



Koala Awareness Campaign & Variable Message Sign Evaluation

2019-2020

Insight Summary



Social Marketing @ Griffith

Data collection method

- The 2019-2020 method followed the 2018 koala awareness evaluation research design.
- Pre and post campaign surveys - Face to face intercept survey and online surveys to evaluate the effectiveness of the koala awareness campaign and the Variable Message Sign (VMS) trial.
 - Pre: 19/10/2019 – 27/10/2019
 - Post: 15/02/2020 – 25/03/2020

Data collection method (cont.)

PRE Locations:



Train and bus stations:

- Redland Bay Marina Bus Interchange and Redland Bay
- Marina Ferry Wharf



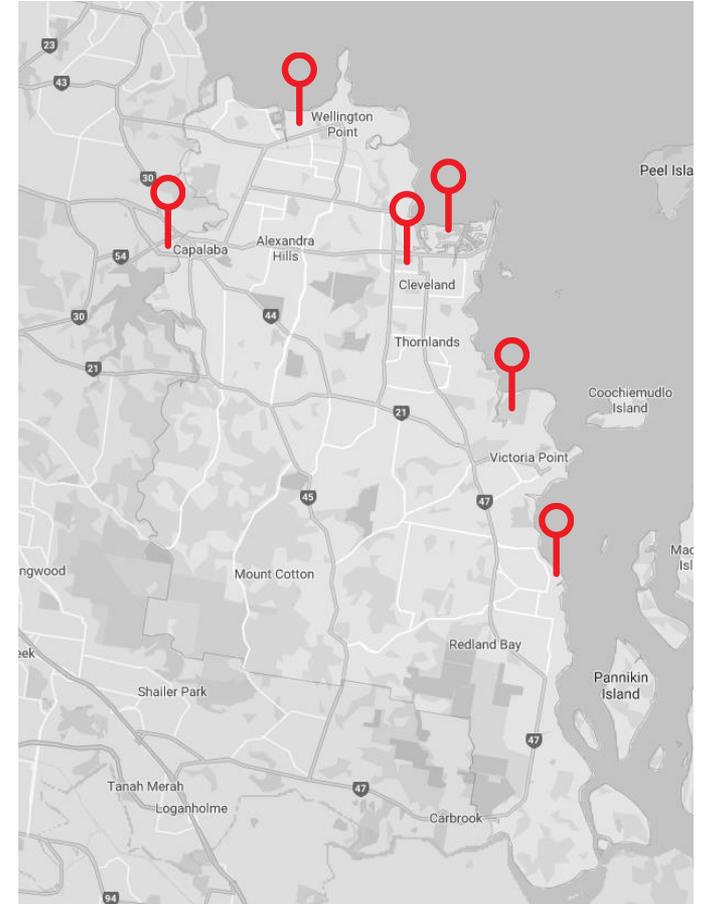
Parks and regions:

- Victoria Point
- Capalaba (Capalaba Regional Park)
- Cleveland (Raby Bay Foreshore Park)
- Wellington Point



Events:

- Sunday: 7am to 1pm
Cleveland Markets at Bloomfield St



Data collection method (cont.)

POST Locations:



Bus stations:

- Victoria Point Jetty
- Cleveland Bus Interchange
- Redland Bay Marina Bus Station



Shopping centres:

- Victoria Point Shopping Centre
- Victoria Point Lakeside Shopping Centre
- Cleveland Central Shopping Centre



