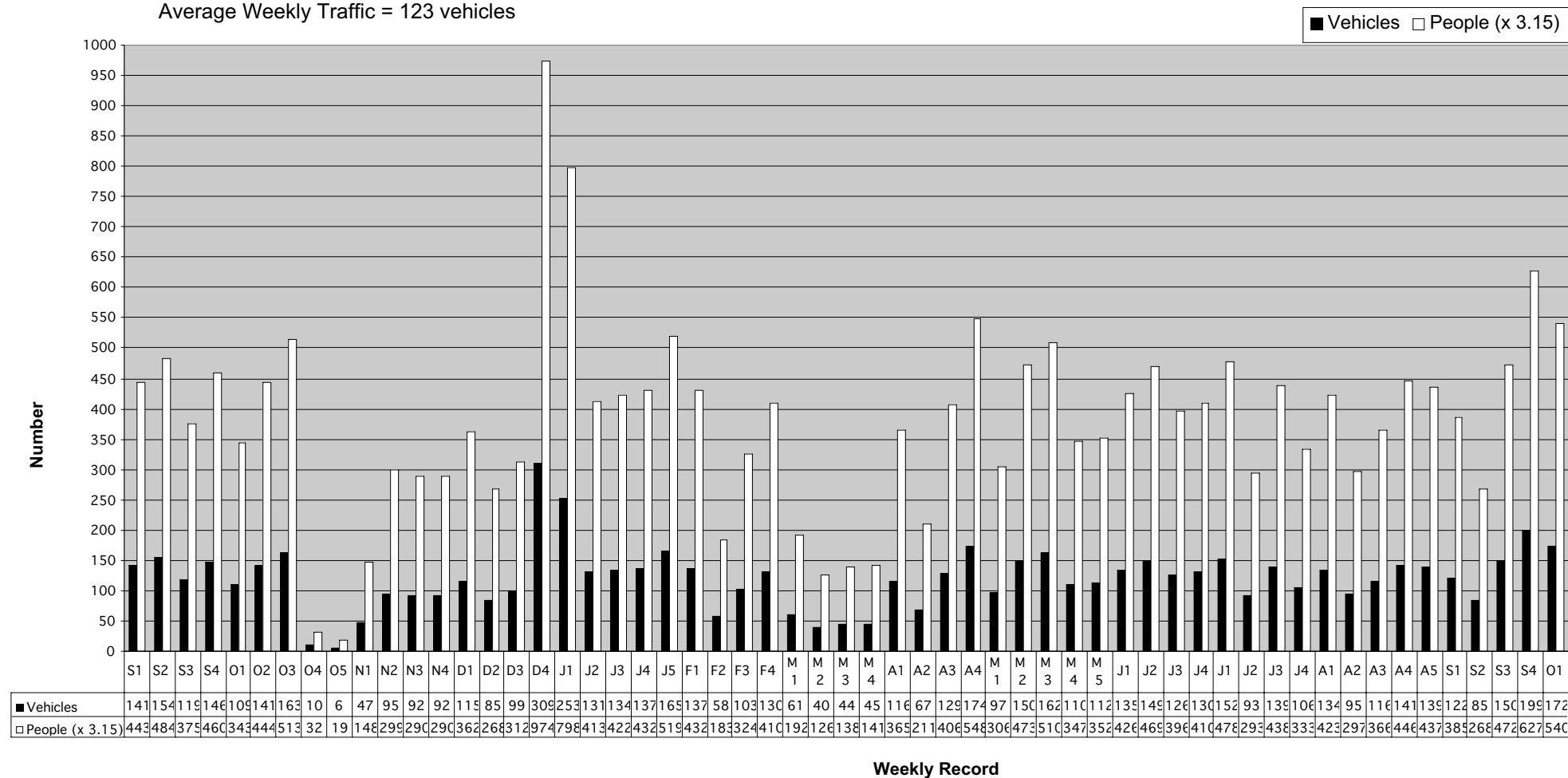


Figure 8: Weekly Records for Vehicles and Visitors for Goldsborough Valley.

