

Parry Beach Preliminary Report 2022





Acknowledgements

The Shire of Denmark acknowledges the Minang and Bibbulmun people of the Noongar nation who have cared for the lands and waters within the Parry Beach Reserve for tens of thousands of years.

We pay our respects to their Elders past, present and emerging. We'd like to acknowledge and respect their continuing culture and contributions to this region.

Specifically, the Shire acknowledges and thanks all Traditional Custodians who contributed to the development of this report.

The Shire of Denmark would also like to acknowledge the following stakeholders who contributed to the development of this report:

- Parry Beach Voluntary Management Group
- Parry Beach Salmon Fishermen's Group
- · Denmark Bird Group
- Denmark Boating and Angling Club
- William Bay National Park Progress Association
- South Coast Bush Care Services
- Bibbulmun Track Foundation
- Department of Biodiversity, Conservation & Attractions (Frankland District)
- Bio Diverse Solutions

The Shire acknowledges the contributions made by community members who attended the community forum, and the community respondents who participated in the online community survey.

Their feedback provided valuable input into the development of the Parry Beach Preliminary Report and is gratefully acknowledged.

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Executive Summary

The Parry Beach Reserve (Parry's) is an important part of our natural landscape and community life.

Parry's is a special place to all of us. As our visitor numbers continue to grow, the Parry Beach Preliminary Report is critical to plan for ongoing sustainable management of the reserve.

The Parry Beach Preliminary Report provides background information about existing community values, recognition of outstanding community concerns and safety issues. It also looks at the reserve's land use capacity by considering the increasing pressure from growing visitor demand and climate change impacts on the local environment, such as coastal erosion.

The Shire recognises the unique nature of the Parry Beach Reserve and its value to the broader community. We look forward to continuing engagement with our community to ensure sustainable management of the reserve into the future.

David Schober

Chief Executive Officer



Introduction

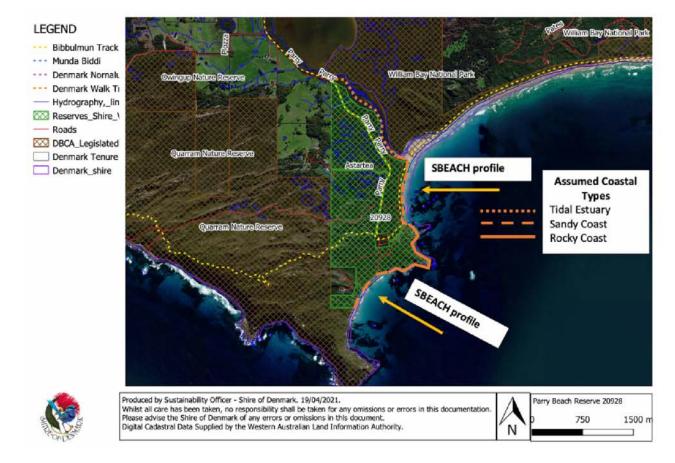
Parry Beach Reserve (R20928) is located approximately 25km west of the Denmark township vested in the Shire of Denmark with a designated purpose of 'Camping and Recreation'.

The reserve is situated between William Bay National Park and Quarram Nature Reserve. Both of these reserves are under the management of the Department of Biodiversity, Conservation and Attractions.

Parry Beach is used for a range of activities by locals and visitors, including swimming, surfing, fishing, hiking, boating, dog exercise, 4-wheel driving and other recreational pursuits.

Parry Beach incorporates a volunteer-managed campground and provides inexpensive, naturebased camping. The campsite is managed on behalf of the Shire by local volunteers and has a reputation as a clean, friendly and well-managed site.

The reserve's coastline and the estuarine boundary have 2km of rocky headlands, 2.4km of sandy beaches and approximately 2km of tidal estuary. It is comprised of vegetation complexes Meerup and Owingup with young dunes adjacent to the beach with steep slopes and irregular crests on aeolian calcareous deep sands and siliceous sands over sediments and granite. The site is exposed to extreme wind and medium to high water erosion hazards.



Site location and extent of study area and proposed SBEACH profiles

Aim

The Parry Beach Preliminary Report aims to provide information on the values and issues related to the Parry Beach Reserve as identified by the community. It recommends further investigations to develop of a comprehensive planning process for Parry Beach and that this process be incorporated into the review and development of the Shire of Denmark Coastal Reserves Management Plan.

This report is the culmination of extensive community consultation recognising the highly valued nature-based experience unique to the Parry Beach reserve. Background information about the reserve is presented as a background report within the appendices.

Importantly, through the development of this report, further required investigations have been identified and the undertaken gap analysis is presented within this document. The recommended future investigations will provide the necessary information to develop a more comprehensive longterm management planning process.

