



**Project Number:** 08N03-03-03

**Project Start Date:** 2/11/2009

**Project Completion Date:** 31/12/2009

## Project Description

The study is to provide data on the baseline condition of the community and decision maker knowledge, attitudes, practices, values and aspirations (KAPVA) relating to coastal management issues such as climate change, sea level rise, coastal development and other human related pressures.

The Geraldton-Greenough Coastal Communities Study (GGCCS) will:

1. Develop a shared understanding between community and decision-maker knowledge, attitudes, practices, values and aspirations (KAPVA) related to coastal issues;
2. Legitimise and form the basis of joint educative and social marketing strategies for improved coastal zone planning and management and sustainable community behaviour within the study area;
3. Contribute towards the development of social indicators used to evaluate the effectiveness of educative and social marketing strategies, and monitor change towards sustainable community behaviour within the coastal zone.

**Delivery Organisation:** Beckwith Environmental Planning

**Total Funding:** \$52,014

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