TRAFFIC COUNTER/METRO COUNT DATA FOR GOLDSBOROUGH VALLEY

Table 1: Daily Records of Vehicles and Visitors for Goldsbrough Valley.

SEPTEMBER 2001														
Data highlighted in yellow are the daily averages for this month. Traffic counter installed in week 3.														
2001	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 3-9Sept	8	25	14	44	9	28	14	44	13	41	29	91	54	170
Wk 2 10-16Sept	8	25	14	44	9	28	14	44	13	41	29	91	67	211
Wk 3 17-23Sept	6	19	10	32	6	19	10	32	16	50	31	98	41	129
*Wk 4 24-30Sept	9	28	18	57	11	35	18	57	10	32	27	85	54	170
OCTOBER 2001														
2001	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
*Wk 1 1-7Oct	9	28	18	57	23	72	13	41	8	25	35	110	6	19
Wk 2 8-14Oct	9	28	8	25	12	38	14	44	24	76	29	91	46	145
Wk 3 15-21Oct	40	126	13	41	18	57	7	22	11	35	21	66	54	170
Wk 4 22-28Oct	0	0	1	3	2	6	1	3	1	3	2	6	4	13
Wk 5 29-4 Nov	1	3	1	3	0	0	1	3	1	3	2	6	2	6
NOVEMBER 2001														
2001	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 5-11Nov	0	0	1	3	0	0	0	0	1	3	3	9	43	135
Wk 2 12-18Nov	7	22	14	44	7	22	10	32	8	25	11	35	39	123
Wk 3 19-25Nov	2	6	6	19	4	13	4	13	13	41	26	82	38	120
Wk 4 26-2Dec	6	19	4	13	7	22	8	25	11	35	14	44	43	135
DECEMBER 2001														
Data (Week 4) taken from events counts because of failure of one tube (white tailed rat damage).														
2001	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 3-9Dec	4	13	9	28	7	22	4	13	4	13	32	101	57	180
Wk 2 10-16Dec	12	38	20	63	9	28	6	19	4	13	9	28	26	82
*Wk 3 17-23Dec	12	38	9	28	10	32	11	35	10	32	17	54	31	98
*Wk 4 24-30Dec	7	22	41	129	54	170	44	139	50	158	37	117	76	239

JANUARY 2002														
Data (Weeks 1 & 2) taken from events counts because of failure of one tube (white tailed rat damage).														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
*Wk 1 31Dec-6Jan	37	117	72	227	14	44	18	57	18	57	40	126	54	170
*Wk 2 7-13Jan	8	25	18	57	6	19	10	32	7	22	23	72	59	186
*Wk 3 14-20Jan	9	28	18	57	13	41	4	13	22	69	25	79	45	142
*Wk 4 21-27Jan	5	16	17	54	13	41	11	35	16	50	28	88	49	154
Wk 5 28-3Feb	62	195	8	25	7	22	6	19	6	19	34	107	42	132
FEBRUARY 2002														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 4-10Feb	7	22	11	35	12	38	7	22	4	13	36	113	61	192
Wk 2 11-17Feb	9	28	6	19	5	16	3	9	4	13	8	25	24	76
Wk 3 18-24Feb	6	19	9	28	22	69	11	35	13	41	18	57	26	82
Wk 4 25-03 Mar	4	13	14	44	7	22	7	22	6	19	25	79	68	214
MARCH 2002 Data highlighted in yellow are the daily averages for this month. Data (Week 4) taken from events counts.														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 04-10Mar	6	19	6	19	6	19	5	16	11	35	10	32	18	57
Wk 2 11-17Mar	6	19	4	13	4	13	2	6	3	9	9	28	13	41
Wk 3 18-24Mar	3	9	7	22	3	9	5	16	5	16	8	25	13	41
Wk 4 25-31Mar	3	9	3	9	4	13	8	25	15	47	4	13	8	25
APRIL 2002 Blue = Public Holiday														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
*Wk 1 1-7Apr	46	145	7	22	10	32	9	28	15	47	15	47	14	44
Wk 2 8-14Apr	3	9	6	19	11	35	5	16	7	22	24	76	12	38
Wk 3 15-21Apr	5	16	5	16	8	25	6	19	10	32	30	95	65	205
Wk 4 22-28Apr	8	25	7	22	13	41	66	208	11	35	27	85	44	139