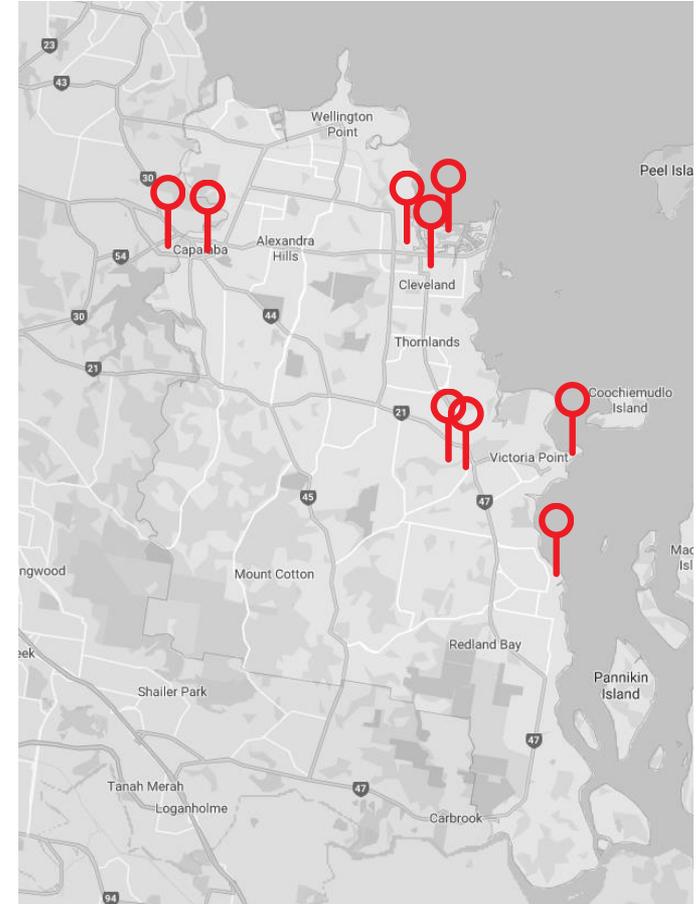
Parks and regions:

- Capalaba (Capalaba Regional Park)
- Cleveland (Raby Bay Harbour Park & Raby Bay Foreshore Park)



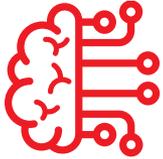
Online:

- Facebook targeted advertising



Data collection method (cont.)

Surveys captured:



Psychographics (what people think):

Koala awareness, intention to slow down, perceived norms, etc.



Campaign recall:

Channels, messages, locations, etc.



Demographics (who people are):

Age, gender, postcode, etc.

Community Survey

Griffith UNIVERSITY
Queensland Australia

About Koalas

1. Do you have any dogs?
 Yes No

Please indicate your agreement with the following statements
(strongly disagree = -3, strongly agree = 3)

2. Humans should manage wildlife populations so that humans benefit.
 -3 -2 -1 0 1 2 3

3. The needs of humans should take priority over wildlife protection.
 -3 -2 -1 0 1 2 3

4. Wildlife are on earth primarily for people to use.
 -3 -2 -1 0 1 2 3

5. We should strive for a world where there is an abundance of wildlife for hunting.
 -3 -2 -1 0 1 2 3

6. Hunting is cruel and inhumane to the animals.
 -3 -2 -1 0 1 2 3

7. Hunting does not respect the lives of animals.
 -3 -2 -1 0 1 2 3

8. People who want to hunt should be provided the opportunity to do so.
 -3 -2 -1 0 1 2 3

9. We should strive for a world where humans and wildlife can live side by side without fear.
 -3 -2 -1 0 1 2 3

10. I view all living things as part of one big family.
 -3 -2 -1 0 1 2 3

11. Animals should have rights similar to the rights of humans.
 -3 -2 -1 0 1 2 3

12. Wildlife are like my family and I want to protect them.
 -3 -2 -1 0 1 2 3

13. I care about animals as much as I do other people.
 -3 -2 -1 0 1 2 3

14. I feel a strong emotional bond with animals.
 -3 -2 -1 0 1 2 3

15. I value the sense of companionship I receive from animals.
 -3 -2 -1 0 1 2 3

16. When was the last time you thought about koalas?
 Within the last week
 In the past 2 to 3 weeks
 In the past 4 to 8 weeks
 In the past 9 to 12 weeks
 Haven't thought about koalas in the past 12 weeks

17. When was the last time you saw a koala?
 Within the last week
 In the past 2 to 3 weeks
 In the past 4 to 8 weeks
 In the past 9 to 12 weeks
 Haven't seen koalas in the past 12 weeks
 I'm not sure

18. It is important to me that Redlands is home to a significant koala population.
(strongly disagree = -3, strongly agree = 3)
 -3 -2 -1 0 1 2 3

