

Victorian Game Management Authority

# Community research 2023

Report appendices

1 May 2023

FINAL

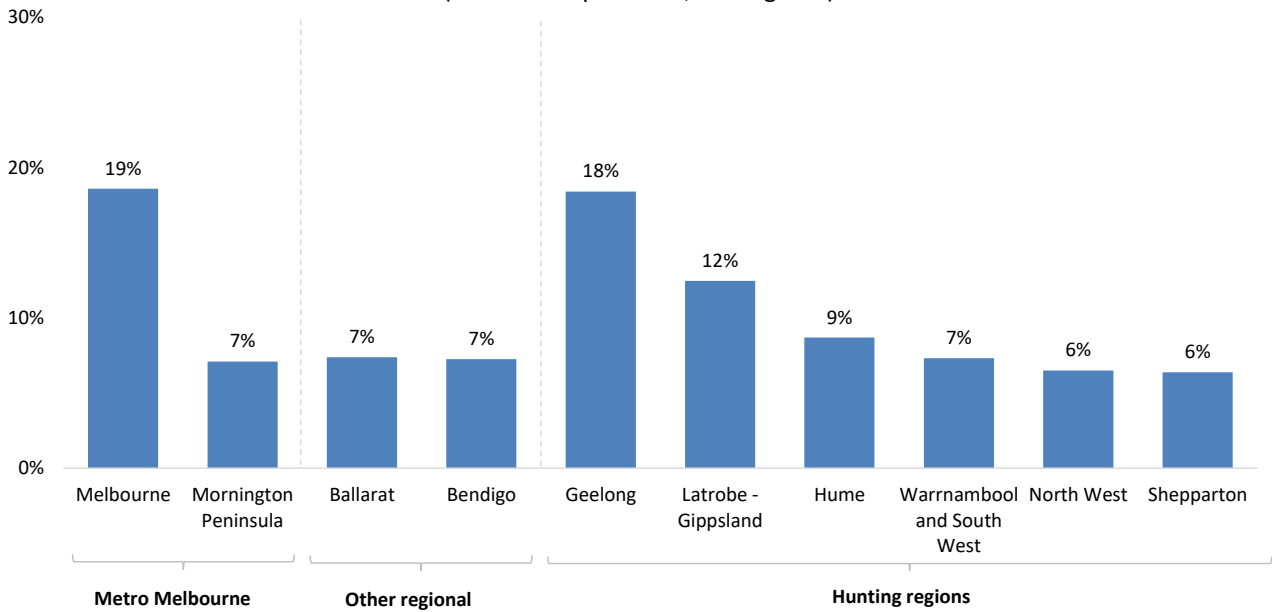
## **Appendices**

Appendix A: Respondent demographics

Appendix B: Survey questionnaire

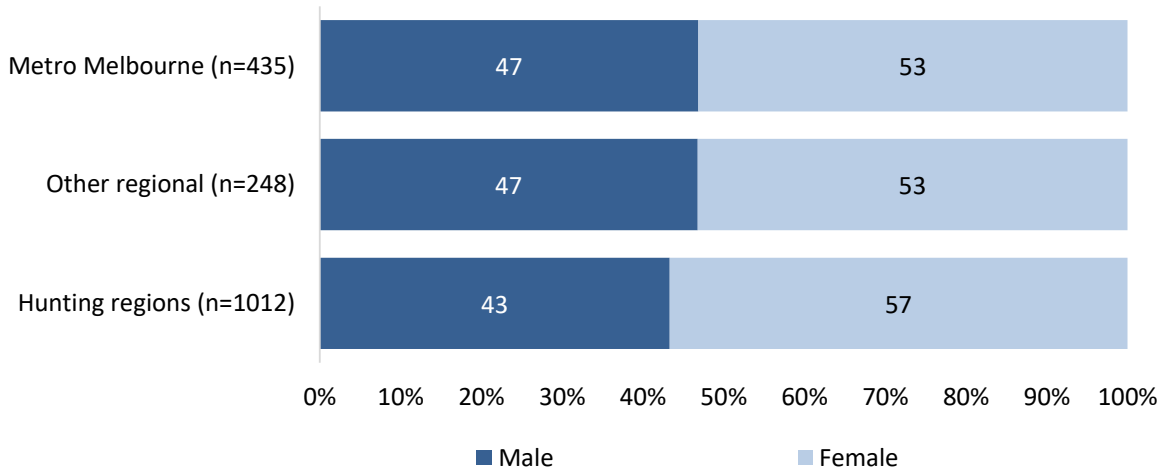
## **Appendix A: Respondent demographics**

