

ENGAGEMENT SUMMARY REPORT SEPTEMBER 2018

CANOPY – Eco Sleeper Pods Pilot

COMMUNITY ENGAGEMENT
AND MARKET RESEARCH REPORT



Acknowledgement of Country

Aboriginal people, through their rich culture, have been connected to the land and sea, for tens of thousands of years.

Parks Victoria respectfully acknowledges Aboriginal Traditional Owners, their culture and knowledge, their continuing connections, and cultural obligation, to care for their Country.

Privacy

Parks Victoria is committed to protecting privacy and personally identifiable information by meeting our responsibilities under the Victorian Privacy Act 1988 and the Australian Privacy Principles 2014.

For the purposes of community engagement for this project, we have collected personal information from individuals, such as email addresses, contact details, demographic data and feedback. This information is stored on secure servers for the duration of our project.

Comments provided through submissions marked 'confidential' may be used in this report, however are not attributable to any individuals. Diligence is taken to ensure any comment or sensitive information does not become personally identifiable in our reporting.

Community engagement

Unless otherwise stated, all feedback documented in this report was written or recorded during our consultation process, and the views expressed are those of participants, and not the views of facilitators and staff.

Parks Victoria staff, together with our partners, have taken great care while transcribing participant feedback. We are confident that we have captured the full range of ideas, concerns of views expressed during consultation.

Parks Victoria would like to thank participants who generously shared their time, research, values and ideas through this engagement process.

Definitions

'Engage Victoria sample' – Engage Victoria sample refers to the participants who completed the online survey through the website, www.engage.vic.gov.au

'General Population sample' – The General Population sample refers to the statistically representative sample of Victorians who were recruited through TEG rewards profiled as prospective park users.

'Parks' – Parks Victoria manages many sites such as piers, waterways, ports, bays, historic building, trails, urban parks, small conservation reserves, and large national and state parks. For the sake of brevity, these are collectively referred to as 'parks', unless a specific type of site is stated.

'Community' – Community is a broad term used to describe residents, visitors, groups and businesses who have an interest in a project or area. A community may be defined by a geographic location, a set of similar interests such as an industry or sporting club, or a shared sense of identity such as a culture or a generation.

'Stakeholder' – Stakeholders are those individuals and organisations who will be directly affected by the plan. Examples include local governments, other government departments and agencies, and local industries such as tourism.

'Engagement' – Engagement refers to a planned process involving two-way dialogue with the specific purpose of working with communities and stakeholders to encourage discussion or active involvement to inform a project decision.

'Participant' – Participant refers to any community member, stakeholder or organisation that participated in the engagement process by providing feedback through any of the engagement tools and techniques provided.

'Overnight Tester' – Overnight Tester refers to any member of the community, stakeholder or organisation who volunteered to stay overnight in one of the pilot CANOPY – Eco Sleeper Pods at Point Nepean. Testers trialed different pods and nature-based experiences and were required to provide in-depth feedback through an online survey.

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Cover image: Eco Sleeper Pod Engagement at
Albert Park, March 2018

Contents

1. Introduction	4
2. Executive summary	5
3. Participation and demographics	6
4. Key findings	12
5. Overnight testing	23
6. Summary and recommendations	27
7. Appendix of survey results	28

Before reading this report

Several factors influenced the analysis of this data and should be considered in reading this report. These include:

- The collation of data, analysis and summary contained within this report has been undertaken by an independent contractor specialising in community engagement practice and market research data analysis, and provided to Parks Victoria.
- The information presented within this report is a collation of the feedback collected from community and stakeholder participants were from three sources:
 - Government engagement platform, Engage Victoria, where the views are reflective of all people who completed the survey and may not reflect the views of a statistically representative sample of the community.
 - A representative sample of the general population of prospective park visitors in Victoria sourced from online panel provider, TEG rewards, with age and gender aligned with ABS statistics. This reflects the views of a statistically representative sample of the community
 - Survey responses from the overnight testing phase of the pilot.
- This report summarises key feedback from participants and does not preclude the project team from reviewing community feedback – particularly the more in-depth or specific submissions, in finalising the plan.
- Comments from individuals from Engage Victoria and overnight stays have been combined or split out based on the content included and the number of separate points, opinions or advice presented. As such the report focuses on both the number of comments and the number of participants who provided comment, and care should be taken in the reading and reporting of figures.
- The information and views presented in this report are a summary of the opinions, perceptions and advice provided across the engagement period. As such, recommendations and advice presented within this report may be factually incorrect and will need to be verified by the project team for feasibility.
- Due to the variety of formats through which community feedback was received, not all participant demographics have been captured across all feedback.
- Participants did not have to respond to all sections, as such feedback may focus on certain aspects of the plan, and on certain themes.
- Percentages in the report are identified against the total number of participants who responded to the question. A breakdown of percentages may be used to discuss the opinions around the identified issue.
- The overall significance level is used in tables and graphs when determining which results to show as being statistically significant. These are identified by an arrow up ↑ to show a higher significance or an arrow down ↓ for a lower significance. Significance testing has been conducted at 0.05% level. The interpretations of the table test the null hypothesis that none of the individual cells are significant. Rounding of the data set has been undertaken in the analysis. Readers should note this may cause a variation of +/- 1%.

1. Introduction

In 2018, Parks Victoria trialed a new way to stay overnight in iconic park locations around the state.

The 'Iconic Pop-Up Accommodation Pilot' occurred over three months and aimed to test several designs of low environmental impact Eco Sleeper Pods.

A summary of public comment is outlined in this report.

Project background

Eco Sleeper Pods were placed in two park locations (Albert Park and Point Nepean National Park) for people to view and provide feedback on to ensure the final designs meet the expectations and needs of visitors and stakeholders.

This included a display phase at Albert Park (22-25 March 2018) and Point Nepean National Park (25-31 May 2018) as well as an overnight volunteer tester phase at Point Nepean National Park (1 June - 21 July 2018). A statistically representative sample of the general population in Victoria was also surveyed (24-31 May 2018).

Parks Victoria encouraged feedback on the Eco Sleeper Pod designs, amenity, accessibility and visual impact, as well as the visitor experience and hearing any community concerns about the introduction of Eco Sleeper Pod accommodation.

Participants were provided with the pilot Eco Sleeper Pod design specifications and illustrations in context, details of the environmental safeguards and monitoring which will accompany the pilot program, and suggested further amenities or additions to future designs.

The consultation will help Parks Victoria create a product which best suits the needs and expectations of visitors, industry and prospective users, addressing any concerns raised with the introduction of a new product.

Additional targeted market research was run concurrently with the broader public consultation amongst a statistically representative sample of the general population in Victoria to inform and substantiate support for the concept amongst prospective new park visitors.

The purpose of the community engagement and targeted market research is to understand feedback to the CANOPY – Eco Sleeper Pod Pilot by seeking input on:

- Overall level of support
- Style of Eco Sleeper Pod
- Amenities or additional services offered
- Experiences offered
- Potential locations
- Accessibility requirements

About this report

This report presents the broad range of opinions, ideas and aspirations provided by community members and stakeholders during the public comment period.

The feedback has been collated and categorised, to understand topics, themes, demographics and levels of support using both qualitative and quantitative analysis techniques.

The structure of this report is based largely on the structure of the online survey provided to participants, as 100% of total participant feedback that came from the online survey. The structure of the online survey amongst community members and stakeholders available online at Engage Victoria was consistent with the general population survey.

Parks Victoria developed an information sheet, specifications for two of the Eco Sleeper Pods on display (called Pod 2 and Pod 3 throughout) were also shared for participants to view prior to completing the survey. Information was also available on signage at both the Albert Park and Point Nepean National Park display phases. A third design (called Pod 1 throughout) was added at Point Nepean National Park for the tester phase.