MAY 2002														
Data highlighted in yellow are the daily averages for this month.														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 29-5May	8	25	7	22	7	22	4	13	4	13	22	69	47	148
Wk 2 6-12May	32	100	8	25	8	25	8	25	10	32	28	88	57	180
Wk 3 13-19May	23	72	19	60	27	85	19	60	10	32	28	88	36	113
Wk 4 20-26May	19	60	5	16	7	22	8	25	7	22	27	85	37	117
Wk 5 27-02Jun	11	35	14	44	14	44	9	28	14	44	15	47	35	110
JUNE 2002														
Blue = Public Holiday														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 03-09Jun	7	22	4	13	11	35	7	22	14	44	34	107	58	183
Wk 2 10-16Jun	54	170	19	60	16	50	7	22	9	28	18	57	26	82
Wk 3 17-23Jun	14	44	7	22	19	60	8	25	9	28	23	72	46	145
*Wk 4 24-30Jun	18	57	12	38	9	28	14	44	19	60	30	95	28	88
JULY 2002														
Blue = Public Holiday														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
*Wk 1 01-07Jul	15	47	8	25	15 Tsv	47	16	50	19	60	30	95	49	154
Wk 2 08-14Jul	14	44	7	22	9	28	7	22	11	35	19	60	26	82
Wk 3 15-21Jul	7	22	9	28	13	41	11	35	32 Cns	101	31	98	36	113
Wk 4 22-28Jul	9	28	21	66	9	28	11	35	8	25	26	82	22	69
AUGUST 2002														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 29-04Aug	14	44	11	35	10	32	10	32	16	50	35	110	38	120
Wk 2 05-11Aug	8	25	14	44	16	50	10	31	8	25	16	50	23	72
Wk 3 12-18Aug	4	13	6	19	14	44	7	22	12	38	32	101	41	129
Wk 4 19-25	17	54	12	38	22	69	10	32	12	38	24	76	44	139
Wk 5 26-01Sep	9	28	15	47	23	72	13	41	10	32	15	47	54	170

SEPTEMBER 2002														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
Wk 1 02-08Sep	13	41	6	19	12	38	10	32	16	50	21	66	44	139
Wk 2 09-15Sep	11	35	7	22	9	28	7	22	4	13	12	38	35	110
Wk 3 16-22Sep	13	41	14	44	23	72	7	22	9	28	24	76	60	189
*Wk 4 23-29Sep	13	41	12	38	19	60	20	63	22	69	37	117	76	239
OCTOBER 2002														
Data highlighted in green are the daily averages for the site data set.														
2002	MON		TUE		WED		THU		FRI		SAT		SUN	
	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People	Vehicles	People
*Wk 1 30-06Oct	32	101	23	72	22	69	15	47	17	54	23	72	40	125
AVERAGES	13	41	12	37	12	38	10	33	12	37	23	72	40	125

Note: *Indicates that these dates are school holidays;

People estimates are based on vehicle numbers x 3.15, the average number of people in vehicles established from questionnaire, item # 8,

Data highlighted are not included in the overall averages.