19. Koalas move around a lot more in their breeding season (July to Dec)
 True
 False
 Not sure

20. Koalas have a place in our urban landscape
(strongly disagree = -3, strongly agree = 3)
 -3 -2 -1 0 1 2 3

21. I know I can help to protect koalas
(strongly disagree = -3, strongly agree = 3)
 -3 -2 -1 0 1 2 3

22. The main cause of koala deaths are
(Please tick all that apply)
 Vehicle strikes
 Clearing of trees
 Dog attacks
 Disease (e.g. Chlamydia)
 Not sure

23. Whose role is it to protect koalas and their habitat
 The City Council
 The community
 Both the City Council and the community
 Not sure
 Other (please specify _____)

24. If there was more available information to make you aware of the threats to koalas locally would you be more vigilant about protecting koalas around your home garden and when driving?
 Yes
 No
 Not sure
(please specify what type of information would you like)

Data collection method (cont.)

Who answered the survey?

- Sample size: pre (n=525), post (n=482)

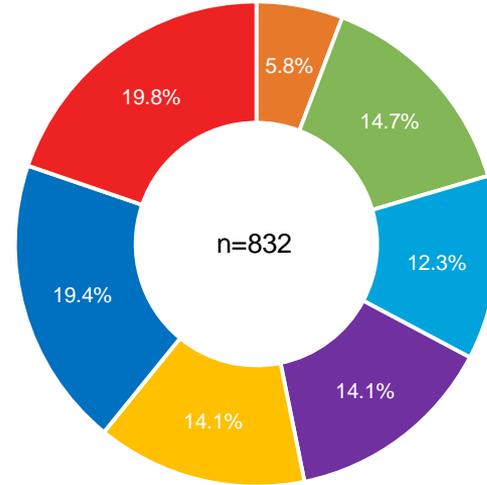
Average respondent:



• **Details:** Female, aged 45-54

• **Education:** Graduate diploma/certificate

• **Location:** Cleveland, QLD



Age breakdown

n=832

- Under 18
- 18 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 and Over

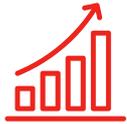


Koala Awareness Campaign

Campaign recall



The 2019-2020 campaign is remembered by **68%** of Redland residents



This is a **significant increase** from 2018 rates, which were 30%



Those aged 55 and over were **significantly more likely** to recall seeing the campaign



73.5% of male respondents and 64.7% of female respondents **recalled** seeing the campaign

Koala Awareness



Campaign recall (cont.)

Key points remembered are:

- (from 158 qualitative comments)



People remembered Bachelor/
bachelorette (n=14)



Breeding season/moving around (n=15)



Bushfires (n=22)



Driving carefully (n=18)

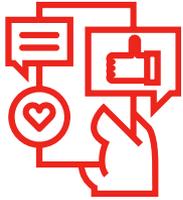


Koala crossing (n=10)



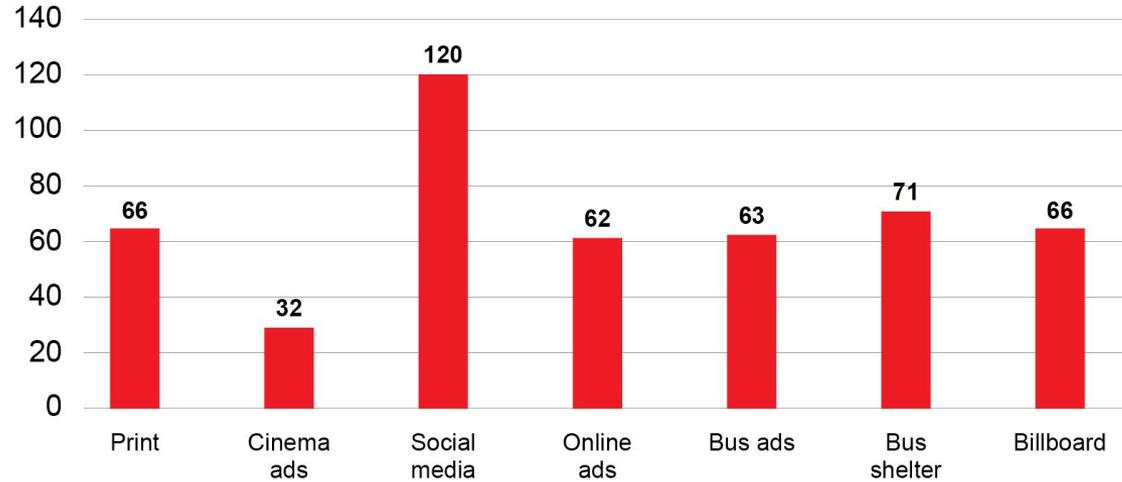
Need to be protected and how
to protect koalas (n=10)