2. Executive summary

Participants

Feedback from the community, stakeholders and prospective park visitors was sought via:

- online surveys, through the Engage Victoria platform and the General Population targeted survey;
- display phase in-situ at Albert Park and Point Nepean National Park; and
- volunteer overnight testers.

An online survey via the Engage Victoria platform (www.engage.vic.gov.au) was one of the methods to obtain feedback from the community and stakeholders in a structured fashion. Those who viewed the display in-situ were able to provide their feedback via the Engage Victoria platform on iPads provided by Parks Victoria staff. A total of 706 surveys were collected.

An online survey was distributed to a statistically representative sample of the general population to provide a representative view of Victorians who were profiled as the prospective target audience. The targeted sample of all people 25-65 years old living in Victoria (80% Melbourne, 20% Regional Victoria) who visit Victorian parks at least twice a year. A total of 506 surveys were collected via this method.

In the two online surveys combined, a total of 1,212 Victorians provided feedback on the CANOPY – Eco Sleeper Pod pilot.

Age ranges were well distributed from 18+ years old. Of the sample, 72% were aged between 26-55 years old.

Following the display phase, community members and stakeholders were invited to volunteer to trial the Eco Sleeper Pods overnight at Point Nepean National Park. Testers were required to complete post-stay experience surveys.

Engagement process

The process for comments on the pilot was considered to be mostly positive with 78% satisfied with the process of engagement. Only 2% of the overall sample were not satisfied with the process.

Key findings

Overall, there were high levels of support for the CANOPY – Eco Sleeper Pod Pilot.

The majority of participants were strongly supportive of the introduction of experience. A total of 89% supported the concept, 8% were neutral while 3% did not. Breaking this total into the two sample groups found positive support from 91% of Engage Victoria participants and 86% of the General Population participants.

The two main reasons expressed by community participants interested in the Eco Sleeper Pods were Personal Recreation (63%) followed by Environmental Impact (21%).

Support was stronger for those who had seen the display pods in-situ. Of the Engage Victoria participants who had visited the Point Nepean National Park display, 94% were supportive of the introduction. Of those who had visited the display at Albert Park, 96% were supportive.

While participants who had not visited either display were more likely to not support the concept, this was from a sample of just 24 people (13%). These results indicate that seeing and experiencing the display pods helps the participant understand the positive value the accommodation and experience offers, and may also address any concerns.

Of the many comments submitted, the vast majority supported the pilot and were positive about the experience, style and layout of the accommodation.

The introduction of Eco Sleeper Pods will provide an accessible option to encourage people to stay overnight. The majority of participants had limited usage staying in a park overnight, with 58% stating that they rarely or never stayed in a park. Of this group, 73% said they would be more likely to stay overnight in an Eco Sleeper Pod.

8% of the total survey participants indicated that they had disability and accessibility requirements. Of these, 78% of the Engage Victoria sample and 80% of the General Population sample stated that they would be more likely to stay in a park using an Eco Sleeper Pod.

The majority of all participants felt the introduction of the CANOPY – Eco Sleeper Pod concept would have a positive impact on park visitation. Amongst Engage Victoria participants, 85% felt the introduction would have a positive impact on their own visits, 81% felt there would be a positive impact for friends and family, 86% a positive impact on Victorian visitors, 87% a positive impact on interstate visitors and 84% a positive impact on international visitors.

3. Participation and demographics

Participation and engagement tools

The following key tools were used to engage community and stakeholders from March - June 2018:



Project information was available online through the Engage Victoria website www.engage.vic.gov.au



Two Eco Sleeper Pods were on display and available to view at Albert Park and Point Nepean National Park. Participants were requested to provide feedback via the online survey.



The online survey was promoted through Parks Victoria's Facebook, Instagram and Twitter accounts, along with local media activities to invite community members and stakeholders to participate in the survey and view the display pods.



An online survey was distributed to a statistically representative sample of the general population to provide a representative view of Victorians who were profiled as the prospective target audience. The targeted sample reached all people 25-65 years old living in Victoria (80% Melbourne, 20% Regional Victoria) who visit Victorian parks at least a couple of times a year, and their accommodation preference for a short stay is for roofed accommodation.



The sampling was managed against quotas to ensure the sample was representative by age, gender, location and working status to be representative of the population.



The online survey was used as the primary tool for submissions to help the community and stakeholders provide structured feedback.



Following the concept testing phase, community members and stakeholders were invited to volunteer to be overnight testers for the three Pods at Point Nepean National Park. Testers were required to complete post-stay experience surveys. Part of the tester experience involved nature-based activities. These included a Welcome to Country, Park Ranger tours, Point Nepean National Park audio-guided walks, e-Bike trails and hampers featuring local produce.

Feedback channel and participant type

A total of 1,212 participants provided feedback on the CANOPY – Eco Sleeper Pod Pilot.

Feedback was collected through the following channels:

- **706 online surveys collected via engage.vic.gov.au**
- **506 online surveys collected via the General Population sample of prospective park visitors through TEG online panel provider**
- **39 volunteer overnight testers in three Eco Sleeper Pods, with 21 completed post-stay surveys (note, some volunteer testers stayed as couples and completed one survey between them)**

Locations

Location information (postcode) was provided by all participants. Postcode data amongst Engage Victoria participants was well distributed across the Mornington Peninsula and Melbourne.

Respondents to the Engage Victoria survey were located across Australia with Victoria being the largest state for responses; Victoria (618), followed by NSW (32), QLD (12), SA (10), WA (3), TAS (7) and International (17).

- The top 10 postcodes from the Engage Victoria survey responses included **3941** (Rye, St Andrews Beach, Tootgarook), **3942** (Blairgowrie), **3199** (Frankston, Frankston South), **3207** (Port Melbourne), **3934** (Mount Martha), **3943** (Sorrento), **3000** (Melbourne), **3121** (Burnley, Richmond), **3206** (Albert Park, Middle Park) and **3004** (St Kilda Road).

Amongst the General Population sample of prospective users, 80% were located in Melbourne and 20% in Regional Victoria.



Map showing Postcode Distribution of the Engage Victoria sample



Map showing Postcode Distribution of the General Population sample

Age range

A total of n=1212 Victorians provided feedback through the online survey. Age ranges were well distributed from 18+ years old, with 72% of the sample aged between 26-55 years old.

Amongst the General Population sample of 506 participants, the age range was targeted at 26-65 year olds, with relatively even distribution across these age bands to reflect population distribution.

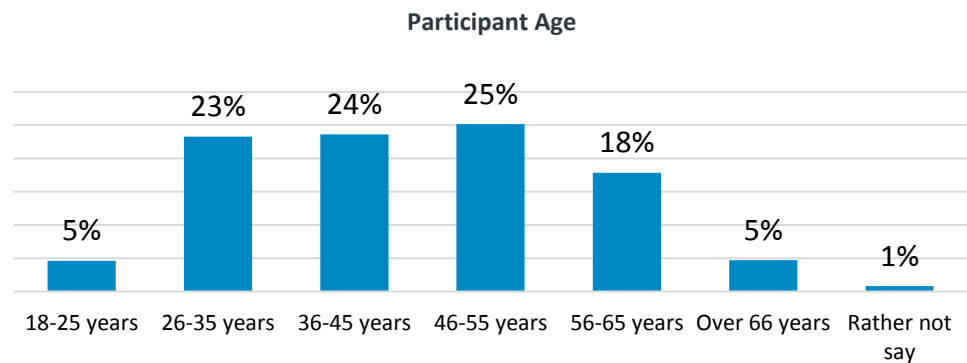


Chart showing Overall Participant Age Distribution of sample groups

Feedback channel and participant type

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General Population sample

Amongst the 506 General Population sample, there was an even representation of males (49%) and females (51%) in line with population.