Management Planning Process

The management planning process will involve a long-term ten year Coastal Reserves Management Plan for all Shire coastal reserves, including Parry Beach. The plan will guide future usage, potential growth and development whilst ensuring the protection of the recognised values of the reserve(s).

The Coastal Reserves Management Plan intends to provide overarching recommendations for the long-term sustainability of the reserve(s), with a focus on the future of the nature-based campground, incorporating considerations of other activities undertaken at Parry Beach.

The Coastal Reserves Management Plan would also seek to define an overall long-term vision for Shire coastal reserves, including Parry Beach, with a culmination of environmental management planning, precinct planning and mitigation planning. The plan would ensure consideration of increasing environmental and visitor use impacts over the next ten years, and mitigate and manage those pressures accordingly.

Key factors to be considered include:

- Opportunities and challenges applicable to future land use, including leasing
- Key design considerations associated with the delivery of ongoing sustainable management of the site(s)
- Incorporation of scale and form of development to enable the provision of infrastructure and services to cope with increasing demand
- Coastal processes and potential coastal hazards with mitigation strategies identified
- Investigation into tourism and cultural interpretation opportunities
- Maintaining the integrity of the natural environment within the reserve(s) (coastal and bushland)
- · Maintaining and enhancing the existing quality of community well-being and lifestyle

The Parry Beach Preliminary Report and associated Parry Beach Background Report provide a significant foundation for development of a Coastal Reserves Management Plan. Both reports identify gaps in knowledge requiring investigation for a Management Plan to be undertaken.

The flow chart in the diagram below depicts the Parry Beach Master Planning Framework indicating how the *Parry Beach Preliminary Report* contributes to the overall strategic structure relative to the Shire's overarching integrated planning framework.



Parry Beach **Master Planning Framework**

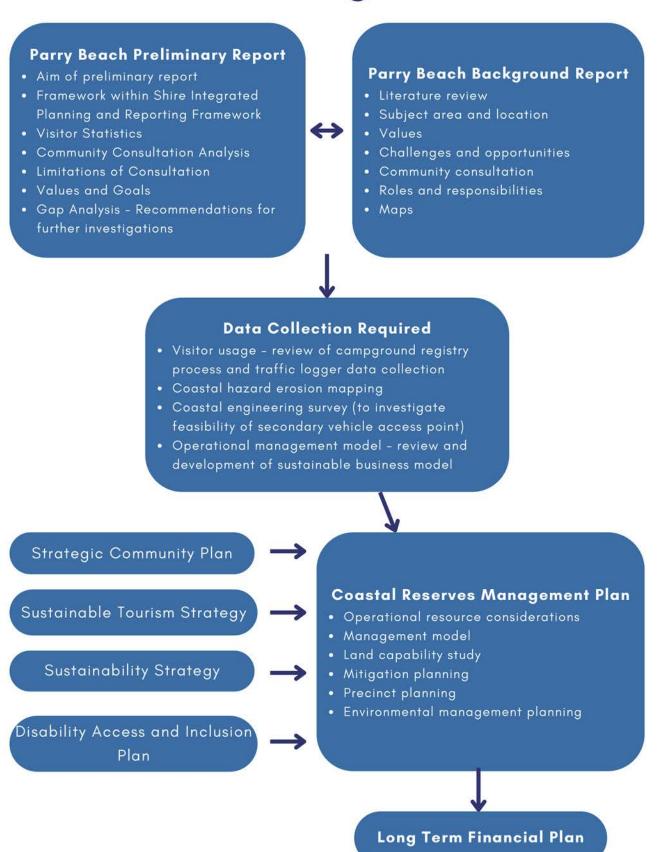


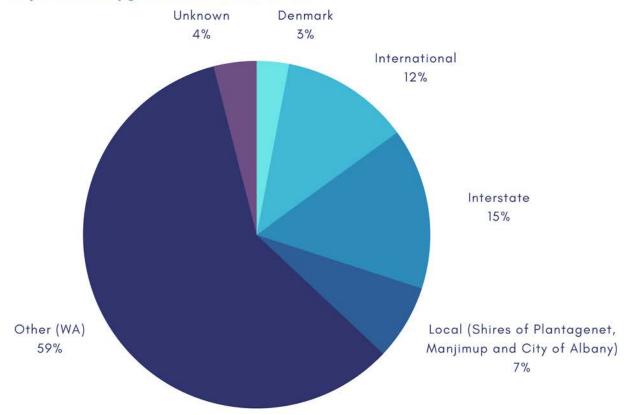
Figure 1: Parry Beach master planning framework

Visitor Statistics

Campground User Statistics

Visitors to the Parry Beach campground for the period between January 2018 and December 2020 indicate that most visitors are domestic travellers from within Western Australia [see Graph 1]. With locals (Shire of Denmark residents) making up 3% of visitors, and Local WA visitors (residents in the Shire municipalities of City of Albany, Shire of Plantagenet, and Shire of Manjimup), and Other WA visitors (residents in all other WA Shire municipalities) making up 7% and 59% of visitors respectively. Of the remaining visitors, 15% were logged as coming from interstate and the remaining 12% of international/ or overseas.