Campaign recall (cont.)



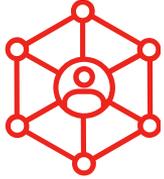
Social media
was most
effective

Media channels



Figures indicate the total number of responses.

Campaign evaluation



35% of the respondents admitted the campaign message prompted them to behave differently, an increase from the 2018 campaign (23%)

Prompted behaviors include:



Driving carefully



Being more aware



Donating money

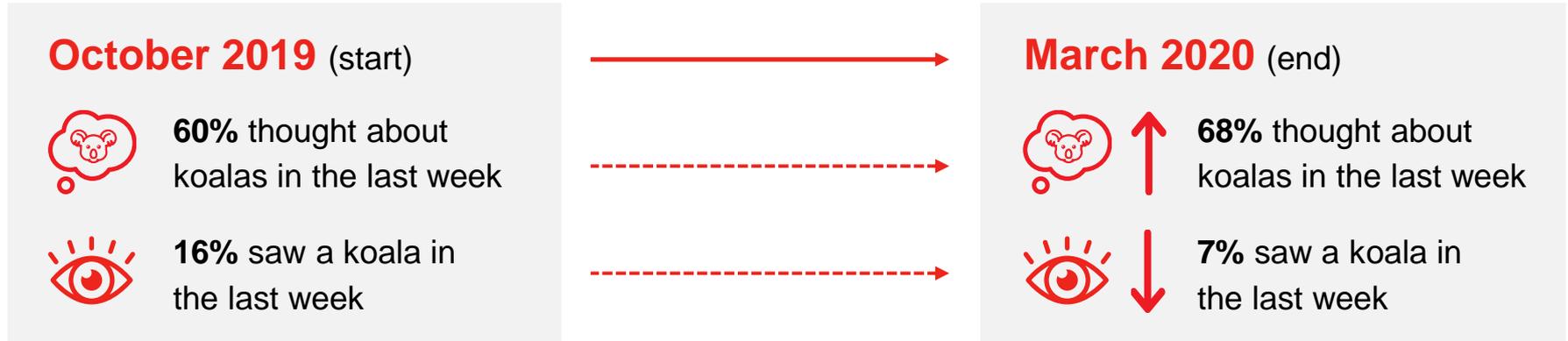


Taking protection steps



People who thought about & saw koalas

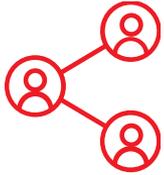
Timeline:



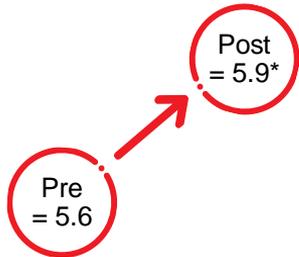
Most people have thought about koalas in the last week*

Koala sightings were lower in February to March 2020 when compared to October 2019 (peak breeding season)*

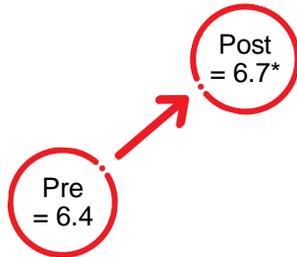
Ability to protect koalas, knowledge & attitudes