- 62% of the sample were working full time and 22% working part time. This represented 84% of the working population in Victoria.
- Household situation was fairly well represented across life stage segments, with 19% young singles/couples, 21% young families with children under five years old, 14% families with school aged children, 19% families with secondary school aged children or older, and 26% adult households without children
- This sample was profiled via a self-selection question to align with the Roy Morgan Value segments which were identified as key target audiences for Parks Victoria.
- Participants were profiled as 'Visible Achievers' (31%), 'Traditional Family Life' (33%), 'Socially Aware' (23%) and 'Young Optimists' (8%).

Preferences for accommodation when taking a short break in Victoria

When taking a short break or a holiday in Victoria, preferences amongst the General Population sample were to stay in a hotel (55%), apartment (40%), cabin (39%) or rented house (32%).

- Cabin-style accommodation was the third highest style of accommodation, with 39% stating that they look for a cabin as their preferred accommodation.
- Participants who do not take short breaks or holidays in Victoria and those who exclusively look for caravan and camping accommodation were excluded from the survey. This was done to ensure the sample represented the general population in Victoria who looked for 'roofed accommodation' and reflected prospective Eco-Sleeper Pod users for Parks Victoria.

Interest in the pilot

Overall, the main reason for interest from the community in the pilot was in relation to personal recreation (63%) followed by environmental impact (21%).

Information about the main interest in the plan was provided by 666 Engage Victoria participants, with a question specifically about this in the online survey. Participants could only provide one answer – their main interest in the plan.

Amongst Engage Victoria participants, the main interest was for personal recreation (70%), with environmental impact the second most frequent response (20%). Tourism industry was the third most frequent response (8%). Participants who were aged 36-45 years old were most likely to have an interest in personal recreation, whereas those aged over 66 years were more likely to have an interest in their local community.

The General Population sample was aligned, with their first main interest being personal recreation (55%), followed by environmental impact (22%) and tourism industry (16%).

'Other' responses included an interest in walking, interest in design, a park user, tourism research, and personal interest in more comfort. For some, they were against the pilot and their interest was in protecting the parks.

Table showing the main interest in the pilot from Engage Victoria participants grouped by age:

Engage Victoria sample							
Column %	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Personal recreation	62%	75%	79% ↑	69%	65%	51% ↓	60%
Environmental impact	28%	14%	13%	21%	26%	32%	20%
Tourism industry	9%	9%	6%	9%	4%	8%	0%
Local community	0%	2%	3%	1%	5%	9% ↑	20%
Column n	53	142	152	160	101	53	5

Sample base n=666

Connecting to the park and Parks Victoria

Participants were relatively regular visitors to parks in Victoria, where more than half (53%) usually visiting a park at least once a month.

Participants were relatively regular visitors to parks in Victoria, with 44% of Engage Victoria participants visiting a park monthly or more often, and 66% of General Population participants visiting a park monthly or more often.

Only 10% of Engage Victoria participants rarely used parks in Victoria, and 4% never used parks. General Population participants who indicated that they rarely or never visited parks in Victoria were excluded from the survey.

The majority of participants from the Engage Victoria survey had not engaged with Parks Victoria in the past 12 months (81%), and only 18% had taken part in past engagement projects. Participants aged over 66 years old were more likely to have engaged with Parks Victoria in the last 12 months (33%) compared to other age groups.

Table showing how often each age group in the Engage Victoria sample engages with Parks Victoria:

Have you engaged with Parks Victoria on other projects in the past 12 months? BY Which age bracket do you fall into? (Engage Victoria sample)							
Column %	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Yes	18%	17%	13%	17%	17%	33% ↑	40%
No	82%	82%	86%	81%	83%	63% ↓	40% ↓
Rather not say	0%	1%	1%	2%	0%	4%	20% ↑
Column n	56	148	156	168	111	57	10

Sample base n=706

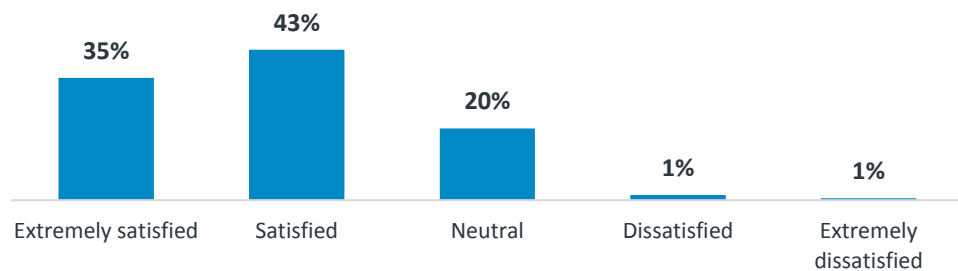
About the engagement process

Levels of satisfaction with the process for comments were mostly positive overall where 78% were satisfied with the process of engagement and only 2% were dissatisfied in total.

Amongst participants from the Engage Victoria sample, 82% were satisfied (total extremely satisfied + satisfied) and 72% of General Population participants were satisfied with the process.

Only 3% of Engage Victoria participants indicated dissatisfaction with the process and 1% of General Population participants.

Overall Satisfaction with the Engagement Process



Sample base n=1212

Participants were well informed about the pilot

Supporting documents including the visual illustrations, floor plans and information sheet were available on the Engage Victoria website and were viewed by 74% of participants who completed the survey through Engage Victoria. Of the General Population sample, 100% viewed the supporting information sheets.

Amongst the total sample of n=1212 community members, 28% had viewed the pods in-situ at Albert Park and 18% at Point Nepean National Park.

318 participants (45%) who completed the survey on Engage Victoria had visited the Albert Park display and 205 people (29%) had visited the Point Nepean National Park display.

The Albert Park site was most effective at reaching the 18-25 year old segment, with 73% of this age group completing surveys. Point Nepean National Park was more likely to be visited by those aged 46-55 years (36%), 56- 65 years (38%) and over 66 years (67%).

Participants sourced from the General Population sample were mostly seeing the pilot concept online for the first time. The Point Nepean National Park display was seen by 3% of the General Population sample, while the Albert Park display was seen by 4%.



4. Key findings

Overall there were high levels of support for the CANOPY – Eco Sleeper Pod pilot.

Participants were strongly supportive of the introduction of the new accommodation style, with total support of 89% and only 3% who did not support the initiative.

Of the Engage Victoria participants, 91% were supportive and 86% were supportive from the General Population sample in Victoria.

Amongst Engage Victoria participants who had visited the Point Nepean National Park display, 94% were supportive of the introduction and 96% were supportive amongst those who visited the display at Albert Park.

Support was slightly lower amongst daily and weekly park users, where 21% of daily users (four people) and 11% of weekly park users (12 people) stated that they did not support the introduction of the Eco Sleeper Pods.

Those who use Victoria Parks a couple of times a year were the most supportive, where 94% (280 people) supported the introduction.

Majority of comments in support of the Eco Sleeper Pods relate to style, layout, amenity and experience

The vast majority of comments were supportive and positive about the experience, style and layout of the accommodation.

The following key messages reflect comments made in general:

- It's making parks more accessible to all community members
- The style is well liked and visually appealing
- More convenient, easy and comfortable than camping
- Suits the park environment, you feel connected to nature
- Good for all seasons
- Clean and modern
- Encourages overnight hikes and spending more time in parks
- Spacious and functional layout
- Quality finishes are appealing
- The amenities of having cooking facilities/kitchen area and bathroom area are well liked
- Low impact on the environment using sustainable materials most supportive, where 94% (280 people) supported the introduction.

