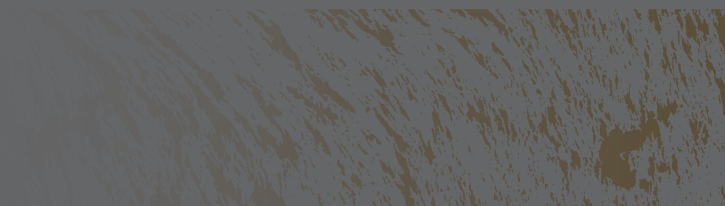
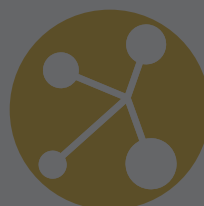
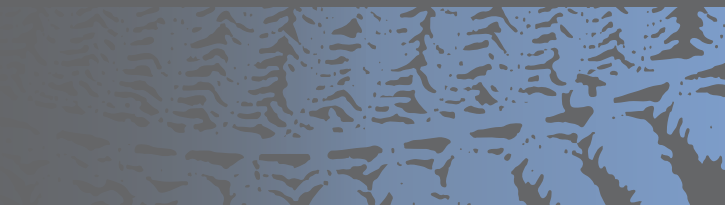
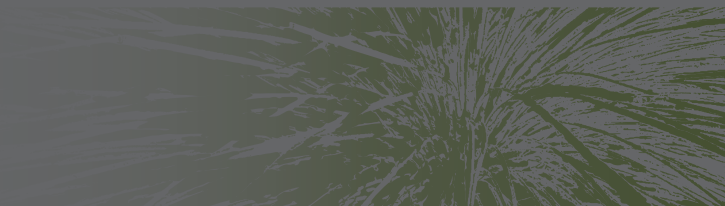


DEPARTMENT OF PLANNING, INDUSTRY AND ENVIRONMENT

# Report card: Community appreciation of biodiversity

Supplement to the NSW Biodiversity Outlook Report



# About this report card

This report card is a supplement to the NSW Biodiversity Outlook Report, Results from the Biodiversity Indicator Program: First Assessment. Results are presented for the **Community appreciation of biodiversity** indicator. This indicator shows the level of community understanding of, and support for, biodiversity conservation. The **Community appreciation of biodiversity** indicator belongs to the **Management responses** family. The Management responses indicator family provides information about what land-use policies or actions are implemented and how they will prevent or reduce biodiversity loss.



**Figure 1** Nested structure used to arrange and link indicators for measuring biodiversity and ecological integrity in New South Wales. This report card addresses an indicator in the **Management responses** indicator family (shown by the darker grey box) within the **Ecosystem management** theme and **Ecological integrity** class.



## Key insights

A critical element of protecting biodiversity is encouraging citizens to appreciate biodiversity; to understand it, value it, and take action to protect it.

In 2015, 14% of the 2000 NSW residents who responded to a survey had high awareness of and positively valued biodiversity and participated in biodiversity-related activities.

On average, NSW residents scored 68% for their awareness of biodiversity and its benefits, 77% for positively valuing biodiversity, and 40% for engaging in actions to benefit biodiversity.

Background and experience can influence the many ways that people in New South Wales appreciate biodiversity.



**Percentage of survey respondents**

Highly appreciative of biodiversity



**Average percent score of survey respondents**

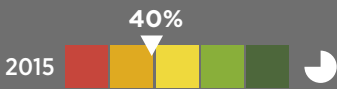
Aware of biodiversity & its benefits



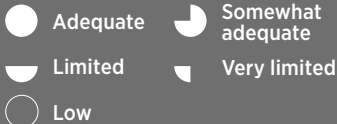
Positively value biodiversity



Engaged in actions to benefit biodiversity



**Confidence**



## Indicator results: Community appreciation of biodiversity

*In 2015, 14% of NSW residents surveyed had high awareness of and positively valued biodiversity and participated in biodiversity-related activities.*