**Figure 1: Region**  
(Base: All respondents, unweighted)



QRegion. Calculated from postcode

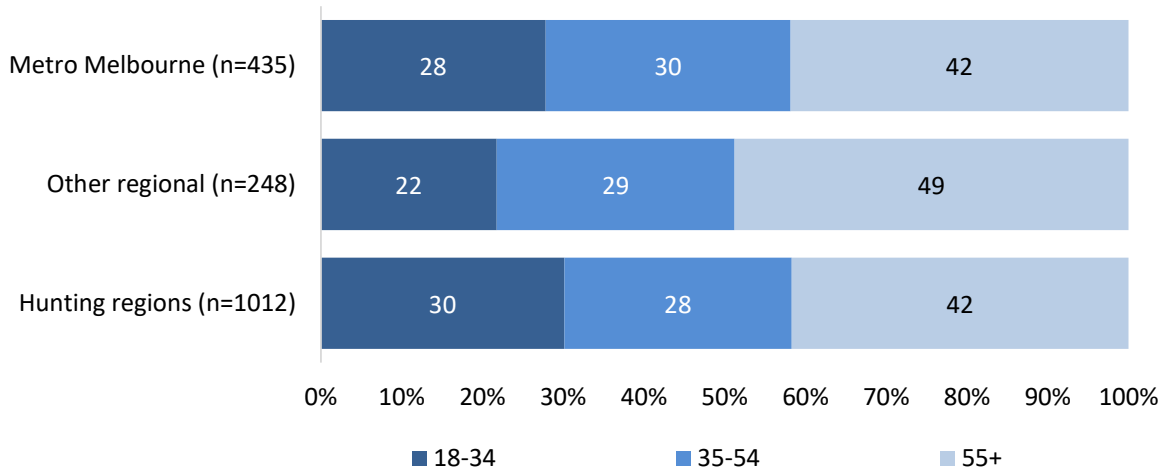
**Figure 2: Gender**  
(Base: All respondents, unweighted)



Q3. Are you...?

**Figure 3: Age**

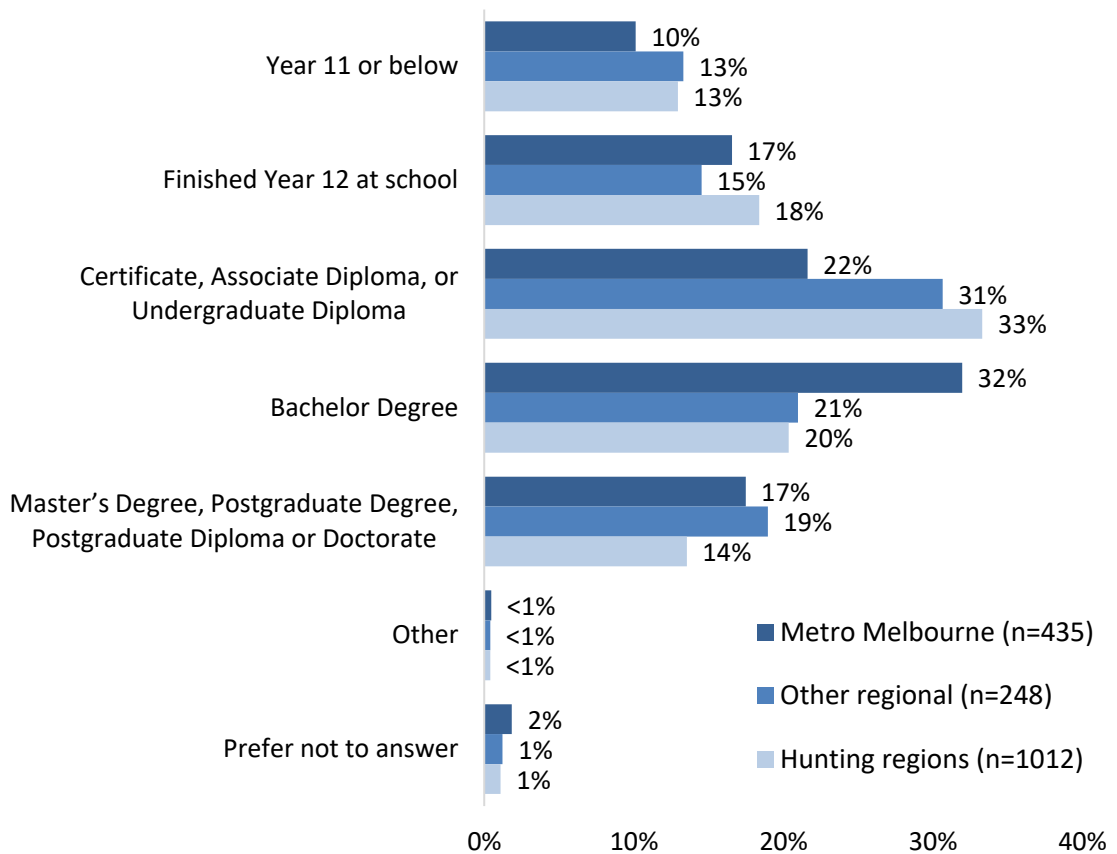
(Base: All respondents, unweighted)



Q2. What is your age?