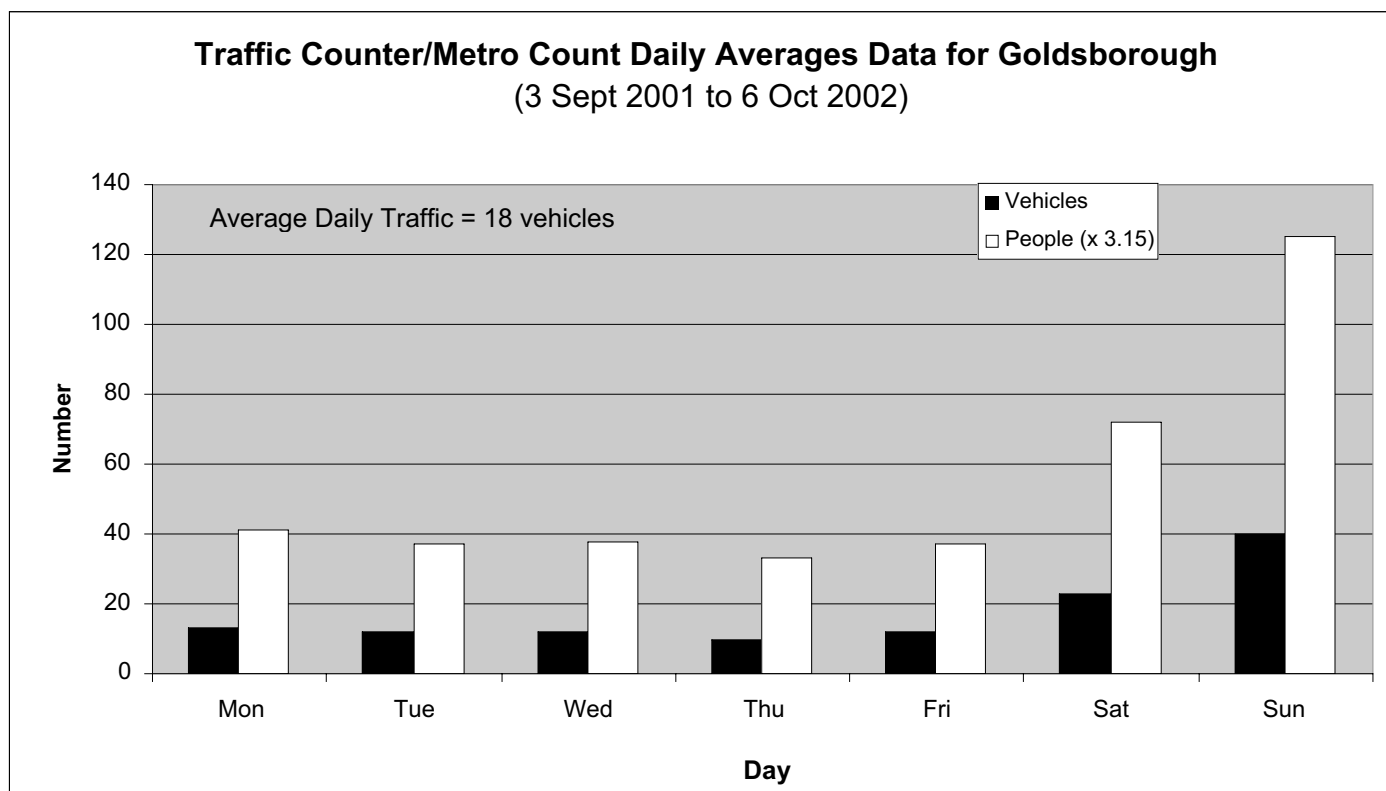


Figure 9: Average daily vehicle and visitor numbers for Goldsborough Valley.

Comparative Traffic Counter Data : Goldsborough Valley

(Source: Manidis Roberts 1993/1994 study, Bentrupperbäumer & Reser, 2000, and WTMA Traffic Counter Records 1994-1997)

Figure 10: Monthly visitor estimates established since 1994

- Visitor estimates for the period 1994-1998 have been based on 3.5 people per vehicle as established by the Manidis Roberts 1993/94 study;
- Visitor estimates for 2001-2002 period have been based on 3.15 people per vehicle as established by this study;
- Visitor estimates were overall the highest in 1995;
- Visitor estimates for this study period, 2001-2002, show a similar monthly pattern, though lower, as 1994 & 1998 ;
- Consistently, the month figures were highest in January.