Some comments from participants included:

"They look great. I like the style and layout, and the opportunities for add-on experiences. I do not like camping in tents, but I would be happy to stay in one of these"

"Style – nice modern Layout – good use of space without being too cramped. Amenities – really well made and have thought of what is required"

"Great idea, good layout, everything needed for a night away"

"Looks fantastic"

"Lovely decor cool and eco-friendly"

"Excellent idea. Environmentally friendly way to relax and appreciate our Parks in an overnight stay. All basic amenities covered. This would encourage me to do overnight hikes rather than just day hikes"

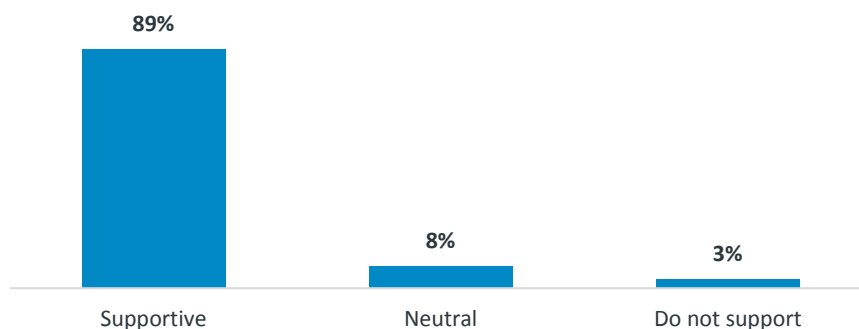
"Neat and well fitted out"

"Fantastic I will certainly stay at one"

"I think this is a great idea and what they are will definitely consider. It's different and exciting"

"It's a beautiful design full of neat little features. Layout is basic but that's what you want. Everything is close; bed, kitchenette, bathroom. Bed is directly in front of the main entrance so you may enjoy beautiful views, so that was the best feature of the design"

Overall level of support for the introduction of the CANOPY - Eco Sleeper Pod



*Sample base n=1212

Comments in opposition were few overall.

The following key messages reflect the comments made in general opposition to the introduction of the CANOPY – Eco Sleeper Pods (71 out of 1212 comments in opposition):

Commercialising parks

This concern was raised by 15 people, and was the largest group of comments, with reasoning related to the desire to protect parks from commercialisation and focus on conservation. Comments from participants included:

“We do not need them in National Parks!! They might be fine for urban parks and smaller reserves, but National Parks are there for the primary aim to preserve the ecosystems within the park. Allowing visitors to enjoy National Parks is important, but only secondary to protection. Commercialising our parks is the thin edge of the wedge and more and more developments will follow as demand grows. Everyone will want just a bit more access. Visitors need to experience and accept our National Parks on their own terms, we cannot continue to make the National Parks adapt to suit us by adding more and more facilities. Yes this means some people cannot access them or enjoy to the fullest, but they is why our parks system has other more accessible levels of protected areas (State Forest, Reserves and urban parks).”

Impact on the environment

The environmental impact on the landscape, fauna, flora and animal life was a concern raised in eight comments. Some would like to see the environmental impact plan, to understand how the Eco Sleeper Pods will impact the park. Comments from participants included:

“I think accommodation in National Parks should be avoided because of the impact on the environment – while it may be minimised there will still be a negative impact. National Parks should be kept natural – there are enough places for people to sleep and if they want to stay then take a tent.”

“Concerned about environmental impact these have on the Pt. Nepean Park - would like to see a plan.”

Cost of the project

Concerns were raised in nine comments in relation to the cost that Parks Victoria is investing in the project, which is taking away from funds invested into conserving parks. There were also concerns raised that the cost to use the pods would be high and therefore not accessible to the average person. Comments from participants included:

“How much money is being spent on this project compared to how much money is being spent on actual conservation within our parks? The conservation budget is tiny and rangers don’t have the time or resources to complete pest animal and weed control or activities to strengthen our ecosystems against climate change.”

“I am supportive but would be worried that the experience would be costly and therefore not available to the average person.”

Distracting noise concerns

There was a concern raised amongst six comments that the introduction of the Eco Sleeper Pods would take away from the peace and tranquility of the natural experience in parks and create noise. Comments from participants included:

“Concerns from taking away natural experience by building accom and wider access tracks. Increase in costs to all park users to cover these pods. The accommodation becomes an issue of finance not desire. Stops from experiencing quiet nature to a need for more experiences/ activities.”

Concerns about responsible waste disposal

A concern was raised in four comments in relation to waste disposal and rubbish that may be left behind. Providing adequate bins and rubbish removal will be important to ensuring the area remains clean and tidy. Comments from participants included:

“Making it easy for people to get rid of rubbish and understanding their responsibility of the land it’s on.”

“I am curious about waste disposal – do participants take their garbage with them? Are there facilities for recycling and compost?”

Concerns about the visual impact and overcrowding

Raised in four comments. Comments from participants included:

“I have concerns about these being located in remote areas particularly their visual impact and the appeal of visiting these areas is because they are undeveloped. I am also concerned that if they are located in popular parks they will take up existing affordable camp spaces which are already in short supply, and contribute to further overcrowding. These would be best located in moderate to low-usage parks that already have some amenities such as cleared picnic areas, barbecues, toilets and car parking spaces.”

“Visually inappropriate. Keep Parks for people to day visit and camp – not having all the mod cons.”

Other concerns were raised over maintenance (three comments), the lack of respect visitors may have for nature parks (one comment) and concern over safety (one comment) and materials not being sustainable (one comment). Comments from participants included:

“The population in Australia now has diminished in the quality of person. I have noticed many immigrants showing absolutely no respect for the Nature parks, even vandalizing nature. I think we should keep people out now. 40 years ago it would have been a good idea.”

“Parks Victoria cannot look after the infrastructure you currently have i.e. Picnic areas, weed and pest management, upkeep of alpine chalet or high country huts. How would you manage these? And good work only having two places to view the cabins, one of them being a central urban environment.”

“The only concern is bad behaviour by public and respect the park.”

Pod 1 Feedback

Pod 1 was designed by CABN.

Note that Pod 1 was not part of the display phase so feedback was not given on its design for this section. This was introduced for the overnight testing phase at Point Nepean National Park.

Pod 2 Feedback

Pod 2 was designed by JAWS Architects + Pod Matrix.

The style and amenities offered were well liked. The internal bathroom, shower and toilet area was appealing and added an extra level of comfort, as did the kitchen facilities with a cook top and sink. The outdoor deck with shade coverage and a seating area outside was also well liked.

The concerns raised in relation to Pod 2 included:

- Internal space is dominated by a large table – for many there was a preference for a permanent comfortable bed to sleep in and relax on
- Many prefer having a comfortable bed, vs a foldout bed which is also a sofa
- Foldout sofa bed may not be suitable for people with disabilities or older age visitors

Comments from participants included:

“I think <the Pod 2> design is better incorporating the kitchen and bathroom.”

“Excellent. A good size without it feeling too large for its natural environment. All essentials (toilet, water etc.) are there & it feels natural, as if it will match its surroundings.”

“Both designs are interesting and appealing. The <Pod 2> design looks perfectly suited to a multi-day stay which could allow multiple extra activities. The <Pod 3> design seems more suited to a day stay and the lack of food prep facilities concerns me slightly.”

“Great idea, long overdue for our parks. My only queries would be around the foldout bed as a design choice, regarding comfort, and possibly how they would be maintained regarding cleanliness as although they’d certainly encourage my partner and I to visit more often, there would be a concern of the facilities being mistreated.”