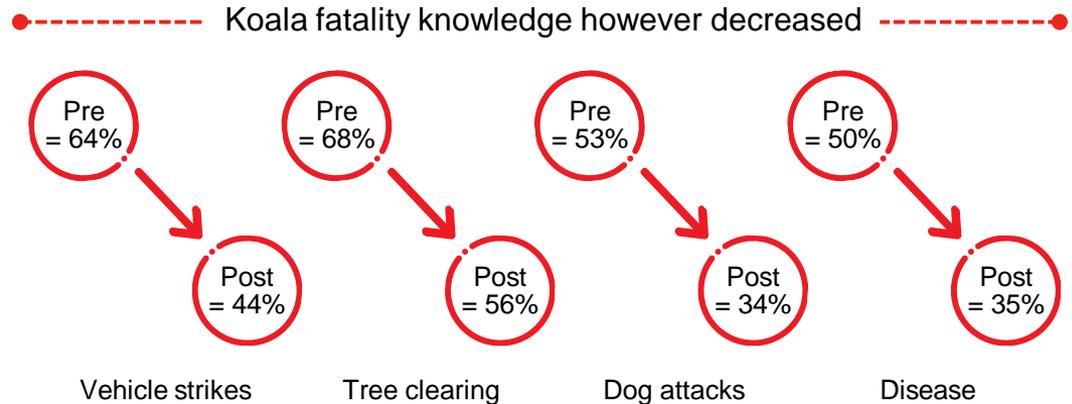
90% of the respondents believe that koala conservation is a shared responsibility between city council and community



Perceived ability to protect koalas increased



Attitudes towards koala conservation improved (worth time and effort)



Ability to protect koalas, knowledge & attitudes



The 55-64 age group generally showed higher fatality knowledge than the other age groups



Those aged 55-64 were significantly more likely to know that dog attacks and disease are a main cause of koala fatality than those aged 18-34

Key insights

- Improved campaign recall in 2019 (68%).
- Social media was most effective and billboards, bus shelters, buses, and print media were effective. Cinema advertisements did not perform well.
- The koala awareness campaign prompted 35% of people to behave differently (drive slower and to be more alert).
- Attitudes toward koala conservation and people's perceived abilities to protect koalas improved as a result of the campaign.
- Respondents showed decreased knowledge about the causes of koala fatality. A potential explanation is the confounding effect of the promotion of the bushfires during the campaign period.

Recommendations

- Continue the koala awareness campaign to extend community support for koala conservation.
- Tailor messaging to give clear calls to action showing the Redland community how they can help/protect koalas – and align this to koala fatality key causes to ensure ongoing awareness.
- Continue to communicate the efforts undertaken by Redland City Council to protect koalas. For example, tell the stories about koalas saved in the Redland City Council area.
- Extend use of social media and review broadcast media choices in light of 2019 performance to optimize communication ROI.
- Explore the use of digital influencers to extend social media performance.



Variable Message Sign Trial Results (VMS)

Awareness



64% of Redlands residents can recall Variable Message Signs



92% of Ormiston residents (n=141) can recall the VMS, which is similar to 2018 rates (94%)



Citizens aged 55 and over were **significantly more likely** to recall the VMS signs



Variable Message Sign (VMS)

Location recall

Three specific VMS locations were remembered:

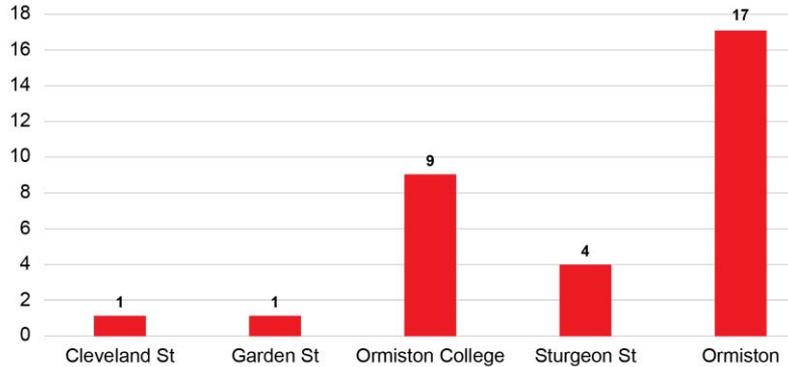


Ormiston College

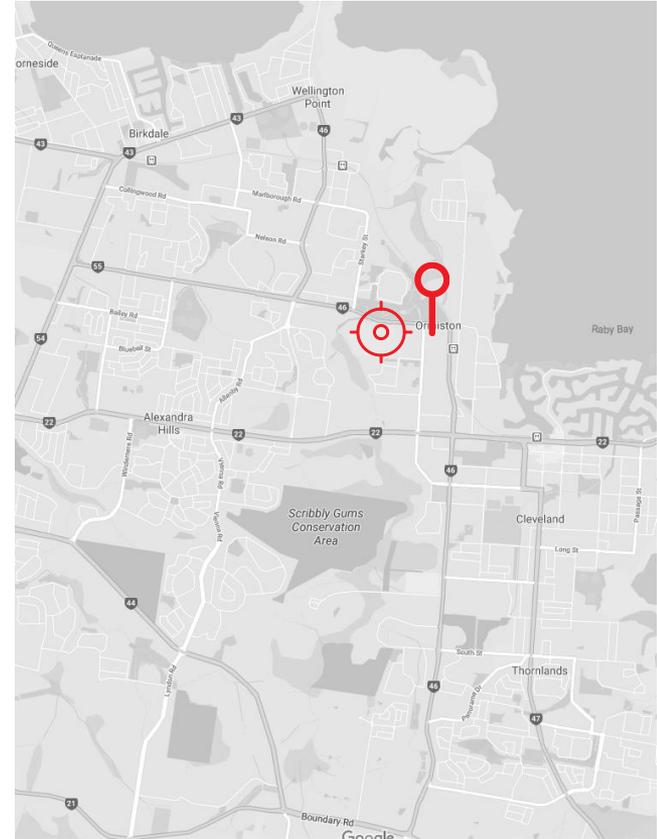


Sturgeon St

Locations recalled in Ormiston



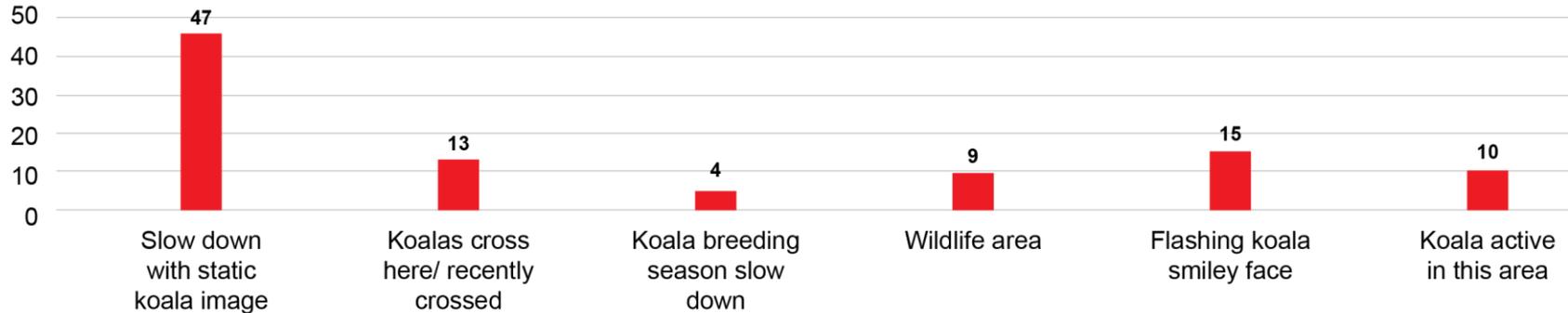
Figures indicate numbers of responses.



Variable Message Sign (VMS)

What do VMS say?