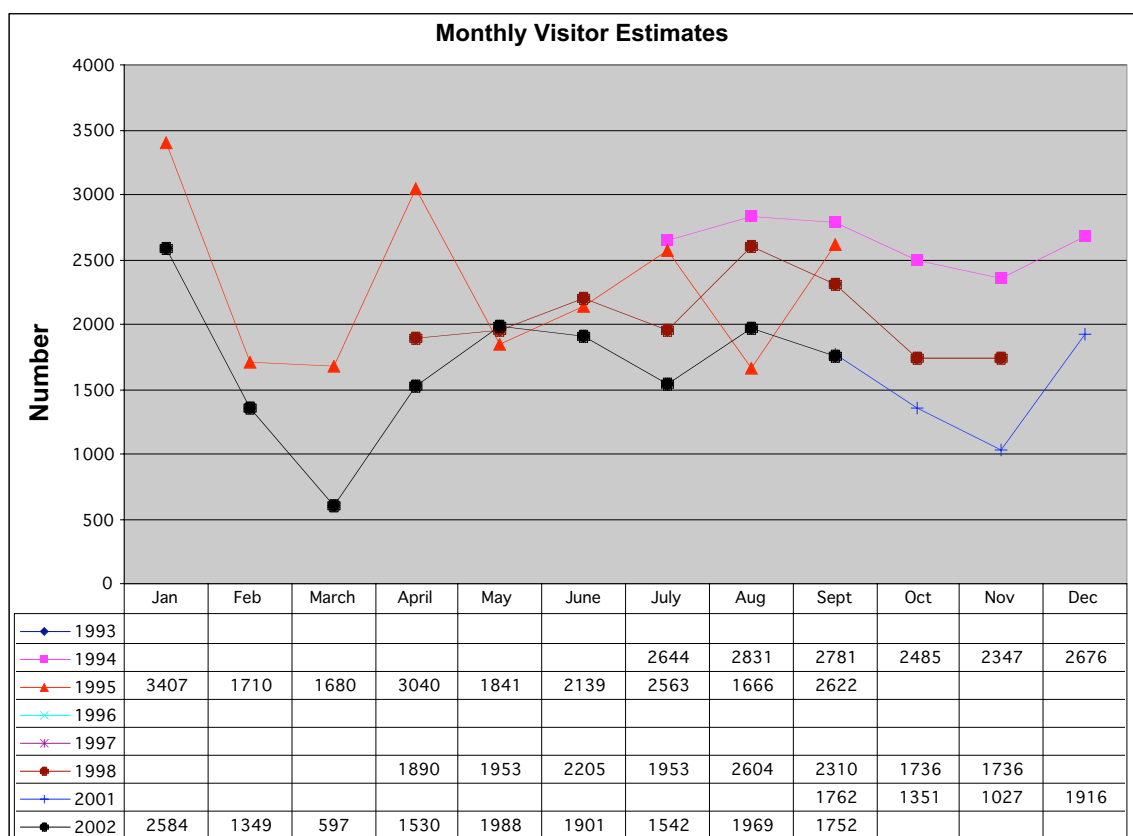


Figure 10: Monthly visitor estimates for Goldsborough Valley established from WTMA traffic counter data 1994 – 1997, Bentrupperbäumer 1998 study, and this study, 2001-2002. Data was unavailable for the period 1996 and 1999.

Section Four

Management Considerations



-
- Presentation
 - Opportunities
 - Specific Problems & Issues
-

Presentation

- **Significance** *WHA Status, Natural & Cultural Attributes, Historical Context*
 - **Management Agency** *Identity and Presence, Conservation and Protection*
 - **Information** *Sources and Signage*
 - **Structural Features** *Layout and Design, Infrastructure and Facilities*
-

*The Wet Tropics Management Authority (WTMA) was established to manage the area to meet Government commitments under the World Heritage Convention which are specifically to protect, conserve, **present**, transmit to future generations, and rehabilitate the Wet Tropics WHA* (WTMA, 2000, pg.4).

Presentation in the context of a World Heritage property and with respect to WTWHA visitor sites encompasses the significance and meaning of World Heritage status, the nature of the natural and cultural attributes as ‘heritage values’ for which an area has been listed, and the historical context of the site, including its natural history and history of human use, association and meaning. Presentation also encompasses a number of other management responsibilities, including maintenance, communication, site design, amenity provision, and identification of those authorities and agencies responsible for the management of the site. While many of these considerations are often subsumed under the term ‘interpretation’, the term presentation is used here along with subheadings to more directly address the specific mandate and multiple responsibilities of a World Heritage management authority.