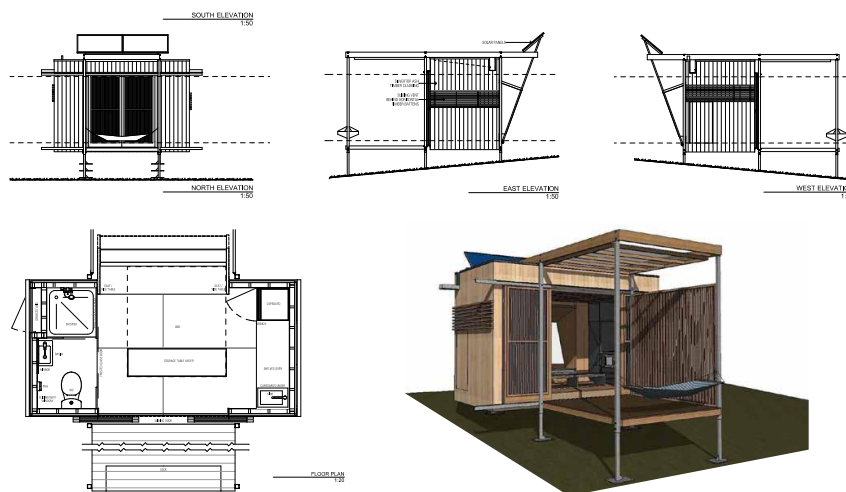
“Like the concept and idea. Prefer <Pod 2>. Its design is more detailed. I like the space it creates with the foldable sofa bed and the table stored underneath”

“Fantastic. Compact but airy. Loved the ensuite”

“I think it’s a good idea. The layouts are good. I preferred the enclosed shower space and toilet. Both the living areas are comfortable. Both are good for camping and glamping.”

“The <Pod 2> design takes the experience to the next level. Appearance – big tick, loved the timber cladding, and as timber stores carbon it also forwards opportunity to achieve a zero-carbon footprint if calculated at full lifecycle of impact – cradle to grave. Then internally had an intelligent use of space, plus with creature comforts – the internal timber lining, the ensuite’s full panel glass sliding door, use of quality Australian hardwoods on exteriors and the kitchenette with gas cooktop... all added to a sense of luxury.”

POD 2 DESIGN CANOPY – ECO SLEEPER POD PILOT



Pod 3 Feedback

Pod 3 was designed by Troppo Architects + Oscar Building.

Overall feedback was very positive in relation to the Pod 3 design, layout and floor plan.

The Pod 3 design was well liked for having a comfortable permanent bed in the main cabin area, which faces the outdoor window. Having a comfortable bed to sleep in is of high importance for prospective visitors.

The concerns raised in relation to Pod 3 included:

- Outdoor shower – many preferred to have an enclosed shower/bathroom area for privacy and comfort.
- Lack of seating area on the deck and lack of shade – many expected to spend more time outdoors than inside, so having a comfortable area outside is valued.
- Lack of kitchen, sink and cooking facilities – this was seen as a detractor and would indicate this is only for short one-night stays.

Comments from participants included:

“Relaxed atmosphere, the wood is nice. Missing a kitchen in <Pod 3>. And a normal bed in <Pod 2>. But love the nature feel.”

“Both are fantastic. Perhaps the one with more kitchen facilities would suit our needs better.”

“Feels good. Like the layout of both designs but do think the more enclosed version. The full bed is more appealing than the fold out.”

“Love <Pod 3> – I felt it would incorporate well into environment and landscape. Love the simplicity”

“Awesome! A great concept!”

“I loved <Pod 3> as a summer accommodation option and <Pod 2> as a winter one (with the indoor shower!)”

“An ensuite is important for the target demographic. The outdoor shower (while a very nice feature) will have limited practical use outside of a couple of months of the year in Victoria. The downside for the rest of the year (i.e. the shower being seen as unusable) probably out-weighs the attractiveness for summer.”

“It looks comfy, only the idea of the outside shower and bathroom is a bit non attractive, especially during winter.”

“It may be a little cold to shower outdoors in some parts of Victoria in winter.”

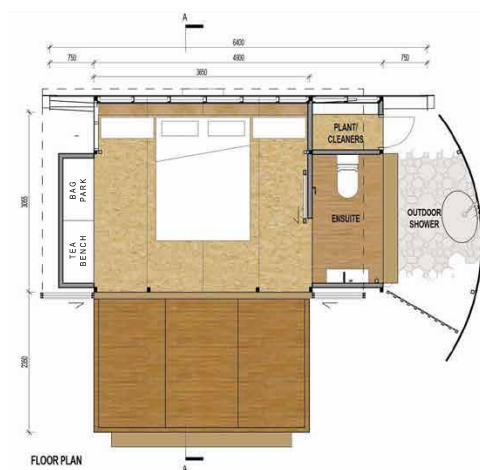
“Not sure about the outdoor shower, doesn't seem to be very accessible and suited to different types of guests. A built-in sitting area on the deck would make it more user-friendly giving guests somewhere to sit and eat.”

“Looks good. Just wondering what cooking facilities would be provided for <Pod 3> design? Would they be located near outdoor fire pits or some other outdoor structure that enabled you to cook at a comfortable height?”

“I'm not keen on the outdoor shower, unless it's 100% private.”

“Noticed these are not designed for twin or family accommodation? Just couples? Seems a bit limiting.”

POD 3 DESIGN CANOPY – ECO SLEEPER POD PILOT



Support for add-on experiences

There was a high level of support for add-on experiences, with the highest support amongst Engage Victoria participants for Camp Fire (71%), Local Food and Wine Hamper (52%), Wildlife Encounters (48%) and Walking Guide (44%).

These experiences were significantly more appealing compared to a Catered Food Experience, Water-based Activities and Wellness Experiences.

Survey participants from the General Population sample had the strongest support also for Camp Fires (73%), followed by Wildlife Encounters (61%), Walking Guides (55%), Ranger Guided Talks and Activities (48%) and Outdoor Adventure Activities (47%).

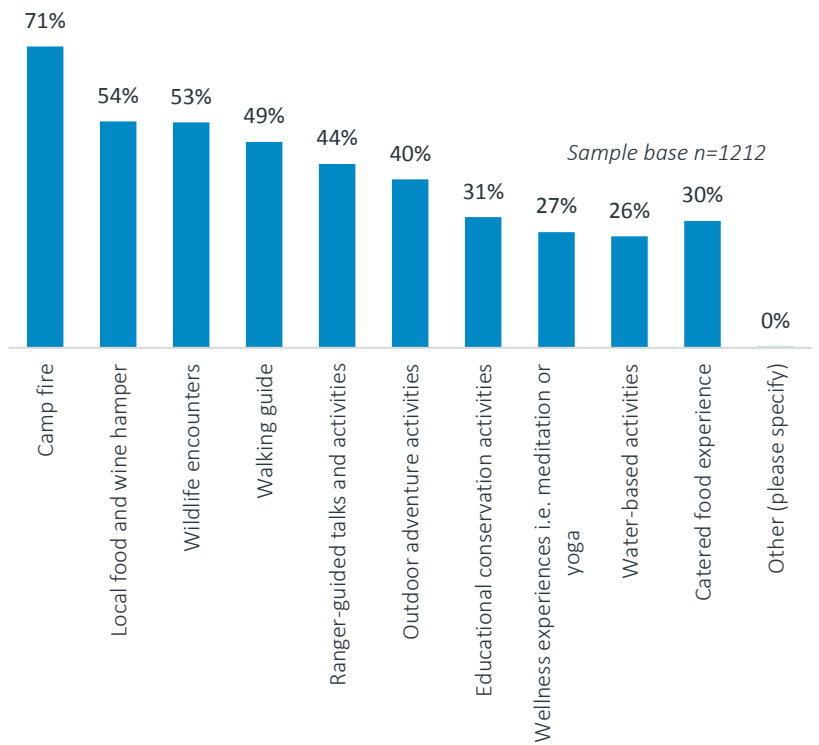
Engage Victoria participants who were supportive of the introduction of CANOPY were most interested in Camp Fires (73%), Local Food and Wine Hamper (56%) and Wildlife Encounters (50%), whereas those who did not support the introduction had significantly lower support.