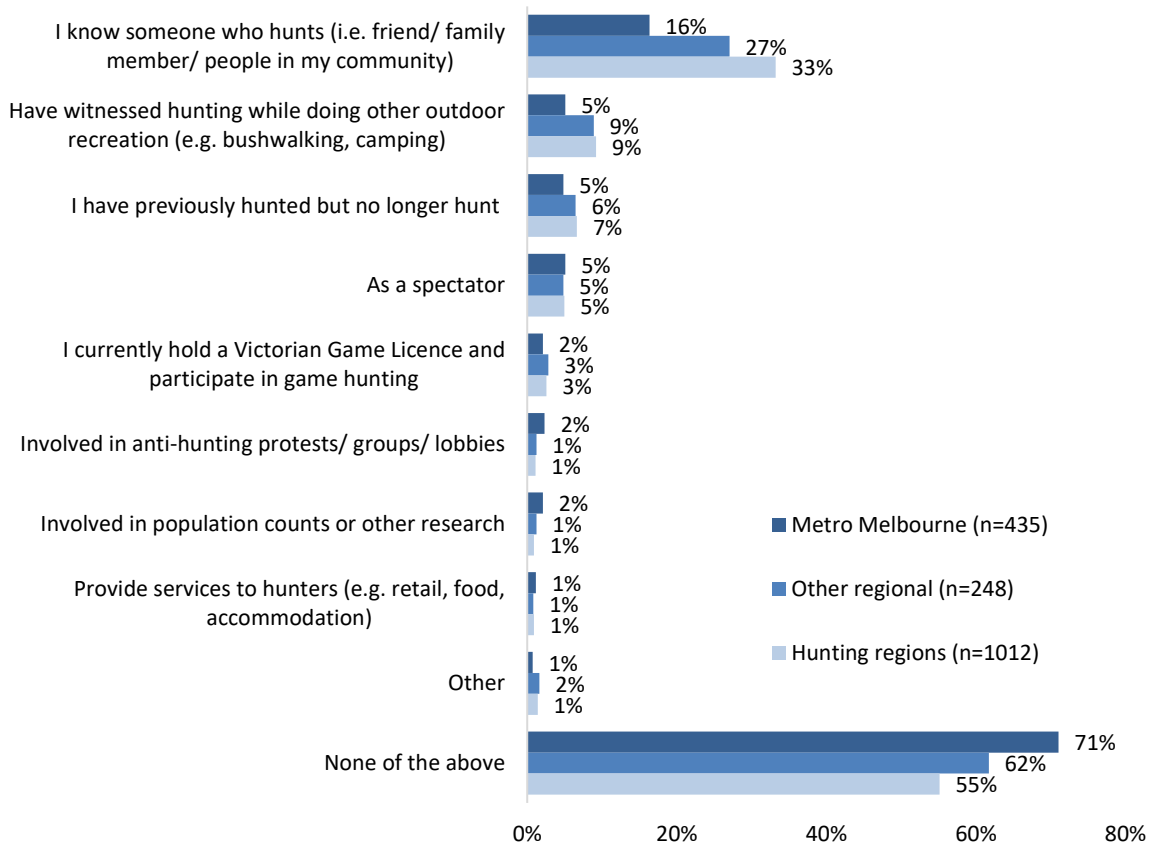
**Figure 4: Education**

(Base: All respondents, unweighted)



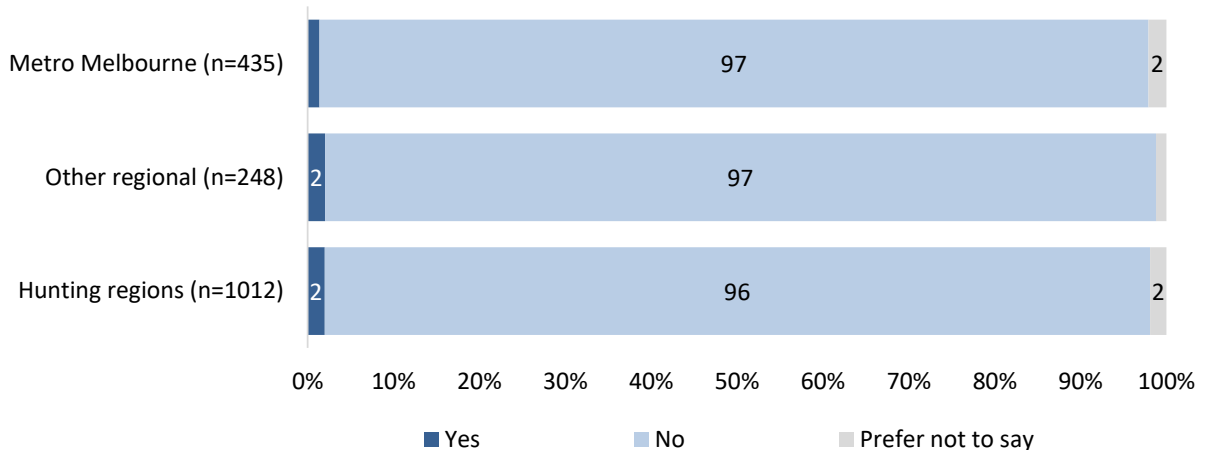
Q38. What is the highest level of formal education that you have completed?