● **Significance:** *WHA Status, Natural and Cultural Attributes, Historical Context*

WHA Status The presentation of Goldsborough as a Wet Tropics World Heritage Area site (WTWHA) appears to be problematic. It is of concern that approximately 85 percent of respondents were not aware that the area had any special significance, and only 18 percent of respondents appeared to be aware that this site was a part of the WTWHA (Section 1 Visitor Survey pg 34-35). This is especially noteworthy in that 91.8 percent of visitors surveyed were Australian, and 92.5 percent of these Australian visitors were local residents (Section 1 Visitor Survey pg 20-21), who would be expected to be knowledgeable about the status of this area. However, it is noteworthy that there are no signs specifically identifying Goldsborough Valley as a WTWHA site, although signs at the junction of the main and access roads do contain the *Australia’s Tropical Rainforests world Heritage* logo (Section 2 Sign Inventory pg 51-52). Community awareness of this logo is nevertheless very low (Bentrupperbaumer & Reser, 2002b).

Natural and Cultural Attributes A principal aspect of presentation of a WTWHA site is natural and cultural heritage interpretation. Goldsborough Valley has a comprehensive selection of indigenous cultural heritage signs located mainly along the walking track to Kearneys Falls but also dispersed throughout the site (Section 2 Sign Inventory pgs 51-54). While this signage did not receive as high a rating as the other information sources (Section 1 Visitor Survey pg 30-31), it nevertheless plays a critical role in enhancing visitor, and in particular local visitor, awareness of this most important WTWHA attribute. Most of the natural/ecological information presented at Goldsborough Valley is embedded within the indigenous cultural information. Interestingly, even though this type of information is combined with the indigenous cultural information, it scored higher in visitor appraisal. This is of interest because it contained the same amount of content, and was presented the same way. However, visitors would like more additional information on the natural / ecological aspects of Goldsborough Valley.

Historical Context Another consideration with respect to significance of the site relates to its predominant use by local residents (Section 1 Visitor Survey pg 20-21). Interpretation material which addresses the post-contact history of the site is absent. Such historical information (e.g., gold mining, changing land use, roads, initial protected area status) might well be of interest to both indigenous and nonindigenous local residents as well as visitors and may provide an additional way of encouraging visitor appreciation of human connectedness with country. Interpretation material could also include the history and significance of the WTWHA listing, and what this has meant to Goldsborough Valley in terms of management and visitation, protection and preservation.



Management Agency: *Identity and Presence, Conservation and Protection*

Identity & Presence

A related presentation issue is level of visitor and other user awareness of the management agency (ies) responsible for management of the site. It is a concern that 80 percent of visitors did not appear to know who the management agency responsible for Goldsborough was, with many assuming that it was managed by National Parks (Section 1 Visitor Survey pg 34-35). This is noteworthy given that this site attracts repeat visits from both local and domestic Australian visitors (Section 1 Visitor Survey pg 22-23), and has signage on the access road and within the site that specifically identifies Department of Natural Resources and State Forestry as the management agencies (Section 2 Site Inventory pgs 51-52). It is interesting that many visitors labelled Goldsborough Valley a National Park despite these signs may which reflect an assumption held by many visitors that all protected areas are National Parks. This lack of awareness and/or confusion amongst visitors has clear implications for the nonreporting of critical incidents or damage, the provision of any type of feedback to managers, the public representation of agencies, and management performance monitoring.

Conservation & Protection

Clearly visitors and other users appear to be impressed with the overall management of the Goldsborough Valley site as indicated by direct and indirect item responses relating to their appraisal of the condition and management of the natural and built environments (Section 1 Visitor Survey pgs 26-27; 32-33). The vast majority of visitors strongly agreed that the natural environment was appealing, in good condition and well managed (Section 1 Visitor Survey pgs 26-27). This may also be reflected in the additional open-ended items, where the natural and social environment was described as enhancing visitor enjoyment of the site (Section 1 Visitor Survey pgs 38-39). Visitor appraisal of the facilities at Goldsborough Valley was also strongly positive. This is an especially relevant and important point as the majority of visitors at Goldsborough prefer natural areas that have fairly well to very well developed facilities (Section 1 Visitor Survey pgs 34-35). This suggests that Goldsborough Valley accommodates visitor needs very successfully.



