

RMBRAG

RIVER MURRAY BOATING & RECREATIONAL ADVISORY GROUP

<http://www.rmbag.com>

Strategic Plan



SAFETY AND ETIQUETTE PROGRAM

Behaviour on the Murray River

November 2014

Presented to:
Hon Ian Hunter MLC
Hon Stephen Mulligan MP



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INTRODUCTION

The “River Murray Boating and Recreational Advisory Group” (RMBRAG) is a community based group established to develop strategies which will enhance the experience of river users and manage the impact of the Murray River users on the environment and other people.

RMBGRAG was established in 2013 during the time a ‘No Wash Zone’ was being considered. The objective of RMBRAG is to find an alternative to the No Wash Zone through education of safe and acceptable behaviour by consulting with community and interested parties.

RMBRAG is based around Murray Bridge, South Australia.

STRUCTURE

The Group operates in a tiered structure. The core of the Group is a small number of volunteer representatives who are capable of representing and understanding the diversity of views from the different user groups and facilitate outcomes. This core group of 10 people include the chair, secretary, marketing and promotions, education and government officers (local and state).

RMBRAG is currently a community volunteer group and is looking at the following options:

- Becoming an incorporated body or
- Partner with another non-profit organization

The second tier of the structure is a set of ‘sub groups’ who are responsible for representing an interest group, or groups. These sub groups represent both primary and secondary interest groups.

The role of the core group is to manage the desired outcomes and to ensure the integration, balance and coherence of the output of the sub groups.

RESEARCH

In July 2014 RMBRAG conducted a survey to identify behavioural issues on the River Murray and the appropriate way that they could be managed.

Using Survey Monkey and the extensive contacts of the organization approximately four hundred individuals responded by filling out the survey.

The survey ran for July 2014 and was promoted by social media, newspapers and radio. The people that contributed were from Renmark to the Murray mouth.

From the Border to the Sea

SURVEY RESULTS

The following tables contain the results of the survey.

Are you aware that RMBRAG (River Murray Boating & Recreational Advisory Group) is exploring strategies to manage behavioural issues on the river?		
Answer Options	Response Percent	Response Count
Yes	56.7%	220
No	43.3%	168
<i>answered question</i>		388

What is your age?		
Answer Options	Response Percent	Response Count
Upto 18	7.6%	29
18 to 24	8.6%	33
25 to 34	13.5%	52
35 and Above	70.3%	270
<i>answered question</i>		384

How many days per year do you typically participate in recreation on the Murray River or Lakes?		
Answer Options	Response Percent	Response Count
Less than 5 days	2.0%	8
5 to 15 days	12.1%	47
16 to 30 days	21.1%	82
More than 31 days	64.8%	251
<i>answered question</i>		387

Typically when participating in recreation on the river and staying over night, do you use:		
Answer Options	Response Percent	Response Count
Holiday accommodation or Camp on the River/Lake	22.3%	95
Houseboat or Cruiser	8.7%	37
Have a holiday house	48.6%	207
Live on River/Lake	13.1%	56
I only take day trips to River/Lake	7.3%	31
<i>answered question</i>		426

SURVEY RESULTS cont.

Choose the top three activities you participate on the water?		
Answer Options	Response Percent	Response Count
Waterskiing	25%	272
Wakeboarding	20%	220
Tubing	10%	109
Fishing	9.4%	102
Tubing	1.6%	17
Swimming	12.6%	137
Jet-Skiing	5.4%	58
Cruising	6%	65
Houseboating	4%	44
Other (please specify)	6%	65
answered question		1089

Does your area have any set rules or best practices that are commonly known by other regular users?		
Answer Options	Response Percent	Response Count
Yes	27%	99
No	73%	273
If yes please state		
TOTAL		372

Examples of best practices known
Life jackets to be worn at all times
Speed limits
Reduce Wake
Boat launch time (varied between 7am and 8am)
Driving on the correct side of the river



SURVEY RESULTS cont.