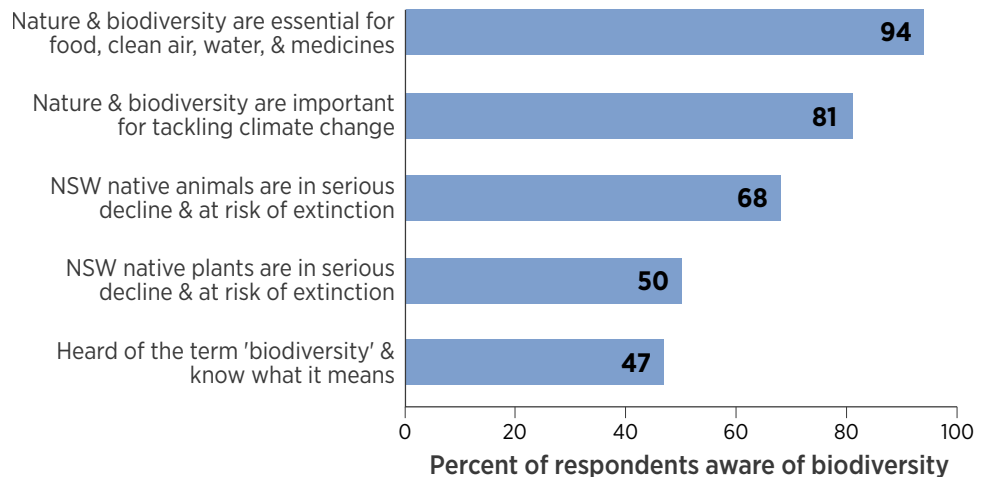
A critical element of protecting biodiversity is encouraging citizens to appreciate biodiversity; to understand it, value it, and take action to protect it. In 2015, the NSW government conducted the ‘Who cares about the environment?’ survey of 2000 residents (Box 1). A subset of questions from the survey were used to report on the community appreciation of biodiversity indicator using three dimensions:

- Awareness of biodiversity and its benefits
- Positively valuing biodiversity
- Engaging in biodiversity-related activities

### Awareness of biodiversity and its benefits

*On average, NSW residents scored 68% for their awareness of biodiversity.*

While 94% of respondents in 2015 agreed with a statement that ‘nature and biodiversity are essential to the production of food, clean air and water, and medicines for people’, only 47% indicated they had heard of the term ‘biodiversity’ and thought they knew what it meant (Figure 2).

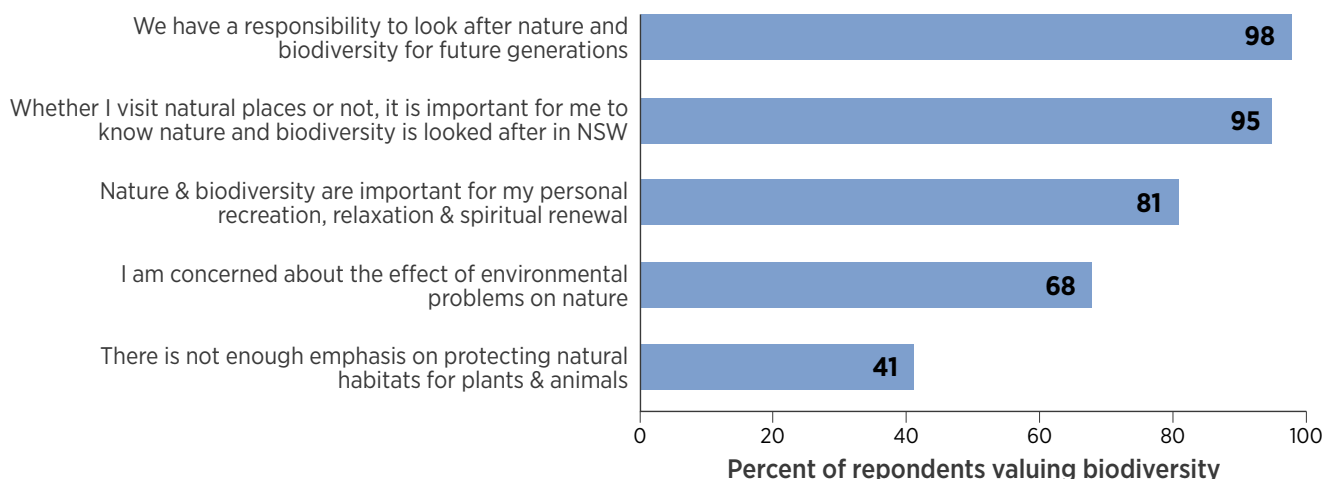


**Figure 2** Responses to survey questions representing the indicator dimension: awareness of biodiversity and its benefits