Information *Sources and Signage*

Sources

Presentation of the WTWHA and the decision to visit sites such as Goldsborough Valley is closely linked to and influenced by the way in which relevant information is accessed or sourced. Clearly the high local use of this site and the many repeat visitors would explain the lack of use of information sources such as information centres or web sites, etc and alternatively the high dependence on prior knowledge and/or word of mouth of this user group for information about Goldsborough Valley (Section 1 Visitor Survey, pg 22-23). Given this, the current site-based information dissemination program needs to insure that all relevant and critical information is available.

Signage

Another important presentation issue and management responsibility at sites such as Goldsborough is the provision of signage that clearly identifies rules and regulations, safety issues, and directions. Here at Goldsborough Valley such signage is evident throughout (Section 2 Sign Inventory pg 51-54). In addition, visitor appraisal of various aspects of such signage was moderately high (Section 1 Visitor Survey pgs 30-31), and their overall condition was found to be good (Section 2 Sign Inventory pgs 51-54). While numbers of signs at Goldsborough Valley are high the layout, design and extent of the site appears to be able to accommodate them reasonably well.



Structural Features *Layout and Design, Infrastructure and Facilities*

Layout and Design

The current site layout and design at Goldsborough Valley is legible, functional and sensible (Section 2 Site Inventory pg 46-47), and appears to mitigate potential use conflicts and distribute visitors over the site in a way which maximises choice and options. The historical reality of the site is that it reflects what was best practice for a DNR day use and camping site, and its continued functioning as such a site does not appear to be presenting any particular management problems under its current status as a WTWHA site.

Infrastructure and Facilities

The infrastructure and facilities at Goldsborough Valley appears to not only provide for most of the visitor needs but in addition are highly regarded as indicated by direct and indirect item responses relating to visitor appraisal of the adequacy, appeal, condition and management of the built environment (Section 1 Visitor Survey pgs 32-33). All facilities present are well used (Section 1 Visitor Survey pgs 32-33). The only negative comment was associated with the access road with some visitors describing it as being too rough (Section 1 Visitor Survey pg 39).

Opportunities

Recreational

Activity-based Opportunities

Experiential

Experience-based Opportunities

Educational

Knowledge-based Opportunities

Opportunities in the context of protected area visitor sites have traditionally been seen to encompass a spectrum of activity-based recreation outcomes within which experience-based opportunities have been embedded. Knowledge-based considerations have on the whole been absent. Here in this discussion this concept has been broadened to profile and highlight the importance of experience-based and knowledge-based opportunities in addition to activity-based opportunities at sites such as Goldsbrough Valley as separate but interlinked entities. The term opportunities along with the subheadings thus allow for a more direct linking of management considerations to specific needs of visitors in terms of opportunities sought, available and utilised.

Recreational

Activity-based

Activity-based The activity-based recreational opportunities available at Goldsbrough Valley are largely those of a ‘State Forestry Park’ day use and overnight camping site, and include swimming, canoeing, picnicing, short and long walking tracks, and open grassed areas for other activities. The activities reported by respondents (Section 1 Visitor Survey pg 32-33) indicate that the site was providing for and facilitating those activities which most visitors were seeking in a reasonable way.

Experiential

Experience-based

Experience-based Experience-based opportunities at Goldsbrough Valley include nature watching, relaxation, and contemplation, as well as the opportunity of encountering, experiencing, and appreciating the WTWHA. Such opportunities were identified by visitors as being the most important in terms of their reasons for visiting this site (Section 1 Visitor Survey pg 24-25), and were significantly more important than activity-based reasons. Even though experiences such as solitude, ‘wilderness’ experience, and wildlife encounters are somewhat difficult to achieve at Goldsbrough Valley given its layout, extent, general character, and history and pattern of use, the site nevertheless appears to accommodate for current visitor needs. Other important experience-based opportunities that continue to attract visitors to this site and reflect the strong local use association are place connection, meaning, and identification and a keenness to share this with others.