**Figure 5: Involvement in game hunting**  
(Base: All respondents, unweighted)



Q35mr. Have you been involved in, associated with or impacted by game hunting in Victoria in any of the following ways? (Multiple Response)

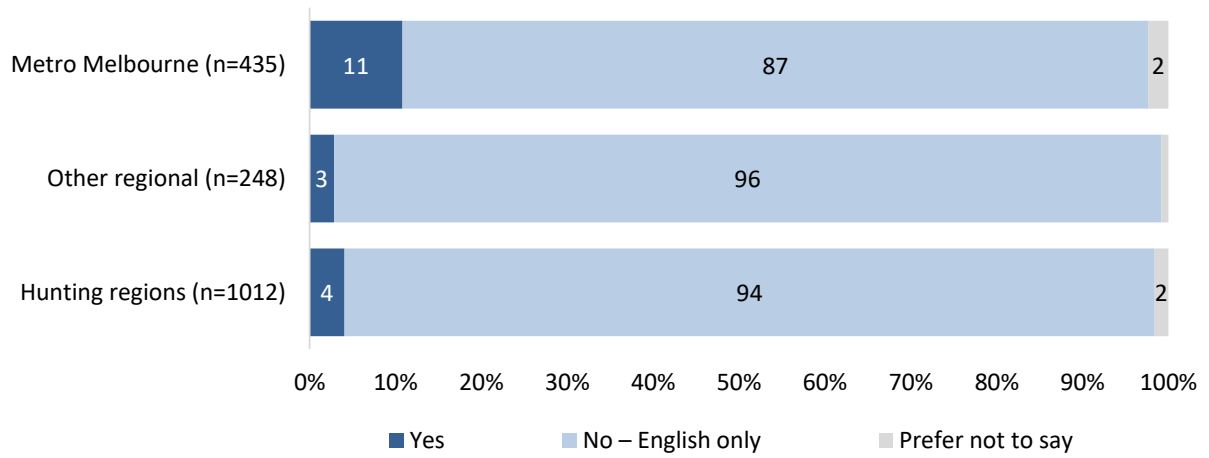
**Figure 6: Aboriginal or Torres Strait Islander**  
(Base: All respondents, unweighted)



Q39. Are you of Aboriginal or Torres Strait Islander origin?

**Figure 7: Culturally and linguistically diverse**

(Base: All respondents, unweighted)



Q40. Do you speak a language other than English at home?

## **Appendix B: Survey questionnaire**





**Victorian Game Management Authority**

## **Community Survey 2023**

**Questionnaire**

**FINAL**

**7 February 2023**

## Target sample [not shown in survey]

Target audience: Victorians aged 18 and over

For targets based on maximum feasibility, do not implement quotas by age and gender

For targets below maximum feasibility (\*), implement quotas to ensure broad representation of the population in terms of age and gender

Region	Key communities/ towns	Target sample size	Max feasibility
Geelong	Geelong, Connewarre	n=315	n=315
Shepparton	Echuca, Shepparton	n=110	n=110
Latrobe - Gippsland	Dargo, Licola, Sale	n=205	n=205
North West	Ararat, Stawell, Horsham, Kerang	n=105	n=105
Hume	Jamieson, Mansfield, Wangaratta	n=150	n=150
Warrnambool and South West	Hamilton	n=110	n=110
Ballarat	N/A	n=100	n=135
Bendigo	N/A	n=100	n=100
Melbourne*	N/A	n=300	n=4,000
Mornington Peninsula*	N/A	n=100	n=260
	<b>Total</b>	<b>n=1,595</b>	

## Introduction

Thank you for your interest in participating in this survey.

The survey is being conducted by ORIMA Research, an independent social research company, on behalf of a Victorian Government agency.

In this survey, we are going to talk about game hunting in Victoria. The survey will cover your understanding and perceptions of how recreational game hunting is managed.

The survey should take around 10 to 15 minutes to complete.

Participation in the survey is voluntary and the information and feedback you provide will be treated as private and confidential. No individual will be able to be identified from the research results.

[In online survey, do not show following section heading labels to respondents]

## A. Screening questions [ASK ALL]

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1. What is the postcode of your home address?

\_\_\_\_\_ [Accept valid postcodes only]

2. What is your age?

1 Less than 18 years old [Thank and end]

2 18-19

3 20-24

4 25-29

5 30-34

6 35-39

7 40-44

8 45-49

9 50-54

10 55-59

11 60-64

12 65-74

13 75-84

14 85 or over

3. Are you...?

1 Male

2 Female

3 Self-described

4 Prefer not to say

**['Thank and end' script:**

Thank you for answering these initial questions. Unfortunately, you are not part of the target audience for this survey. Thanks again for your interest in participating.

**Survey continuation script:**

Thank you for answering these initial questions. We are pleased to confirm that you are part of the target audience for the survey.]