### Positively valuing biodiversity

*On average, NSW residents agreed with 77% of statements indicating they positively value biodiversity.*

While 98% of respondents agreed with the statement ‘we have a responsibility to look after nature and biodiversity for future generations’, only 41% thought there was not enough emphasis on protecting natural habitats for plants and animals (Figure 3).

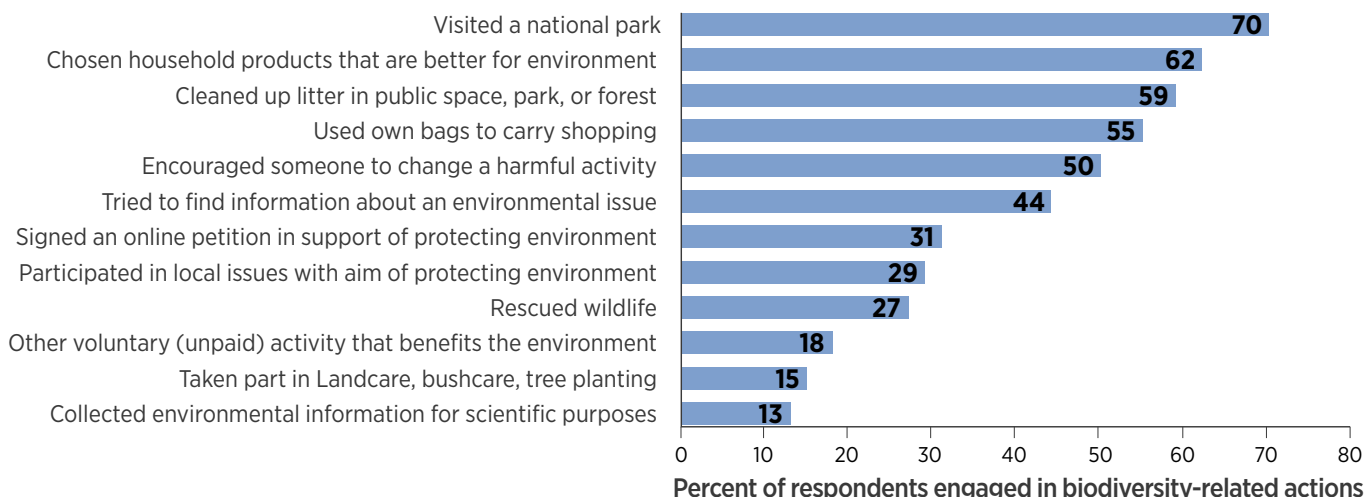


**Figure 3** Responses to survey questions representing the indicator dimension: positively valuing biodiversity

### Engaging in biodiversity-related activities

*On average, NSW residents surveyed had engaged in 40% of the biodiversity-related activities*

The most frequently performed activities respondents engaged in were visiting national parks (70% of respondents) and choosing environmentally friendly household products (62%). In contrast, only 15% reported being involved in Landcare, Bushcare, tree planting, or other restoration projects; and 13% reported collecting environmental information for a scientific project (Figure 4).



**Figure 4** Responses to survey questions representing the indicator dimension: engaging in biodiversity-related activities