Parry Beach Campground Visitors 2018-2020



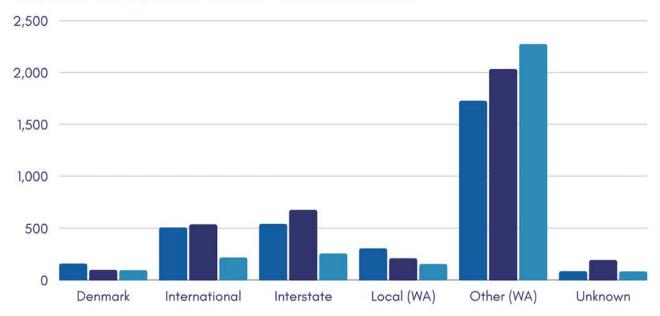
Graph 1: Parry Beach campground visitation 2018-2020

Annual Visitation Trends

Visitation trends were broadly consistent over the three years from 2018 to 2020. With over 3000 bookings/visitations to the campground each year - 3327 in 2018; 3748 in 2019; and 3090 in 2020 [see Graph 2 and Table 3].

There was a marked reduction in international and interstate visitation in 2020 - and, a correlative increase in visitation from domestic travellers from within Western Australia with causation attributed to the advent of the global pandemic and closed interstate and international borders.

Parry Beach Campground Visitors Annual Trends 2018-2020



Graph 2: Parry Beach campground visitation annual trends 2018-2020

A limitation of the campground visitation data is the result of the data collection method. The method is manual, and the analysis, collation and interpretation of the data derived from hard copy log books input by campground visitors are time-consuming and subject to error and in completeness.

It is recommended that visitation data be collected in electronic format on site, improving the accuracy and timeliness of collection and interrogation.

^{*}Local (WA) incorporates visitors from Shire of Plantagenet and Manjimup and City of Albany

Parry Beach Campground Visitors Annual Trends 2018-2020

	Denmark	International	Interstate	Local (WA)	Other (WA)	Unknown	Grand Total
2018	159	507	542	305	1726	88	3327
2019	100	537	676	211	2031	193	3748
2020	97	220	259	157	2271	86	3090
Total No. of visitors	356	1264	1477	673	6028	367	10165
%	4%	12%	15%	7%	59%	4%	

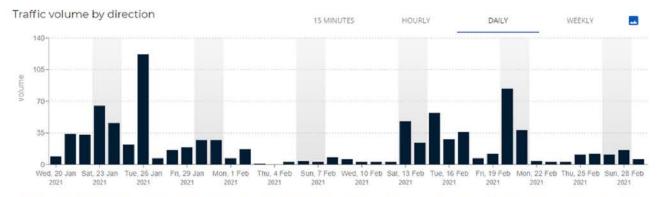
Table 1: Parry Beach campground visitation annual trends 2018–2020

^{*}Local (WA) incorporates visitors from Shire of Plantagenet and Manjimup and City of Albany

Beach User Statistics

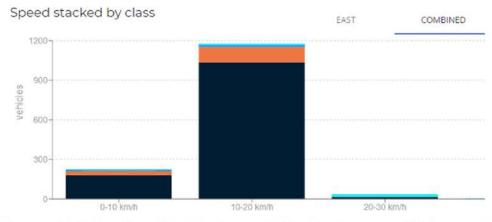
Beach user statistics were captured by installing a traffic data logger at the Parry Beach boat ramp at peak time over 41 days between 20 January and 28 February 2021. The data indicated a high number of visitors accessing the beach over the summer period, with a total of 885 vehicles logged, (122 of those recorded on the Australia Day public holiday).

The predominant visitation days over the summer period were sporadic. Still, there was a prevalence on weekends, with the peak time of day for vehicle access to the beach at 9am. Further, most vehicles were logged at an average speed between 10-20km/hr.



Graph 3: Traffic daily data from Parry Beach boat ramp traffic data logger over 41 day period between 20 January and 28 February 2021.

Similarly, traffic data over the spring period (28 days between 24 September 2021 and 22 October 2021 incorporating the school holiday period) recorded 1443 vehicles, with the highest recorded being 181 vehicles on the final day of the school holidays. The predominant visitation days were Saturdays and Sundays, with the peak time of day for vehicle access to the beach between 8 am and 9 am, with most vehicles' averaging a speed of 10-20km/hr.



Graph 4: Traffic speed data from Parry Beach boat ramp traffic data logger over 28 day period between 24 September and 22 October 2021.