## B. Hunting in your community [ASK ALL]

For this survey, we are specifically going to ask you questions about recreational **game hunting** in Victoria. Game hunting is the recreational hunting of species of ducks, quail, non-indigenous gamebirds and deer that are considered to be ‘game’. Game hunting is practised by people who have a licence to do so. It does not include the hunting of pest animals, such as rabbits, hares, foxes, goats and pigs. Nor does it include the commercial shooting of deer, kangaroos or other animals (including pests) for control, management or commercial gain.

- 4 Does any game hunting activity occur in the area/region you live in?
  - 1 Yes
  - 2 No
  - 3 Unsure
  
- 5 Do you regularly visit any area(s)/region(s) where game hunting activity occurs?
  - 1 Yes *[Please specify where]* \_\_\_\_\_
  - 2 No
  - 3 Unsure
  
- 6 *[ONLY ASK IF Q4 OR Q5=1 (Live in or visit regions where game hunting occurs)]* What type of game hunting occurs in the area(s)/region(s) you live in or visit? *[Please select all that apply]*
  - 1 Deer
  - 2 Duck
  - 3 Quail
  - 4 Introduced gamebirds
  - 5 Unsure *[Exclusive code]*
  
- 7 *[AUTOCODE Q7=1 IF Q4 OR Q5=1]* Before today, were you aware of any game hunting activity occurring in Victoria?
  - 1 Yes
  - 2 No *[GO TO Q12]*
  - 3 Unsure *[GO TO Q12]*
  
- 8 *[ONLY ASK IF Q7=1 (Aware of game hunting activity occurring in Victoria)]*  
 What impact do you think game hunting has had on...

<i>[Do not randomise]</i>	Very negative	Somewhat Negative	No impact	Somewhat Positive	Very positive	Unsure
<b>a You personally</b>	1	2	3	4	5	6
<b>b Economic activity</b> <i>[if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria] (e.g. tourism, food and beverage outlets, accommodation, sale of hunting and outdoor goods)</i>	1	2	3	4	5	6

[Do not randomise]	Very negative	Somewhat Negative	No impact	Somewhat Positive	Very positive	Unsure
c <b>Social activity</b> [if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria] (e.g. community health and wellbeing, amenity, social connection/friendships)	1	2	3	4	5	6
d <b>The environment</b> [if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria] (e.g. biodiversity, land care, habitat improvements/destruction, water quality, litter)	1	2	3	4	5	6
e <b>Safety</b> [if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria]	1	2	3	4	5	6

9 [ONLY ASK IF Q7=1 (Aware of game hunting activity occurring in Victoria)]  
 Thinking about specific aspects of game management [if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria], please indicate the extent of your agreement or disagreement with the following statements.

[Randomise Single response for each statement]	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure
a Illegal game hunting is being adequately addressed	1	2	3	4	5	6
b Breaches to public safety laws related to game hunting are being adequately addressed	1	2	3	4	5	6
c Decisions about game management are based on the best available expert advice and evidence	1	2	3	4	5	6

10 [ONLY ASK IF Q7=1 (Aware of game hunting activity occurring in Victoria)]  
 Overall to what extent do you agree that game hunting is being managed effectively [if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria]?

- 1 Strongly disagree
- 2 Disagree
- 3 Neither agree nor disagree
- 4 Agree
- 5 Strongly agree
- 6 Unsure [GO TO Q12]

11 *[ONLY ASK IF Q10<6]*

You said that you *[INSERT ANSWER FROM Q10]* that game hunting is being managed effectively *[if Q4=1 or Q5=1 show: in the area(s)/region(s) you live in or visit / else show: in Victoria]*. Why do you say that?

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12 If you witnessed or were aware of illegal game hunting occurring, who would you report it to?

- 1 *[Please specify]* \_\_\_\_\_
- 2 Would not report it
- 3 Unsure

### C. General awareness of game hunting *[ASK ALL]*

13 Before today, to what extent were you aware of the following?

<i>[Do not randomise]</i>	Not at all aware	Partially aware	Fully aware
a <b>Game hunting</b> only includes hunting of deer, duck and other gamebirds, but does <u>not</u> include hunting of pests such as kangaroos, rabbits and foxes	1	2	3
b You need a <b>game licence</b> to legally hunt game species in Victoria	1	2	3
c For some game animals, there are ' <b>bag limits</b> ' for how many game animals you are permitted to take over a particular period of time	1	2	3
d Game hunting is only <b>permitted in certain areas</b> in Victoria	1	2	3
e For some game animals, legal hunting can only occur <b>during certain times</b> of the year (known as an 'open season')	1	2	3
f For all game hunting, legal hunting can only occur during <b>daytime</b> (i.e. 30 minutes before sunrise to 30 minutes after sunset)	1	2	3
g There are <b>laws and regulations</b> in place to ensure that game hunting is conducted in a safe, responsible and sustainable manner	1	2	3

### D. Awareness and understanding of the GMA *[ASK ALL]*

14 Before today, had you heard of the Victorian Game Management Authority (GMA)?

- 1 Yes – I know what it is
- 2 Yes – but I am not sure about the details

3 No – I have never heard of it / not sure / cannot say

15 What do you think the Game Management Authority’s main role(s) is in Victoria?

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16 Please indicate whether you think each of the following are part of the GMA’s role.