Female participants from the General Population sample had significantly higher interest in a Catered Food Experience compared to males (47% Females, 33% Males), and the Wellness Experience (34% Females, 20% Males).

Outdoor Adventure Activities were significantly more appealing to 26-35 years (59%) whereas Ranger Guided Talks and Activities were significantly more appealing for 56-65 years (62%).

Other activities mentioned include mountain bike riding (seven comments), Aboriginal history guided tour (two comments), horse riding, food hampers, maps for self-guided tours, newspaper, star gazing, fishing and just enjoying the surroundings.

Level of support for add-on experiences



Local food hamper, overnight testing



E-bikes, overnight testing

Support for Eco Sleeper Pod locations

Overall the highest level of support was for 'Drive In, Drive Out' locations (69%) and 'Hike In, Hike Out' locations (62%).

Engage Victoria survey participants were most supportive of locating the pods in Hike In, Hike Out locations (70%), followed by Drive In, Drive Out locations (64%) and remote locations (51%).

Fewer than one in three people (30%) want to see the pods located close to other park amenities.

Remote locations were of higher interest for participants aged 18-25 years (63% support) and 26-35 years (57%), but of less appeal to participants aged 56-65 (46%) and over 66 years (37%).

There were equal levels of support for Hike In, Hike Out and Drive In, Drive Out locations across all age groups. Those who did not support the introduction had significantly lower levels of support across all locations for pods.

Other locations mentioned included beach/coastal locations (11 comments), park car and hike in locations (four comments) and cycle in/cycle out locations (three comments) and locating pods in small clusters for families and friends to stay together (two comments).

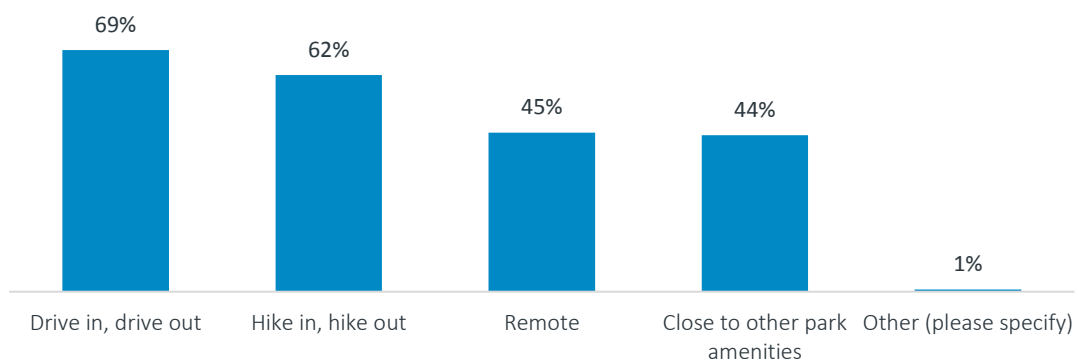
Other locations with a single comment included festivals, remote areas, wine regions, dog friendly parks and near rivers.

Participants who did not support the introduction preferred the pods to be located outside of National Parks or near the entrance (eight comments), or in caravan park areas where cabins are currently located (two comments).

General Population participants had significantly higher level of support for the pods to be located in Drive In, Drive Out locations (72%), followed by 'Close to Other Park Amenities' (62%).

The General Population sample had significantly lower levels of support for Hike In, Hike Out locations (47%) and Remote locations (34%) compared to those from the Engage Victoria sample. There were equal levels of support by gender and age amongst the General Population sample.

Level of support for Eco Sleeper Pod locations



Sample base n=1186

A positive impact on visitation to parks

Survey participants were asked to estimate how they think the introduction of the overnight accommodation like CANOPY – Eco Sleeper Pods would affect visitation across different user groups.

The majority of all participants felt the introduction would have a positive impact.

There were consistent levels of perceived positive impact according to Engage Victoria participants and the General Population sample in Victoria, with the majority of people feeling the introduction would have a positive effect.

Amongst Engage Victoria participants overall, 85% felt the introduction would have a positive impact on their own visits to parks, 81% felt there would be a positive impact for friends and family, 86% a positive impact on Victorian visitors, 87% a positive impact on interstate visitors and 84% a positive impact on international visitors.

Participants who did not support the introduction of the pods (32 participants from the Engage Victoria sample) more strongly thought the introduction would have a negative impact on their visitations (84% negative impact), and on friends and family (78% negative impact).

Participants who's main reason for interest was driven by environmental impact (131 people) were more likely to think there would be a negative impact for themselves personally (11% negative impact) and for friends and family (9% negative impact).

Survey participants from Engage Victoria who visit National Parks monthly (30 people) were also more likely to think the introduction would have a negative impact (20% negative impact for themselves and 20% negative impact for family and friends).

Engage Victoria sample				
	Negative impact	No impact	Positive impact	Don't know
You	5%	7%	85%	4%
Your friends and family	4%	9%	81%	6%
Victorian visitors	3%	3%	86%	9%
Interstate visitors	2%	3%	87%	8%
International visitors	2%	4%	84%	10%

General Population sample				
	Negative impact	No impact	Positive impact	Don't know
You	1%	13%	82%	4%
Your friends and family	1%	11%	81%	7%
Victorian visitors	0%	5%	88%	6%
Interstate visitors	0%	5%	89%	7%
International visitors	1%	5%	86%	8%

Sample base n=706 Engage Victoria, n=506 General Population sample

Introduction of CANOPY will encourage people to experience an overnight stay in a park

Participants were asked how often would they currently stay overnight in a park. The majority of participants had limited usage staying in a park overnight, where 58% stated that they rarely or never stay in a park.

Of the General Population sample, 60% either rarely or never stay overnight in a park. Similarly, 57% of the Engage Victoria sample rarely or never stayed overnight in a park.

The introduction will provide an accessible option to encourage people to stay overnight, where 73% of the General Population sample stated they would be more likely to stay overnight if this style of accommodation is introduced, indicating the opportunity for CANOPY – Eco Sleeper Pods.

Participants who currently stay overnight a couple of times a year or rarely are most encouraged by the introduction of CANOPY, where 75% of those who rarely use parks for overnight stays would be likely to stay overnight in CANOPY and 82% of those who usually stay a couple of times a year.

Those people who never stay overnight in a park were less likely to change their behaviour, where 48% stated they would be likely to stay overnight in a park, however 37% were still not sure and may be slower to trial.

Sample base n=506 General Population

Introduction of CANOPY improves access for people with accessibility requirements

Of the total survey participants, 8% indicated that they had disability and accessibility requirements.

7% (49 participants) came from the Engage Victoria sample and 9% (46 participants) from the General Population sample.