The limitation of the current beach user visitor statistics and data collection process is that the traffic data logger information for the Parry Beach boat ramp area has only been collected since January 2021, over a randomly selected period with no seasonal or historical data for comparison of trends.

Community Consultation Analysis

The Shire acknowledges the importance of community consultation and collaborative engagement in ensuring the effective delivery of services aligned with community aspirations. This is supported by one of the five pillars outlined in the Shire of Denmark Strategic Community Plan Denmark 2027 objective - 'L5.2 To have meaningful respectful and proactive collaboration with the community'.

Additionally, the Shire recognises the importance of Parry Beach and the unique nature-based experience that it provides to the local community. Because of this, it was determined that extensive community consultation was a necessary and significant step to ensure the broader community's views were gathered and used to help guide the future direction of Parry Beach Reserve.

Community consultation undertaken for this report involved engagement with various aspects of the community through various means, including one-on-one engagement with key stakeholders, a community forum open to the broader public, and an online community survey.



Images from Parry Beach Community Forum, 24 May 2021.



Images of targeted key stakeholder engagement at Parry Beach, May 2021.

Stakeholder Engagement

Targeted key stakeholders were identified and canvassed to capture their knowledge and insights into the Parry Beach Reserve. These included:

- Parry Beach Voluntary Management Group
- Parry Beach Salmon Fishermen's Group
- · Denmark Bird Group
- Denmark Boating and Angling Club
- William Bay National Park Progress Association
- South Coast Bush Care Services
- Bibbulmun Track Foundation
- Department of Biodiversity, Conservation & Attractions (Frankland District)
- Department of Planning, Lands & Heritage

Key stakeholder issues expressed included:

- · concerns about the future development and expansion of Parry Beach reserve camping area
- a desire to keep the status quo low-key nature-based experience
- a willingness to continue the volunteer management model at Parry Beach
- succession planning is required to ensure the volunteer management model is sustainable
- car parking facilities to cater for overflow during peak visitation periods
- safety issues with multiple varied visitor users particularly at bottleneck boat ramp accessing the beach
- continued access for professional fishermen to conduct licenced activities during fishing season
- · continued access to the beach by vehicles in view of potential future climactic changes and beach erosion pressures
- consideration of the feasibility of a secondary access point to access the beach by vehicles
- · unlawful camping at the 'day-use' site area
- · protection of bird nesting sites in consideration of the high volume of vehicles and multiple users including dog-walkers during bird nesting season
- · fire management of the reserve
- improved interpretive signage for existing walk trails surrounding the reserve
- · beach infrastructure assets at the adjacent Point Hillier beach, including improving the car park and stair access to the beach

Community Forum

A community forum was held on 24 May 2021 with a total of 45 attendees. A cross-section of the community was represented, including representatives from Council and all members of the Shire Executive management group.

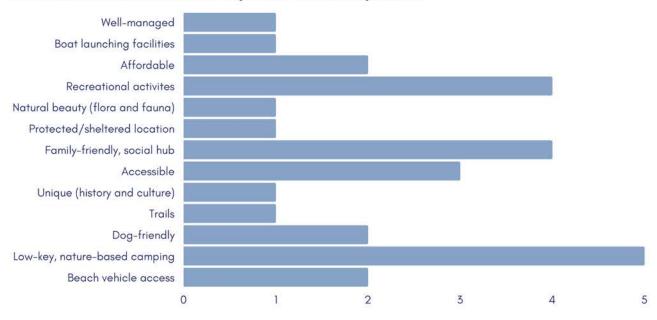
The forum was an opportunity for community members to hear updates on the development of the Parry Beach Master Planning process, before being invited to contribute their thoughts about the Parry Beach area and its future.

The top three positive factors of Parry Beach identified by the attendees of the Community Forum were the low-key nature-based camping opportunities, the family-friendly social experience and the multiple recreational activities available.

The three main concerns identified were safety and congestion at the beach access point, limited parking, and vehicle speed on the beach compromising safety.

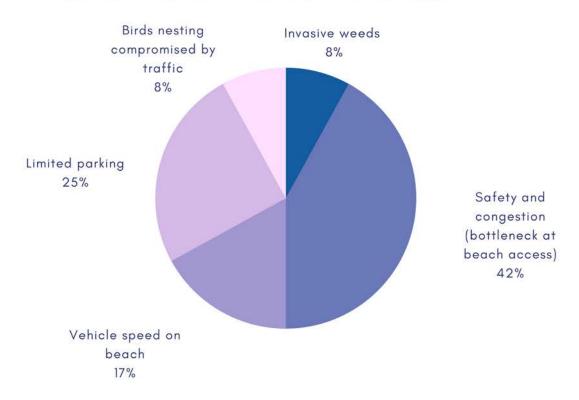
The primary solutions identified included a secondary alternative beach access point, separate entry point for pedestrians from the camping area onto the beach, expansion of parking areas, and protection of birds from vehicle traffic on the beach.