[Randomise]	Yes	No	Unsure
a Issuing firearms licences [False]	1	2	3
b Managing pest animal hunting [False]	1	2	3
c Managing game habitats [False]	1	2	3
d Managing public land where hunting is permitted [False]	1	2	3
e Promoting the hunting of game species in Victoria [False]	1	2	3
f Providing advice to government on game management	1	2	3
g Providing education to game hunters	1	2	3
h Enforcing compliance with game hunting laws	1	2	3
i Managing hunting seasons for game species	1	2	3
j Issuing game licences	1	2	3
k Researching the impacts of game hunting/ game management	1	2	3
l Advocating on behalf of Victorian game hunters and hunting [False]	1	2	3
m Promoting safe, responsible and sustainable game hunting in Victoria	1	2	3

17 IF Q14<3 (Aware of GMA) SHOW: Before today, to what extent were you aware of the following.  
 IF Q14=3 (Not aware of GMA) SHOW: Below are some statements about the GMA – please read each statement and then we will ask you some questions about the GMA.

[Do not randomise] [IF Q14=3 (Not aware of GMA) show statements only – do not ask for responses]	Not at all aware	Partially aware	Fully aware
a The Game Management Authority (GMA) is an independent authority responsible for the regulation of game hunting in Victoria	1	2	3
b The GMA is a Victorian government agency	1	2	3
c The GMA is responsible for issuing Game Licences	1	2	3
d The GMA manages open and closed seasons for game species	1	2	3

e	The GMA is responsible for enforcing game hunting laws and taking action against those who do not hunt legally	1	2	3
f	The GMA is responsible for educating and informing hunters on how to hunt legally in Victoria	1	2	3
g	The GMA works with partner agencies and the community to ensure that game hunting is ethical, sustainable, safe and humane	1	2	3

18 Please indicate the extent of your agreement or disagreement with the following statements about the GMA.

IF Q14=3 (Not aware of GMA) SHOW: Even if you have not heard of the GMA before, we are interested in your general impressions after reading the information on the previous page.

[Randomise Single response for each statement]	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure
a I trust the GMA to manage game hunting in Victoria efficiently and effectively	1	2	3	4	5	6
b I trust the GMA is making decisions based on the best available expert advice and evidence	1	2	3	4	5	6
c The GMA is adequately addressing illegal hunting	1	2	3	4	5	6
d The GMA adequately addresses breaches to public safety laws related to hunting	1	2	3	4	5	6
e The GMA is neutral and unbiased (i.e. not for or against hunting) in delivering its responsibilities	1	2	3	4	5	6
f I trust the GMA to treat people fairly and equally	1	2	3	4	5	6

18.1 Overall, how satisfied are you with the GMA’s services? We are interested in your impressions even if you have not had any direct contact with the GMA.

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Satisfied
- 5 Very satisfied
- 6 Can’t say



## E. Current information sources [ASK ALL]

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19 In the past 12 months, have you seen or heard any information about game hunting in Victoria?

1 Yes *[Please specify what key messages you recall from the information you saw or heard]*

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2 No

3 Don't know

20 In the past 12 months, have you seen or heard any game hunting information related to any of the following in Victoria? *[Randomise] [Please select all that apply]*