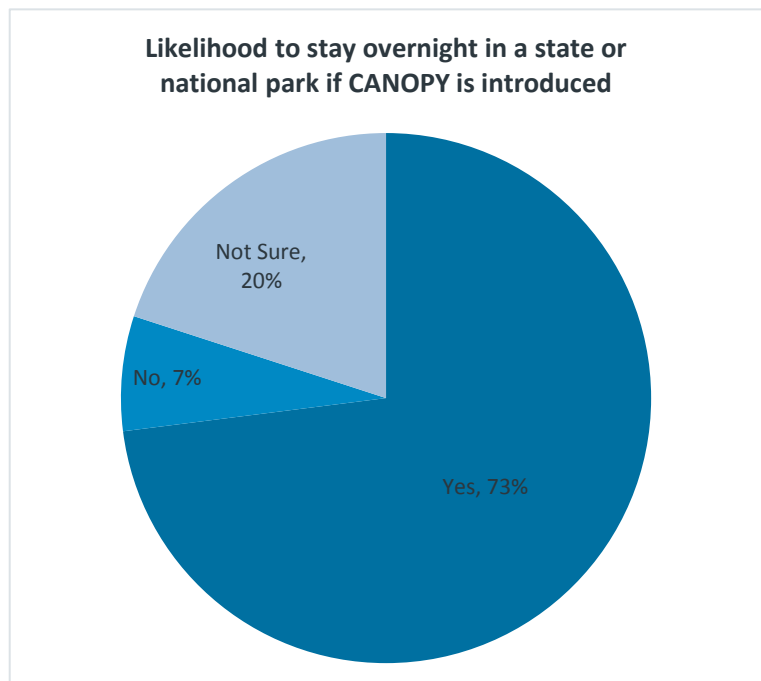
Participants who have accessibility requirements or limitations stated that the introduction would improve accessibility to parks and encourage them to be more likely to stay overnight in a park. Amongst Engage Victoria participants with accessibility requirements, 78% stated that they would be more likely to stay in a park using an Eco Sleeper Pod and 80% of the General Population sample agreed.

Comments from participants included:

“Fantastic concept. Will be interested to see what they will cost and if there will be more designs. Interested to see if they could be made accessible.”

“This has the potential to introduce the love of nature and parks into families that may have a disabled parent, to go camping with their children. If you are disabled it takes an extreme amount of admin, to undertake and exercise like camping in the bush.”

“These pods would reduce that effort of pitching a tent etc. but, you still can enjoy the beauty of the park in daylight and dark, I personally do not have mobility issue, but, I am aware of others that do and some of the simple things in life that are denied look like they can be attainable with Eco Sleeper Pods – Congratulations on your efforts.”



People with accessibility requirements support the introduction of CANOPY

Participants who stated they have accessibility requirements were strongly supportive of the introduction of CANOPY, where 82% of the 50 people stated they were supportive amongst the Engage Victoria surveys and 89% of the 46 people in the General Population sample were supportive.

The following key messages reflect comments made by people with accessibility requirements:

- Overall, there were high levels of support and also a feeling of excitement looking forward to experiencing this style of accommodation immersed in nature
- Appreciate a little more comfort in the style of accommodation with hot water showers and a comfortable bed
- Would like to see ramp access to the Pods
- For comfort and access to bedding, a preference towards a permanent bed rather than a foldout, cushioning mattress, easy and light to operate.

Comments from participants included:

“Great idea. Should be basic but add some comfort”

“I noticed one illustration for one style included ramp for disabled use but I did not notice on the other style. Ramps are a definite inclusion”

“Such a neat idea! Looks amazing and would make our national parks so much more accessible”

“I particularly like <Pod 2> as it has a little more comfort”

“I love these as they are fitting with the environment – hopefully they will be affordable and accessible”

“I think both styles will suit the general public in their layouts amenities. I have not visited the Eco Sleeper Pods but having been camping for many years I can appreciate the experience and comfort these camping accommodations will bring to many. However, as I am aging and have several physical disabilities, I have noticed a couple of issues. Most fold out sofas do not suit a majority of aging and disabled bodies, so I hope this issue has been handled with these issues in mind: not too low to the floor; no metal bars under the main body area of the bed; thick, cushioning mattress; easy and light to operate. Comfortable sleeping would be of utmost importance for an active day. The outdoor shower would hopefully have hot water connected for old/arthritis bodies”

“The aesthetic view of both styles I found pleasing and yet comfortable enough to blend in with the environment, adding to the renewable energy resources available to a weary body wanting to relax and get back to nature for a while. I really like the Eco sleeping pods and think they would be the best alternative to tents, especially for those with physical disabilities. Of course any good camping experience is great for the soul and for the mentally stressed”

“Great. Would love to see some single bed options (two at least) and maybe some joined for families. Also would love to see some with ramps for disability access. If near power, a microwave would be useful”

Changes suggested to improve the CANOPY experience

Participants were asked if they could alter the CANOPY accommodation or experience what changes would they change. The majority of people stated they wouldn't change anything as they felt the concept was well considered and was meeting their needs. 297 commented that there was Nothing to Change from Engage Victoria sample (42%) and 334 commented Nothing to Change from General Population sample (66%).

Comments from participants included:

“Nothing. I think they are awesome”

“Wouldn't change anything!”

The following key themes reflect the comments made in relation to changes participants would like to see:

Bedding arrangements

There were 88 participants from Engage Victoria sample and 26 from General Population sample who would like to see a family-sized Pod option with bunks for kids and larger families, and ensure bedding is comfortable with options for larger rooms.

Comments from participants included:

“Big enough for a family”

“More options for larger groups/families”

“No they are lovely! Perhaps a two-bedroom version for families”

“I think I would make the Eco Sleeper Pods a bit larger to accommodate permanent comfortable beds for disabled users such as myself”

Kitchen facilities

51 comments were made in relation to a desire for cooking facilities, a microwave or a fridge (Engage Victoria) and seven people from the General Population sample.

Comments from participants included:

"I think small kitchens are important as total fire bans would limit being able to cook meals in summer months"

"I do prefer the one with the small kitchen and what appears to be indoor bathroom. I think people going for this experience would be your creature comfort types and the outdoor shower although looks great, it's not always practical"

Indoor bathroom facilities

46 comments related to a desire for an indoor hot shower and bathroom facilities being private, this was also the most common comment from the General Population sample with 35 comments.

Comments from participants included:

"Have a full indoor ensuite, either in place of, or in addition to, the outdoor shower"

"I would prefer the indoor toilet and shower design rather than the outdoor one"

Sustainable power and water

22 comments were made from the Engage Victoria sample seeking solar-powered Pods with water tanks, to deliver on the premise of being low impact to the environment. This change was commented on by seven people in the General Population sample.

Comments from participants included:

"So long as they are designed to be as solar passive and insulated as possible so that they are comfortable in summer and winter I would happily stay in one"

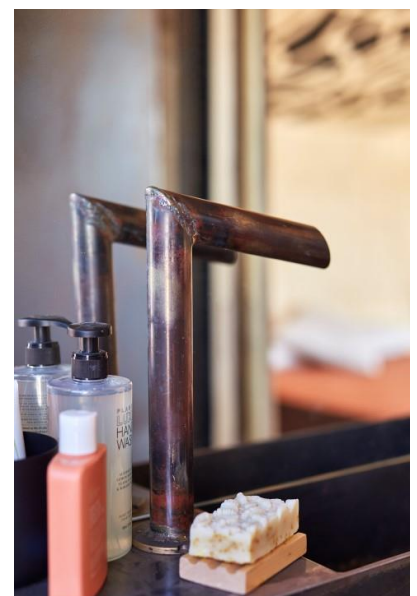
"Rain water collection and a telescope"

Other suggested comments to improve the CANOPY experience made to a lesser extent to improve the experience included:

- Insect screens and air flow
- Luxury comforts like power points, sky light, TV, couch and tables
- Space for a campfire
- Heating and cooling
- Shaded area outside with an outdoor table
- Outdoor BBQ area
- Available in more locations
- USB phone charging points and USB
- Affordable pricing
- Glass windows for natural light
- Storage area for bags and clothes
- Removing sharp corners
- Rubbish removal
- Add-on experiences
- Allowing height to allow for tall people
- Protection from severe weather
- Disabled access.



Pod 2 bathroom facilities



Pod 3 bathroom facilities



5. Overnight testing

Participants in the Engage Victoria survey and key Parks Victoria stakeholders were invited to volunteer to be an overnight tester of the Eco Sleeper Pods at Point Nepean between 12 June - 21 July 2018.