Educational

Knowledge-based Opportunities

Knowledge-based Knowledge-based opportunities at Goldsbrough Valley are numerous, diverse, and challenging. Such opportunities are clearly linked to the natural and cultural attributes of the site, as well as the human use and need for such places. The immediate availability and easy accessibility of a rainforest habitat, the diversity of flora and fauna present, and the indigenous cultural significance of the site provide endless knowledge-based opportunities for visitors. Such opportunities are rarely acknowledged as an important contributor to the spectrum of site level opportunities despite their public good, educational, management and international significance.

Specific Problems and Issues

- **Problems** *Regulation Violation*
 - **Issues** *Use/User Conflicts, Inappropriate Behaviour*
-

Goldsborough Valley does not appear to present any substantial problems or issues. It is a well-managed, well-maintained site which has a quite modest and manageable volume of visitation and use (Section 3 Traffic Information pg 67). Nevertheless there are a number of problems, issues and concerns that are related to visitor behaviour and use of the site that require consideration.

● **Problems** *Regulation Violation*

Regulation Violation Regulation violations that are evident at Goldsborough Valley involve the presence of domestic animals, particularly dogs. Day visitors to Goldsborough Valley are permitted to bring their dogs, however campers are not allowed to. The flexibility in such a rule may tempt campers to bring their pets and disregard the regulation. Additionally, some campers may feel discriminated by the rule.

● **Issues** *Use/User Conflicts, Inappropriate Behaviour*

Use/user conflict Overall, use/user conflict appears to be rare at this site as evident in the visitor assessment of the behaviour of others at the site (Section 1 Visitor Survey pg 36-37). This is largely due to the layout and design of the setting and the generous provision of facilities which allows visitors to establish their own personal/family space (Section 2 Site Inventory pgs 46-47). This is also due to the moderate levels of visitation and the absence of organised tours at the site (Section 3 Traffic Information).

Inappropriate Behaviour Inappropriate behaviour at Goldsborough Valley does not appear to be a major issue. This is perhaps primarily due to the fact that the site is well managed and well maintained which prompts visitors to keep it in that condition. Inappropriate behaviours that are present however, are littering and walking off tracks (Section 1 Behavioural Events pg 44). Also of concern is the visitor appraisal in regards to other visitors' behaviour being environmentally responsible. Just over 40 percent of visitors disagreed to this statement to some extent, with just over one quarter strongly agreeing. This may reflect visitor concern for the environment, particularly in respect to the impacts of other visitors' behaviours.

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WTWHA Reports 2001/2002

The reports produced by the Rainforest CRC Project 4.1 research team for the 2001 and 2002 Wet Tropics World Heritage Area site surveys and the Wet Tropics World Heritage Area community survey are listed below.

WTWHA Site Level Data Reports:

Bentrupperbäumer, J. M. (2002a) *Murray Falls: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002b) *Davies Creek: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002c) *Barron Falls: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002d) *The Crater: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002e) *Lake Barrine: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002f) *Marrdja: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002g) *Big Crystal: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002h) *GoldsboroughValley: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002i) *Henrietta Creek: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. (2002j) *Mossman Gorge: Site Level Data Report 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

Bentrupperbäumer, J. M. & Reser, J.P. (2002a) *Measuring and Monitoring the Impacts of Visitation and Use in the Wet Tropics World Heritage Area: A Site Based Bioregional Perspective*. Rainforest Cooperative Research Centre: Cairns.

- Attachment: *Research Procedural Manual: Measuring and Monitoring the Impacts of Visitation and Use in the Wet Tropics World Heritage Area*. Rainforest Cooperative Research Centre: Cairns.

WTWHA Community Survey Reports:

Bentrupperbäumer, J. M. & Reser, J.P. (2002b) *The Role of the Wet Tropics in the Life of the Community: A Wet Tropics World Heritage Area Community Survey 2001/2002*. Rainforest Cooperative Research Centre: Cairns.

- Attachment: *Research Procedural Manual: Wet Tropics World Heritage Area Community Survey 2001/2002*. Rainforest Cooperative Research Centre: Cairns.