Positive Factors Identified at Parry Beach Community Forum



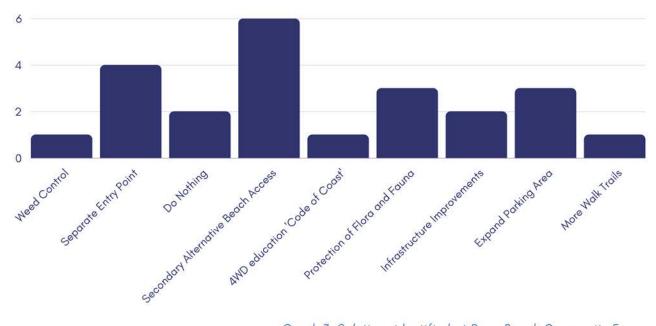
Graph 5: Positive factors identified at Parry Beach Community Forum

Community Concerns Identified at Parry Beach Community Forum



Graph 6: Community concerns identified at Parry Beach Community Forum

Solutions Identified at Parry Beach Community Forum



Graph 7: Solutions identified at Parry Beach Community Forum

Community Survey

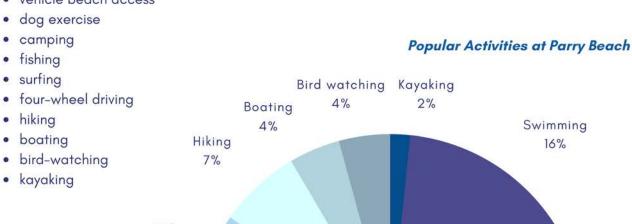
Demographics

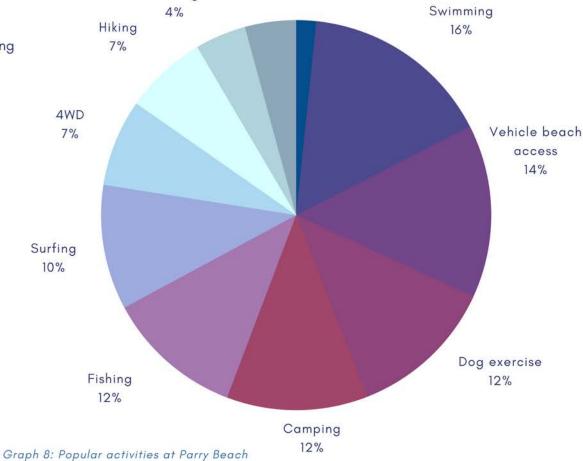
The community survey undertaken over a three-week period between 11 May - 1 June 2021 had a total of 270 respondents with 76% of responses from residents in the Shire of Denmark. Of the 76%, more than half (56%) were from within the Denmark and Ocean Beach precincts. The predominant age of the respondents was represented within the 35-54 year age group at 39%; with 29% within the 55 -64 year-old age group. Gender representation included 58% female; 41% male respondents with 1% preferring not to divulge.

Visitation

The majority of respondents visited Parry Beach on a seasonal basis (43%), with fortnightly visitors at 27%, and weekly visitors 24%. With the respondents undertaking the following activities at Parry Beach:

- swimming
- · vehicle beach access





Camping

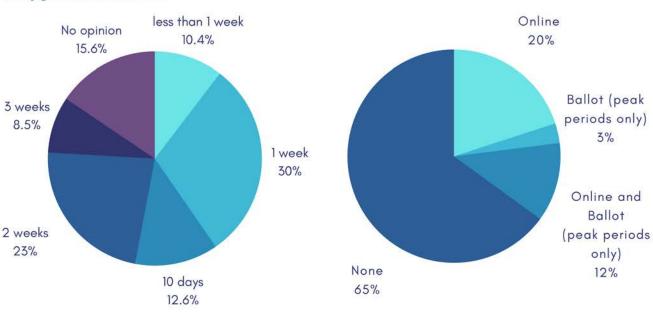
17% of respondents were day-users of Parry Beach, whereas the majority of respondents also undertook camping at Parry Beach reserve, with 56% camping on a seasonal basis; 0.5% camping on a fortnightly basis; and 25% rarely camping. Of these, the large majority of campers stayed for a period of less than one week (50%), with 25% staying for one week, 8% for a two-week period, and 7.6% staying for three weeks or more.

Campsite visitation was predominantly outside the school holiday period, however camping over the summer period was popular and over weekend days.

When questioned as to the ideal maximum length of stay, 30% of the respondents were in favour of a maximum period of one week; 23% for a maximum two-week length of stay; 13% for a ten-day maximum stay length and 12% satisfied with the current maximum length of stay as three weeks.