Message themes



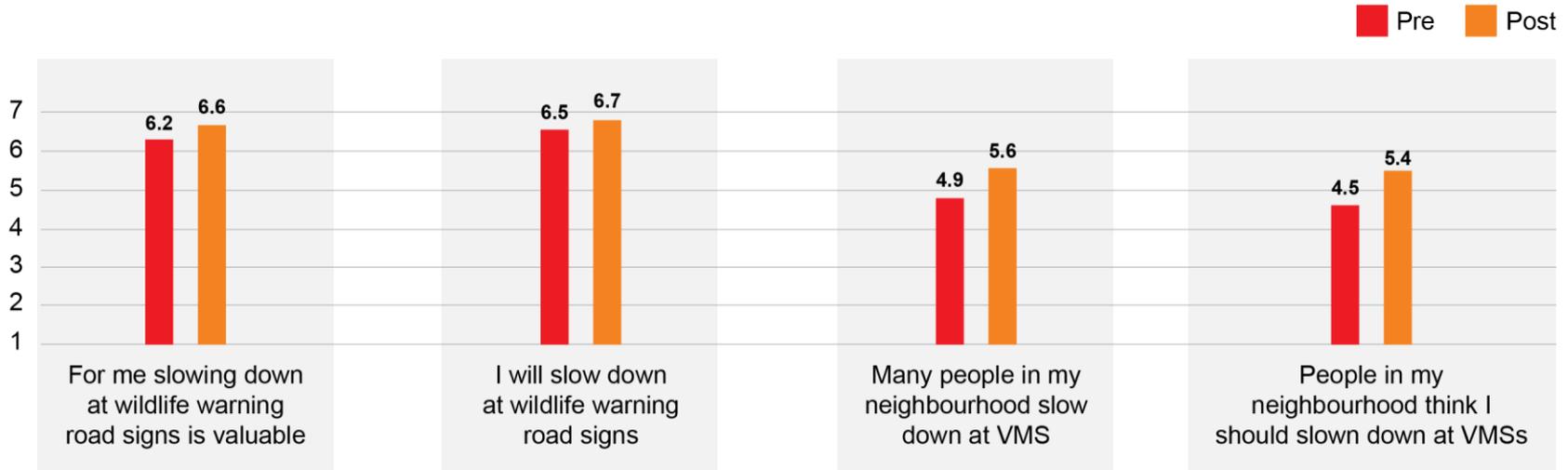
Figures indicate numbers of responses.



‘Slow down’ is more frequently remembered

Variable Message Sign (VMS)

Attitudes, intentions & norms to slowing down at VMS



Respondents show positive attitudes towards VMS and slowing down behaviors

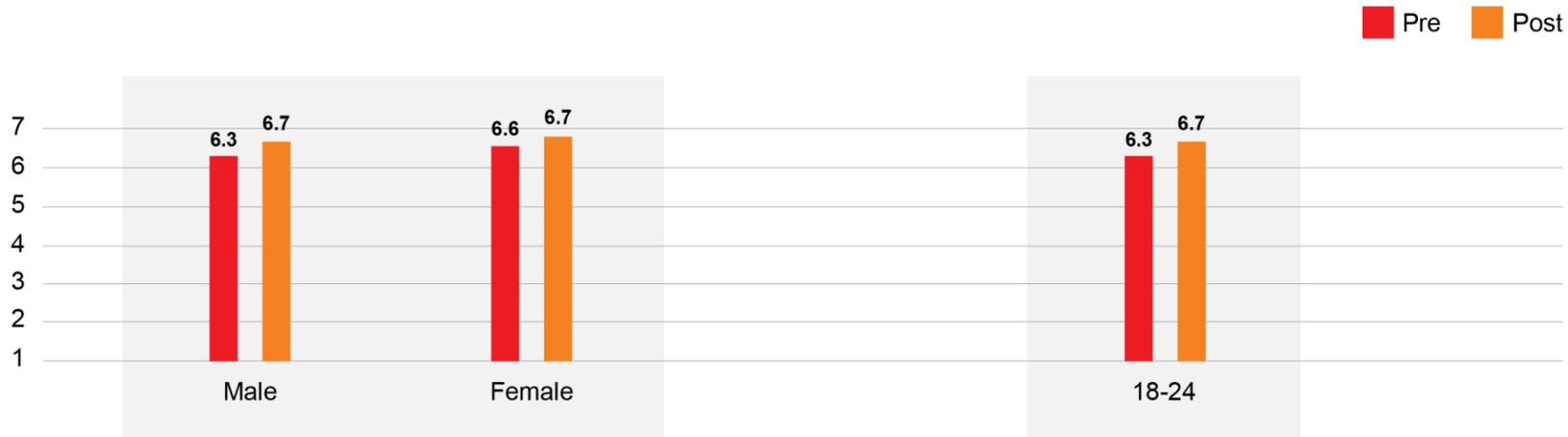
Intention to slow down significantly improved following installation of VMS

Social norms increased significantly following VMS installation

Variable Message Sign (VMS)

* The scales are from 1 to 7. The changes are significant.