1 Report illegal hunting (including spotlighting)

2 Show RESPECT and hunt responsibly

3 REDUCE wounding

4 MyGL – the online game licensing system

5 Compliance and enforcement activities (e.g. patrol statistics, enforcement outcomes)

6 Hunting research (e.g. population estimates)

7 Advertising for events (e.g. community information sessions, trade expos)

8 Information about game hunting seasons

9 None of the above *[Go to next section if Q19>1]*

21 *[ONLY ASK IF Q19=1 OR Q20<9 (Seen or heard information about game hunting)]*

Where did you see or hear this information? *[Please select all that apply]*

1 Local media reports, for example on local radio, TV, newspapers

2 State/ National media reports, for example on national radio, TV, newspapers

3 Online news reports or articles

4 Friends, family, colleagues or your local community

5 Local newsletters

6 Brochures or pamphlets

7 Letterbox drop

8 Social media – Facebook

9 Social media – YouTube

10 Social media – Other

11 Local event (e.g. fair, trade show, expo)

12 Community information session/ workshop

13 Community message boards

14 In a retail store

15 Government website *[Please specify]* \_\_\_\_\_

16 Other website *[Please specify]* \_\_\_\_\_

- 17 Other *[Please specify]* \_\_\_\_\_
- 18 Don't know
- 22 What was the source(s) of the information you saw or heard? *[Randomise]* *[Please select all that apply]*
- 1 Game Management Authority
  - 2 Parks Victoria
  - 3 Local council
  - 4 Victoria Police
  - 5 Hunting group or association
  - 6 Anti-hunting group or association
  - 7 News services (e.g. Herald Sun, Channel 9)
  - 8 Political party
  - 9 Friends, family, colleagues or your local community
  - 10 Other *[Please specify]* \_\_\_\_\_
  - 11 Don't know/ can't recall
- 23 *[IF Q21<18 AND Q22=1 ONLY (Only saw information from GMA), AUTOCODE Q23=Q21]*  
*[ONLY ASK Q23 IF Q22=1 AND Q22>1]*  
 You mentioned you saw or heard information about game hunting from **the Game Management Authority (GMA)**. Out of the channels you selected, where did you see or hear information from the GMA? *[Only show response options selected in Q21]* *[Please select all that apply]*
- 1 Local media reports, for example on local radio, TV, newspapers
  - 2 National media reports, for example on national radio, TV, newspapers
  - 3 Online news reports or articles
  - 4 Friends, family, colleagues or your local community
  - 5 Local newsletters
  - 6 Brochures or pamphlets
  - 7 Letterbox drop
  - 8 Social media – Facebook
  - 9 Social media – YouTube
  - 10 Social media – Other
  - 11 Local event (e.g. fair, trade show, expo)
  - 12 Community information session/ workshop
  - 13 Community message boards
  - 14 In a retail store
  - 15 Government website *[Please specify]* \_\_\_\_\_
  - 16 Other website *[Please specify]* \_\_\_\_\_
  - 17 Other *[Please specify]* \_\_\_\_\_

18 Don't know

24 [ONLY ASK IF Q19=1 OR Q20<9 (Saw or heard information about game hunting)]

Thinking about the [IF Q22=1 SHOW: **Game Management Authority (GMA)**] information about game hunting you have seen in the past 12 months, please indicate the extent of your agreement or disagreement that the information provided was...

[Randomise Single response for each statement]	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure
a Clear and easy to understand	1	2	3	4	5	6
b Objective, fair and balanced	1	2	3	4	5	6
c Timely	1	2	3	4	5	6
d Relevant to you	1	2	3	4	5	6

25 [ONLY ASK IF Q22=1 (Saw or heard GMA information)] Do you have any feedback on the GMA's resources or communications, or suggestions for information or resources you think the GMA should provide more of?

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26 [ONLY ASK IF Q19=1 (Seen or heard information about game hunting)]

How often, in the past 12 months, have you *actively* looked for any information in relation to game hunting in Victoria?

- 1 Daily
- 2 At least weekly
- 3 At least monthly
- 4 At least quarterly
- 5 Once
- 6 Not at all

27 [ONLY ASK IF Q26<5 (Looked for information at least quarterly)]

Overall, how satisfied are you with information currently available in relation to game hunting in Victoria?

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Satisfied
- 5 Very satisfied

6 Don't know

28 [ONLY ASK IF Q26<5 (Looked for information at least quarterly)]

Why do you say you are [show answer from Q27] with the information currently available in relation to game hunting in Victoria? [ONLY SHOW IF Q27<3] In particular, if there's anything you feel is missing from the current information, please include this.

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## F. Interactions with the GMA [Only ask section if Q14<3 (Aware of GMA)]

GMA Game Officers ensure compliance with the game hunting laws in Victoria. They interact with hunters and the community to ensure hunting is conducted safely, responsibly and in accordance with Victoria's hunting laws. Members of the community may come across GMA Game Officers in various locations across Victoria, including State Forests, National Parks, State Game Reserves, wetlands and private properties.

29 In the last 12 months, have you seen any GMA Game Officers conducting compliance activities (e.g. patrols, roadblocks)? [Please select all that apply] [Randomise]

- 1 Yes [Please specify what you saw] \_\_\_\_\_
- 2 No
- 3 Don't know

30 In the last 12 months, have you had any direct interactions with the GMA? [Please select all that apply] [Randomise]

- 1 Applied for, renewed or amended a game licence
- 2 Reported illegal hunting
- 3 Requested information from the GMA (e.g. through their website contact form, email, social media or Customer Service Centre)
- 4 Attended a community forum organised by the GMA or where the GMA was in attendance
- 5 Spoke to a GMA Game Officer in the field
- 6 Spoke to GMA staff or Game Officers at an education event/ marquee/ event stand
- 7 None of the above [Go to next section]

31 [ONLY ASK IF Q30<7 (Had direct interactions with GMA)]

Thinking about your interactions with the GMA in the past 12 months, please indicate the extent of your agreement or disagreement with the following statements.