What do you think the maximum length of stay (during peak periods) at Parry Beach campground should be?

Should the Parry Beach Campground have a booking system?



Graph 9: Maximum length of stay as identified by Community Survey respondents

Graph 10: Booking system at Parry Beach campground

89% of respondents emphasised that nature-based (bush) camping was important, with 72% not supporting any expansion to the Parry Beach campground site to accommodate increasing visitor usage. 65% of respondents were against implementing a booking system, and were happy with the 'first come, first served' system currently in place.

Community Values

The community values identified as most significant to the community by the survey respondents included:

- beach accessibility
- pristine coastal environment
- nature-based camping

Community respondents ranked seven identified values, with environmental value ranking the highest, followed by recreational values, accessibility, social amenity and safety - with proximity and cultural values ranked the least high.

Parry Beach Values Ranked In Order of Importance

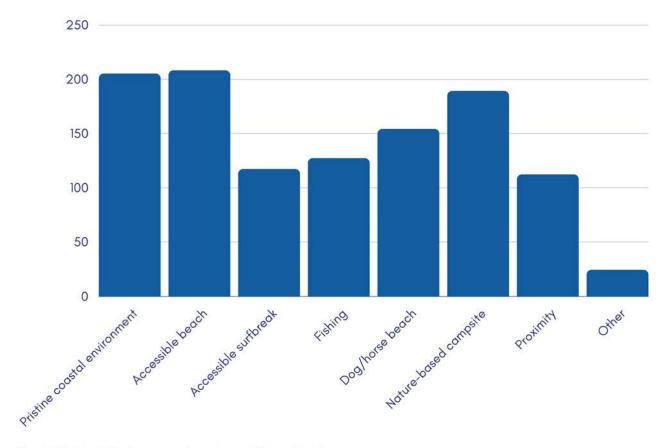
Ranked 1 - 7 (1 = highest importance, 7 = lowest importance)

Parry Beach Value	Community Result Average	Ranking
Environmental	2.6	1
Recreational	2.61	2
Accessibility	3.57	3
Social	4.43	4
Safety	4.7	5
Proximity	5	6
Cultural	5.08	7

Graph 11: Parry Beach values ranked in order of importance as identified in the Community Survey

These findings were consistent with the values identified at the Community Forum and through the stakeholder engagement process with the nature-based low-key camping experience, environmental values of the reserve, beach accessibility and recreational opportunities factoring heavily in import to the community.

What is special to you about Parry Beach? (select applicable)



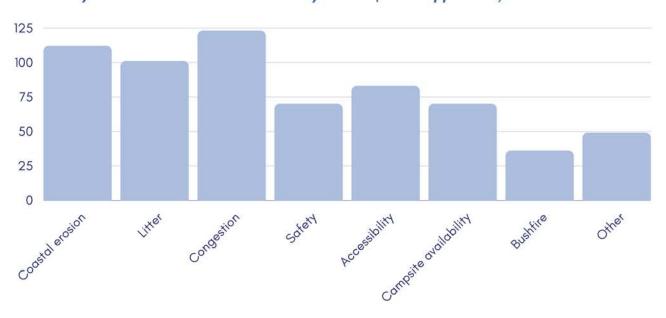
Graph 12: Identified community values at Parry Beach

Community Concerns

The primary areas of concern identified by the community survey were:

- congestion
- coastal erosion
- litter
- beach accessibility

What are you main areas of concern at Parry Beach? (select applicable)

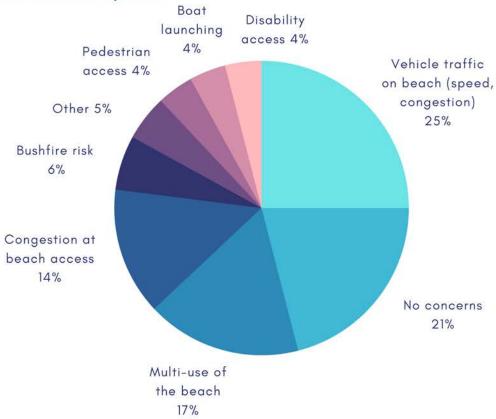


Graph 13: Identified areas of concern at Parry Beach by Community Survey response

The majority of respondents expressed that any changes should occur only if environmental concerns demanded it and with appropriate consultation processes undertaken first.

The primary concern identified in the community survey was consistent with the primary identified concerns voiced at the community forum as congestion at the beach access point; with 76% of respondents in support of an alternative beach access point also identified as a solution by participants at the community forum.

Safety Concerns at Parry Beach



Graph 14: Safety concerns at Parry Beach identified by Community Survey respondents

Safety concerns at Parry Beach were identified with vehicle traffic (speed and congestion) on the beach posing as the highest safety concern (25%).