What issues are of most concern to you on the river or lakes?	
Jet Ski's	
	· 72 out of 350 response's named their top issue as Jet ski's
	· 58 people named Jet ski's as their second issue
	· 28 people named Jet Ski's as their third issue
	· Therefore 45% named Jet Ski's in their top three concerns of river use
Wake/wash	
	· 56 out of 350 responses named their top issue as wake/wash
	· 24 people named wake/wash as their second issue
	· 20 people named wake/wash as their third issue
	· Therefore 28% named wake/wash in their top three concerns
Bad behaviour **	
	· 90 out of 350 response's named bad behaviour as top issue
	· 89 people named bad behaviour as their second issue
	· 49 people named bad behaviour as their third issue
	· Therefore 65% named bad behaviour in their top three concerns

** bad behaviour included speed, erosion of river banks due to wake, power turns, noise

STRATEGIC PLAN

RMBRAG has a very focused and specific strategic plan.

Due to the results of the survey we have identified that:

- Jet ski safety, wake/wash and bad behaviour are the three key issues on the river
- 73% of people do not know of any set rules
- 70% of people that answered the survey were over 35
- Nearly 65% spend more than 31 days or more on the river annually
- 45% named Jet ski's as a problem yet only 5.4% participate in the activity
- 28% named Wakeboards as a problem yet only 20% participate in the activity
- 65% named bad behaviour as a major concern on the Murray River which included speed, power turns, noise, ignorance of river rules by day trippers and holiday makers

Our objectives are clear and focused:

Produce a safety and etiquette program which will educate the general public in the acceptable behaviour on the river that will minimise impact on the environment and on other river users.

Now that we have identified the issues we intend to develop a branded campaign to make people aware of what is acceptable behaviour on the river.

Other groups are focusing on personal watercrafts or environment only, or river and open seas. RMBRAG is focused on a very narrow area of safety and etiquette on the Murray River which will have a big impact on both the environment and people’s imposition on others.

MARKETING AND COMMUNICATION PLAN

Catch Phrase	Development of catch phrase targeting audience
Behaviour points	Development of behavioural points
A4 flyer and Posters	Design of A4 flyers with behavioural points and posters
Distribution of flyers	Distribution through ski ships, houseboat companies, new licences, boat retail outlets, hire operators, Visitor information centres
Signage at boat ramps	Work with DPTI and Councils to install signage at boat ramps
Social Media Campaign	Website, Facebook, Twitter, Instagram, youtube, QR Code, app
Development of educational videos	Use on social media
Regional Radio and TV and Media	Radio interviews, regional TV ads, newspaper articles
Media Launch	Launch of brand, signs and campaign

MARINE SAFETY OFFICERS v’s RMBRAG EDUCATIONAL PROGRAM

On the October long weekend there was one marine officer on patrol from Wellington to Blanchetown. We are lead to believe that there have not been any marine officers on the river since the long weekend and Murray Watch calls are going unattended.

For the DTPI to engage more Marine Safety Officers there would be a large cost both in wages, boats and running costs. Even with extra officers on the water they have an extensive area to cover.

RMBRAG’s proposal of an educational and awareness program is cost effective and large reaching. Marine safety officers would be able to be educators not expiators.

Educate not regulate

NUCLEUS FUNDING

RMBRAG received \$1500 from the EPA via Peter Smith, in 2013 which enabled the setting up of a Website, development of name and logo.

RMBRAG is seeking funding to continue the ongoing research and development of the committees strategic plan.

Funding request:

DEPARTMENT OF PLANNING, TRANSPORT AND INFRASTRUCTURE

RMBRAG request that DPTI would offer backing to their 'safety and etiquette' program.

Once our program is developed we would like DPTI to endorse it with their logo on all signage and printed material. We believe that this would add strength to the campaign.

We would also work with DEWNR, EPA, Councils and other interested parties.

EDUCATION AND ETIQUETTE PROJECT FUNDING

To fund our 'safety and etiquette' behavioural program RMBRAG are requesting the following funding.

Proposed funding:

SUMMARY

RMBRAG is a passionate group of people that have the Murray River at heart. The lifestyle on the river is a major drawcard with recreational, boating and relaxing high on the list. As an advisory group we deem that all river users have the right to enjoy themselves whilst showing respect to other users and most importantly the environment.

We believe a 'safety and etiquette' program is essential to provide education to river users. This will be well received if regulated by contemporaries and endorsed by a government body.

MURRAY RIVER LIFE