Social Research Unit

The who, what, where, when, and how of park visitation?????

Your mission, should you choose to accept, is to find out what the Social Research Unit does

RATIS

- System for handling the different databases used in PVS

RecData

- A detailed inventory of park assets and facilities

VISTAT

- Visitor statistics covering demographic profiles through visitor surveys as well as visitor counts

SOCIAL RESEARCH

- Undertakes, develops and coordinates internal research, links with other research programs and tertiary institutions

........who are the team

Amanda Smith
Social Science Coordinator

- STCRC and other research programs

- Cooperative research programs with tertiary institutions

- Undertakes research and coordinates internal research

- Social Research for other DEC divisions

- Ongoing development of RATIS

- Corporate direction for the VISTAT program

- Prepares department performance measures for PVS

Elisa Skillen

RATIS Coordinator

- Recreation and Tourism Information System (RATIS) – adoption, training & improvement

- Nature Based Recreation and Tourism Research Reference Group - Executive Officer

- RecData – promotes adoption, updates user manuals and provides training, and implements changes to current application

- VISTAT

Luisa Liddicoat
VISTAT Coordinator

- Developing and maintaining Visitor Information and Statistics program (VISTAT)
- Reporting on statistics and trends in visitor levels, writing reports on visitor information studies
- Maintaining database for traffic counting across the State
- Visitor Satisfaction feedback
- Conducts other social research as required

Matt Cavana

Systems Development Officer

- Hardware and software systems support
- Database information systems support
- RATIS system custodian

……..why are we doing it?

Social research incorporates the needs, perceptions and attitudes of park users and potential users and their use and impacts on the natural environment, wildlife and surrounding communities

For effective planning, management we need to understand things such as:

- who we are managing for
- what experiences they are seeking
- what is their level of awareness, interest & attitude towards the environment and the way it is managed
- what is it about the natural environment our visitors' are interested in
- for interpretation, what are the preferred communication and learning styles of your main visitor profile
- how the activities visitors undertake in PAs impact on the environment and each other

………what are we trying to achieve?

Short-term goals

- Reviewing current methodology and re-developing the standardised methodology for vehicle and pedestrian counts, and the visitor survey program
- Developing a set of core questions for the visitor survey program
- Developing manuals and training

Long-term goals

- Considering how to store other sources of visitor information
- Developing methodology for marine monitoring
- Conduct social research

………what is the way forward?

- VISTAT Plans

What have been some of the successes and what are the reasons for failures in terms of:

1. Visitor Counts
2. Visitor Survey Program

As always, should you be captured or killed, we will disavow all knowledge of your actions.

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