Many respondents indicated they experienced no safety concerns (21%), but other respondents identified that multiple-users of the beach area including elderly, children, and dogs coupled with four-wheel drive activities posed a potential safety issue (17%).

Congestion at the beach access point was also highlighted as a safety issue (14%). These safety concerns were consistent with those identified by participants at the Community Forum.

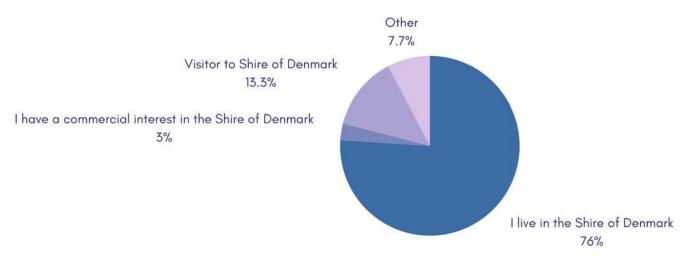
Community Consultation Limitations

Limitations of the community consultation undertaken throughout the development of the Parry Beach Preliminary Report included:

- minimal representation from the community outside of the Shire
- · no specific engagement of youth demographic; and
- · limited means of targeted engagement with informal users not affiliated with any formal club or organisation (eg, dog owners and surfers).

Although the Shire received a considerable response to the online community survey, despite the limited three-week time frame, the predominant responses were from residents from within the Shire (76%) with only 13% of respondents as visitors to the Shire. This is a disproportionate representation when compared with the visitation statistics obtained from the campground registration data [see Table 1&2] as there is a significant proportion of visitors to Parry Beach campground residing outside the Denmark Shire region.

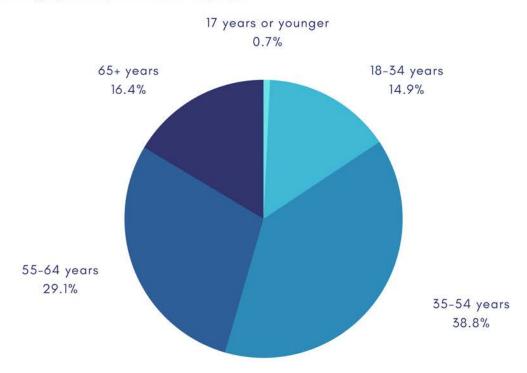
Demographic Representation



Graph 15: Community survey visitor demographic representation

The age representation of community survey respondents across most demographics over the age of 18 years old was considerable, however the age demographic under 18 years of age was underrepresented at less than 1%. Age data of attendees to the community forum were not collected however anecdotally all participants were noted as being at least over the age of 18 years.

Demographic Representation by Age



Graph 16: Community survey visitor demographic representation by age

Despite limitations of the community consultation - the limited time period of the survey restricting respondents to largely local residents resulting in a lack of capture from other intra-state, interstate and international visitors - conduction of a broader community survey is considered superfluous to needs in consideration of the Parry Beach amenity's purpose to largely service the local community. Council's responsibility is to ensure adequate community consultation is carried out to guide the future direction of Parry Beach Reserve with community values and concerns prioritised. This has been sufficiently captured through the community consultation engagement conducted in 2021 towards the development of this Preliminary Report.

Values and Goals

Analysis of community values at Parry Beach identified throughout the community consultation process indicated five main areas of value.

These five value categories are:

- Environment
- Recreation
- Economy
- Heritage
- Local Culture

Key factors have been identified under each value category, with a stated goal for each value to ensure the protection and enhancement of these values over time as population growth and climate change pressures increase.

	Environment	Economy	Recreation	Heritage	Local Culture
VALUES	 Flora Fauna Threatened fauna, flora & ecological communities Relictual and endemic fauna Wetlands Hydrology Hydrogeology 	 Tourism opportunities Campground revenue Range of visitors (local, intra-state, inter-state and OS) Marketing and promotion 	 Swimming Vehicle beach access Dog exercise Camping Fishing Surfing 4WDing Hiking Boating Bird watching Paddling Hang gliding Horse riding 	 Indigenous heritage Settler heritage Local community history 	 Salmon fishing lease Parry Beach Voluntary Management Group Denmark Boating and Angling Club Sense of place Nature- based experience Community desires into future
GOALS	To sustainably management human impact and the development footprint on the biodiversity and coastal habitat intrinsic to the environment.	To provide for existing recreational activities and ensure safe and effective management meeting the needs of multiuser groups.	To maintain or increase sustainable income revenue stream for Shire of Denmark.	To recognise and protect Parry Beach heritage, promoting the wealth of history of the site and its people (Aboriginal, settlers and multi-cultural).	To recognise local history and community desires in ensuring retention of sense of place into the future.