[Randomise Single response for each statement]	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Unsure/ NA

a	Information provided by the GMA was clear and easy to understand	1	2	3	4	5	6
b	The GMA addressed your request/ submission in a timely manner <i>[ONLY ASK IF Q30&lt;4]</i>	1	2	3	4	5	6
c	The GMA’s response adequately addressed your request/ submission <i>[ONLY ASK IF Q30=2 or 3]</i>	1	2	3	4	5	6
d	GMA staff engaged with you in a professional manner	1	2	3	4	5	6
e	GMA staff engaged with you in a helpful manner	1	2	3	4	5	6

31.1 Overall, how satisfied are you with your interactions with the GMA in the past 12 months?

- 1 Very dissatisfied
- 2 Dissatisfied
- 3 Neither satisfied nor dissatisfied
- 4 Satisfied
- 5 Very satisfied
- 6 Don’t know

## G. Information needs **[ASK ALL]**

32 How important do you think it is to be informed about game hunting in Victoria and how it is managed...

Grid subheading	Not at all important				Very important	Don't know
a For you personally?	1	2	3	4	5	6
b For people living in communities where game hunting occurs?	1	2	3	4	5	6

33 *[ASK IF Q32a or b>1 AND Q32a or b<6]* What information is most important to know? *[Please select up to 5]**[Randomise 1-11]*

- 1 When game hunting is occurring
- 2 Where game hunting is occurring
- 3 What type of game hunting is occurring (e.g. firearms, dogs)
- 4 How to report illegal game hunting activity

- 5 How compliance with game hunting laws is being enforced (e.g. reports of enforcement action occurring)
  - 6 Examples of illegal game hunting
  - 7 Economic impact of game hunting
  - 8 Environmental impact of game hunting
  - 9 Social impact of game hunting
  - 10 How decisions in relation to game hunting seasons are made
  - 11 What measures are in place to promote lawful and responsible game hunting
  - 12 Other *[Please specify]* \_\_\_\_\_
  - 13 Don't know *[Exclusive]*
- 34 *[ASK IF Q32a or b>1 AND Q32a or b<6]* How would you like to get this information? *[Please select up to 5][Randomise 4-9]*
- 1 Advertising *[Please specify]* \_\_\_\_\_
  - 2 Social media *[Please specify]* \_\_\_\_\_
  - 3 Local interest group or organisation *[Please specify]* \_\_\_\_\_
  - 4 Letterbox drop
  - 5 Brochures / pamphlets
  - 6 Community information sessions or council meetings
  - 7 SMS notification
  - 8 Email
  - 9 Webinars
  - 10 Parks Victoria website
  - 11 Victorian Game Management Authority website
  - 12 Victorian Department of Energy, Environment and Climate Action website
  - 13 Local Council website
  - 14 Other website *[Please specify]* \_\_\_\_\_
  - 15 Other *[Please specify]* \_\_\_\_\_
  - 16 Don't know *[Exclusive]*

## H. Demographics *[ASK ALL]*

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These final few questions are about you and will help us analyse the results from the survey.

- 35 Have you been involved in, associated with or impacted by game hunting in Victoria in any of the following ways? *[Please select all that apply]*
- 1 I currently hold a Victorian Game Licence and participate in game hunting *[EXCLUSIVE OF 2]*
  - 2 I have previously hunted but no longer hunt *[EXCLUSIVE OF 1]*

- 3 As a spectator
  - 4 I know someone who hunts (i.e. friend/ family member/ people in my community)
  - 5 Involved in anti-hunting protests/ groups/ lobbies
  - 6 Involved in population counts or other research
  - 7 Provide services to hunters (e.g. retail, food, accommodation)
  - 8 Have witnessed hunting while doing other outdoor recreation (e.g. bushwalking, camping)
  - 9 Other *[Please specify]* \_\_\_\_\_
  - 10 None of the above *[Exclusive]*
- 36 Which of the following best describes where you live?
- 1 In a metropolitan suburb
  - 2 In a regional centre/ town
  - 3 On a rural property
- 37 Do you own a property in an area where game hunting occurs?
- 1 Yes
  - 2 No
- 38 What is the highest level of formal education that you have completed?
- 1 Year 11 or below
  - 2 Finished Year 12 at school
  - 3 Certificate, Associate Diploma, or Undergraduate Diploma
  - 4 Bachelor Degree
  - 5 Master's Degree, Postgraduate Degree, Postgraduate Diploma or Doctorate
  - 6 Other *[Please specify]* \_\_\_\_\_
  - 7 Prefer not to answer
- 39 Are you of Aboriginal or Torres Strait Islander origin?
- 1 Yes
  - 2 No
  - 3 Prefer not to say
- 40 Do you speak a language other than English at home?
- 1 Yes *[Please specify]* \_\_\_\_\_
  - 2 No – English only
  - 3 Prefer not to say

**Thank you very much for your time and assistance with this research.**

**If you would like to find out more about game hunting in Victoria, please go to the Victorian Game Management Authority website ([www.gma.vic.gov.au](http://www.gma.vic.gov.au)).**

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This project is being conducted in accordance with the international quality standard ISO 20252, the international information security standard ISO 27001, as well as the Australian Privacy Principles contained in the Privacy Act 1988 (Cth). ORIMA Research also adheres to the Privacy (Market and Social Research) Code 2021 administered by the Australian Data and Insights Association (ADIA).

ORIMA pays respect to Aboriginal and Torres Strait Islander Peoples past and present, their cultures and traditions and acknowledges their continuing connection to land, sea and community.