Attitudes, intentions & norms to slowing down at VMS (cont.)



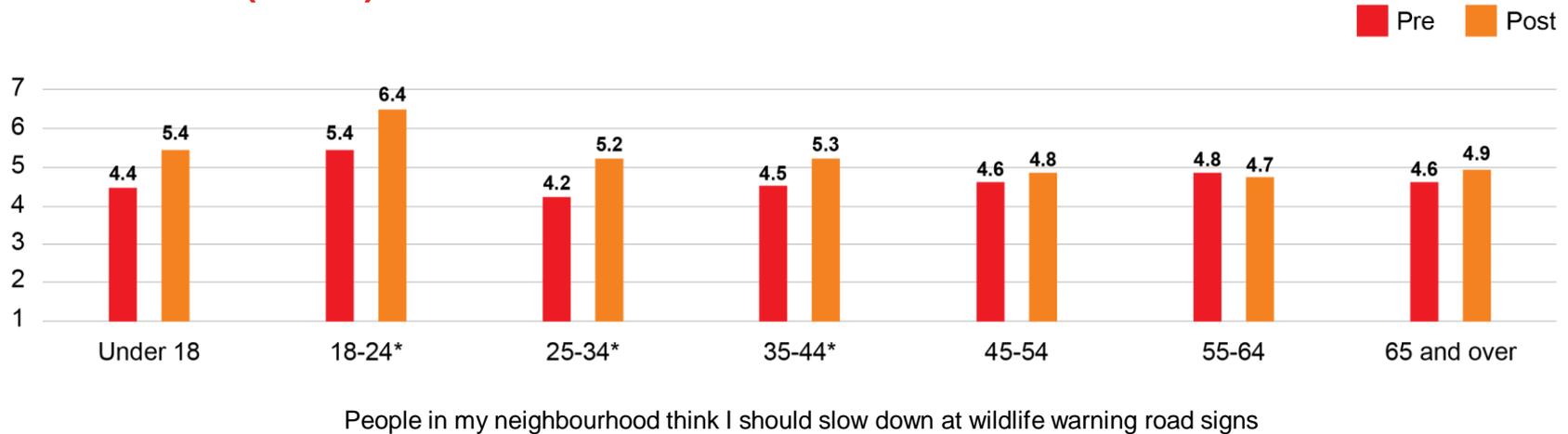
Men's intention to slow down at wildlife warning road signs increased

Those aged 18-24 significantly increased their intention to slow down at wildlife signs

Variable Message Sign (VMS)

* The scales are from 1 to 7. The changes are significant.

Attitudes, intentions & norms to slowing down at VMS (cont.)



Those aged from **18-44** all significantly increased after VMS installation

Variable Message Sign (VMS)

* The scales are from 1 to 7. The changes are significant.

Key insights

- 64% respondents recall the VMS, 92% of the Ormiston residents can recall the VMS.
- The most recalled messages on signs are visual (e.g. a koala image/picture is shown).
- Attitudes, social norms and intentions to slow down increased following VMS installation.

Recommendations

- VMS installations should be continued.
- Alter VMS messages to avoid wear-out effects.
- Extend research:
 1. Develop alternate VMS messages. Messages that prompt social support or social approval to slow down at the VMS or keep vigilant should be considered, e.g., “Your loved ones want you to slow down, so do the koalas”
 2. Examine VMS efficacy on different demographics. Further trials are suggested using infield controlled experimental design to compare effectiveness between groups e.g. highly populated areas vs non-residential areas, young versus older drivers.
 3. Examine wear-out effects to determine optimal VMS message length.

Thank you

This report was prepared by:

Dr Bo Pang, Ms Tori Seydel, Dr Patricia David,
and Professor Sharyn Rundle-Thiele.

More details can be found in the accompanying supplementary report