Figure 2: Identified values and goals of Parry Beach reserve

Identified community expectations from the consultation process include:

Value	Community Expectation
Local Culture	Retain the nature-based experience at Parry Beach
Recreation	Investigate coastal erosion processes and potential impacts upon continued vehicle access to the beach over time
Recreation	Investigate feasibility of a secondary access point to the beach
Recreation	Address the safety issues at the beach access point from multiple user groups including a seperate entry point for pedestrians from the camping area on to the beach
Recreation	Cater for mutliple-user group safety on the beach from vehicle traffic
Economic	Ensure management model is sustainable including succession planning
Economic	A booking system for the campground is not required
Economic	Improve infrastructure at adjacent Point Hillier beach car park and stair access to beach
Tourism	Investigate maximum stay period for campground visitors to be reduced to two weeks during peak periods
Tourism	Do not expand the campground area
Tourism	Address car parking requirements to cater for peak visitation
Tourism	Provide adequate enforcement and compliance to ensure no camping at 'day-use' site
Environment	Ensure protection of birds during nesting season from conflicting visitor usage and vehicle traffic on the beach
Environment	Ensure conservation of existing flora and fauna values in Parry Beach reserve
Environment	Develop an adequate fire management plan for Parry Beach
Heritage	Enhance interpretive signage for walk trails in the Parry Beach area
Local Culture	Ensure professional fishermen retain access to beach during fishing season for duration of lease

Table 4: Identified community expectations from the Parry Beach consultation process

Gap Analysis

Throughout the community consultation, knowledge gaps were identified and additional data is required in order to undertake further management planning for the Parry Beach Reserve.

Recommendations for Further Investigations

Coastal Erosion Hazard Mapping

Coastal erosion hazard mapping is required for the Parry Beach coastal region, with a particular focus on the boat ramp area to investigate the retention of beach accessibility into the future. The landscape profile, coupled with the high visitor usage and significant value attributed to the area by the community, the boat ramp site is a high-profile area of significance for coastal research and planning. A coastal hazard erosion mapping study for Parry Beach would help to forecast erosion impacts with forecasts up to fifty years, and enable long-term sustainable management and access to Parry Beach consistent with community expectations.

Coastal erosion mapping for Parry Beach Reserve will help achieve:

- · Identification and assessment of coastal hazards
- Establishment of the context of coastal asset values and community expectations
- Risk assessment of the potential impact of coastal hazards on coastal assets
- · Adaptation planning for both short-term and long-term planning horizons

Review of Visitor Data Collection Process

A review of the visitor statistics collection process is required. It is recommended to update the method for obtaining campground visitor statistics from the existing hard copy registry books from which the data collected is difficult to collate. Information collected also needs to be reviewed as some information is not deemed relevant (eg. suburb location is currently collected whereas regional origin would be more relevant).

A review of the methodology to capture relevant visitor information should be undertaken, with a recommendation to consider the use of electronic data collection methods for ease of management and review.

Installation of traffic data loggers at Parry Beach Road and the Parry Beach boat ramp is also recommended. This should occur over a longer term period at the same time each year, to be able to adequately assess and compare beach visitor usage trends including over low and high peak periods.

Investigate Engineering Solutions for Beach Access

An investigation is required to identify potential solutions to the bottle-neck beach access point at the boat ramp. The multi-use nature of the site (pedestrians, campers, vehicle beach access and boat-launching) was identified as a safety concern.

Engineering solutions could include either investigation of a secondary access point onto the beach along the dunes or traffic speed management measures such as speedbumps and demarcated pedestrian access adjacent to the vehicle access at the boat ramp site.

Review of Operational Management Model

A review of the operational Parry Beach campground management model is recommended. Investigating the long-term feasibility of the current volunteering management model would ensure the viability and sustainability of the campground operations. Succession planning is required, along with a review of the current MOU to more accurately reflect operational management requirements.

Next Steps

Consideration of the recommendations arising from the gap analysis should be undertaken as part of the coastal management planning for Parry Beach Reserve and should be incorporated into the review and development of the Shire of Denmark Coastal Reserves Management Plan.

References

Land Insights, (2011). Shire of Denmark Coastal Reserves Management Strategy & Action Plan (2010-2020), Mt. Lawley, WA.

Bio Diverse Solutions, (2021). Shire of Denmark Parry Beach Master Plan Preliminary Report Part A & B, Denmark WA.

Shire of Denmark, (2021). Parry Beach Master Plan Community Survey Response Report (11 May 2021 - 1 June 2021), Bang the Table Engagement HQ.

Appendices

Appendix 1: Parry Beach Master Plan Background Report

Appendix 2: Parry Beach Master Plan Community Survey Response Report

Appendix 3: Maps