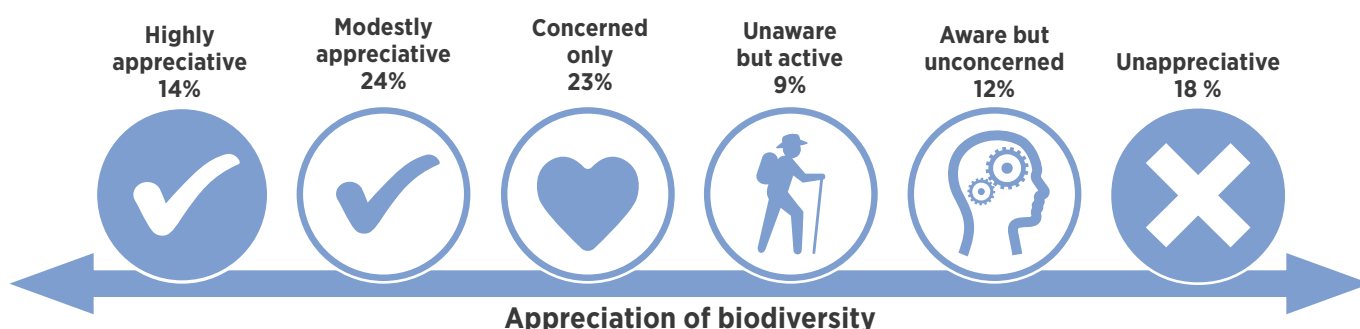
## Respondent groups

Background and experience can influence the many ways that people in New South Wales appreciate biodiversity.

People responding to the survey were found to fall into six groups that reflect their level of appreciation of biodiversity (Figure 5). The two most appreciative groups, highly appreciative and modestly appreciative (38% of respondents), had higher awareness, positively valued biodiversity, and engaged in biodiversity-related activities. They viewed national parks as important, were more likely to use them for overnight stays, and were more likely to view the condition of the NSW environment as poor.

In contrast, the least appreciative group, unappreciative (18% of respondents), had very low awareness, did not value biodiversity, and had limited involvement in biodiversity-related activities. This group rated national parks as less important, were less likely to use them for overnight stays, and viewed the condition of the NSW environment more favourably.

The majority of people (44% of respondents) in the three intermediate groups, concerned only, unaware but active and aware but unconcerned, had less awareness, though positively valued biodiversity and were less likely to take direct action.



**Figure 5** The six appreciation of biodiversity groups

### Box 1 The ‘Who cares about the environment?’ survey



The information used in this first assessment report card is from a 2015 general population survey of a representative sample of NSW residents called the ‘Who cares about the environment?’ survey. The original intention of this survey, which was conducted every three years from 1994 to 2015, was to track trends in the public’s environmental views, priorities, knowledge and actions.

In 2015, the survey was a computer-assisted telephone interview (CATI) of 2000 NSW residents aged 15 years and over. The survey included a broad range of questions assessing respondents’ views on environmental issues in New South Wales. Of the 2000 respondents to the 2015 survey, 1079 (54%) were female and 921 (46.1%) were male. The average age of respondents was 54 years, with ages ranging from 15 to 94 years.



## Glossary

**Affective appreciation of biodiversity:** the extent to which people positively value biodiversity.

**Behavioural appreciation of biodiversity:** the extent to which people are engaging in environmental activities that could help to protect biodiversity, either directly or indirectly.

**Cognitive appreciation of biodiversity:** the level of awareness that people have about biodiversity including the benefits of biodiversity.

**Community:** a group of people living in the same place or having a particular characteristic or demographic in common.

**Community appreciation of biodiversity:** a measurable indicator developed to periodically enable status reporting on the level of community understanding of, and support for, biodiversity conservation in the three dimensions of appreciation (cognitive, affective and behavioural) in accordance with the regulations under the NSW *Biodiversity Conservation Act 2016*.

**Demographic:** the characteristics of a population such as age, gender, spoken languages, occupation, education level. Governments, corporations, and nongovernment organisations use demographics to learn about a population's characteristics for many purposes, including policy and market research.

**Nature:** the phenomena of the biophysical world collectively and life in general, including plants, animals, the landscape, and other features and products of the earth that have not been substantially altered or made by humans, or which persist despite human intervention.

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## More information

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### Prepared by:

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Published by:

Department of Planning, Industry and Environment 59 Goulburn Street, Sydney NSW 2000 PO Box A290, Sydney South NSW 1232

Phone: +61 2 9995 5000 (switchboard) Phone: 1300 361 967 (DPIE and national parks enquiries) TTY users: phone 133 677, then ask for 1300 361 967 Speak and listen users: phone 1300 555 727, then ask for 1300 361 967

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