At the end of their overnight stay, volunteers were asked to complete an online survey based on their experience.

Below are the key findings.

95% of overnight testers were satisfied with the experience

Of the 39 volunteers who stayed overnight during the testing period, we received 21 completed surveys which represents the total sample (note – some couples who stayed together completed one survey).

Nine overnight stays were in Pod 1, 11 were in Pod 2 and one in Pod 3.

Overall, 95% (20 out of 21) of overnight testers were satisfied and 76% were very satisfied.

This indicates the experience and accommodation are comfortable and unique for visitors.

Satisfaction levels were consistent across the three Pod accommodation styles where 9/9 were satisfied with Pod 1, 10/11 were satisfied with Pod 2 and 1/1 was satisfied with Pod 3.

Comments from the overnight testers included:

“The creative and quirky design of my CANOPY Pod made the experience unique – differing to any other overnight stay I have had.”

“The aesthetic design of the Eco Sleeper Pod – we thoroughly enjoyed the contemporary design of our Pod. It had the comforts of home, however was a small, sustainable and well considered design.”

The best thing about staying overnight was the location immersed in nature

The top aspects of staying overnight was the location, the views and the pod accommodation.

- The location setting within the National Park being secluded, providing exclusive access to the park and the connection with nature was the key aspect enjoyed from the experience (22 comments).
- The Eco Sleeper Pod style accommodation was unique, modern, clean and well provisioned (nine comments).
- The local produce in the hamper and provisions supplied enhanced the experience (eight comments).
- The views overlooking the ocean, seeing the sunset and sunrise was an aspect enjoyed (seven comments).
- The comforts and luxuries needed were well catered for (seven comments).

Aspects testers recommend doing differently to improve the experience

- Working heater, as the overnight experience was conducted over winter some felt quite cold (five comments).
- Hearing rattling/ creaking/ banging in the night with high winds (two comments).
- Head torch as solar lighting was dim at night (one comment).
- Dessert/breakfast items (one comment).
- Mirror in the bathroom (one comment).
- Sheets for day bed and main bed (one comment).
- Earlier visitor check-in to enjoy the park (one comment).
- Coat hooks to dry out wet coats (one comment).

- Latch on the bathroom door as sliding door would open/sliding door would rattle (two comments).
- Cleaning products like a sponge to wipe down the bench (two comments).
- No external light filter, you can see inside the pod at night (two comments).
- Night activities – there wasn't much to do in the evening, some would like evening activities like games, TV, star gazing, (two comments).
- Towel racks to dry towels after shower (one comment).
- Steam from shower triggered the smoke alarm (two comments).
- Instructions on how to use the toilet (one comment).
- A fixed bed (one comment).
- Hide connections like water and sewage (one comment).
- Roofed outdoor area to protect from wet weather (one comment).
- Small BBQ/small fridge to store food and drinks (one comment).

95% of testers would be likely to stay again

Post-stay testers are extremely likely to stay again indicating that repeat visitors are expected.

- Testers who stayed overnight in Pod 1, 9/9 stated they would be extremely or somewhat likely to stay again.
- Testers who stayed overnight in Pod 2, 10/11 stated they would be extremely or somewhat likely to stay again, and in Pod 3 1/1 stated they would stay again as well.

Comments from the overnight testers included:

"The food hamper and wine that highlighted good quality local produce. We were impressed with this and would look out for and recommend these to family and friends. The plunger coffee was fantastic."

"The sunset! I walked down the beach and saw the most mind-blowing sunset of my life!"

Feedback on communication and accessibility

Information provided prior to stay was rated as very good/good by 17 of the 21 volunteer testers. There were three comments from testers stating that they would like to get more detailed information pre-visit to set their expectations as to what the Eco Sleeper Pod is like, and to know what to bring.

The Parks Victoria ParkConnect portal worked well for 16 out of 21 testers, however two people had issues connecting to the portal.

Ease of finding the check-in/meeting point was rated as very good/good by 20/21 testers.

Comments from testers stated that they felt staff were great and it was well organised and well run.

Ease of opening the doors received the lowest rating for satisfaction from testers where 14/21 rated it as very good/good, however five rated it as poor/very poor. For these people they found it difficult to lock the door. This is an area that could be improved for visitors.

Feedback on interior features

The interior was well liked with the majority of testers rating the layout and interior features as very good/good.

The layout for those rating it OK suggested having an area for relaxing and sitting around within the pod. A small table to sit around to play games and share a meal would be beneficial, especially in winter when visitors are spending more time inside.

The comments in relation to the amount of lights, felt that a light switch or a lamp near the bed would be helpful, and the ability to have dimmers as lights were faint at night.

Level of storage comments were made with testers wanting more hooks for towels and coats, and a drying rack for dishes in the kitchen area.

Those who rated the finishes and fittings rating as OK or poor had trouble opening up sliding doors, had leaking in the pod with heavy rain, and rattling of exterior in the night with heavy winds.

Interior features that were most liked

The daybed in Pod 1 was mentioned by nine testers with positive comments in relation to creating a relaxing space to hang out and providing good views to enjoy.

The kitchen facilities were the most liked feature mentioned by five testers for the ability to make a cup of tea and use kitchen items.

Having a comfortable bed was commented by two testers, and the bathroom facilities were mentioned by four people as most liked internal feature.

Other comments mentioned include the quality build and functional layout, storage area near the bed, range of facilities packed in the cabin, level of comfort, natural materials, stylish décor, blankets and charging points for USB cables.

Interior parts that didn't work

- Loose boards and exterior shutters which banged with high winds (two comments)
- Shower screen didn't keep the water from flooding shower floor/needed a shower screen (two comments)
- Sliding door was hard to use and rattled (five comments)
- Rain came in the Pod through exterior boards
- Hand soap dispenser didn't work
- Heater not working (two comments)
- Power outage when using the shower and microwave at the same time
- Lack of space to relax in the Pod/lack of sitting area
- Loft bed was close to the roof/difficult to sit up in bed (four comments)
- Battery power ran out
- Stairs to the bed were steep, which could risk a fall
- Toilet wouldn't flush
- Lack of hanging space for wet jackets and towels
- Bed uncomfortable, the foam mattress was thin (two comments)

Other suggestions for inclusions

Kitchen supplies were mentioned by seven testers, including a drying rack for dishes, bin liners, dustpan and broom, plates and cutlery, sponge, more coffee/tea supplies, small frypan, bottle opener and a little fridge to keep milk and drinks in. Bathroom items were also most mentioned by eight testers as inclusions which would be valuable were a shower curtain, mirror in the bathroom, exhaust fan, towel rack and body wash.

Other suggested items included:

- A power point or a dock for music (two comments).
- A chair for relaxing in an ergonomic position.
- Hammock (two comments).
- Foldout table for outside area.
- Protection shelter on veranda.
- Compost toilet was smelly and near the kitchen.
- Light dimmers or a lamp.
- Sheets for day bed/mattress covering for day bed.
- Wind down blinds for night time.
- Instructions on how to use the toilet.
- Heating for winter.
- Sliding door for the toilet area which can lock.

Food supplied was enjoyed and rated highly

The food supplied was rated as sufficient by 19 of the 21 testers, with only two stating that there was not enough food and would prefer a more substantial meal.

The icebox was rated as very good/good by 16/21 testers for keeping food cold enough for long enough. There were some comments stating that the icebox was not necessary where there was a small fridge, which was used in preference.

Other comments made in relation to the food were mostly positive, in particular, that the locally sourced hamper was of a high standard.

Other suggestions to include in the hamper included snacks or sweet biscuits to have with a cup of tea, fruit, and a tea towel and a knife for preparation. There were two suggested comments to include options for food, to include meat, BBQ pack, children's meals, gourmet or basic hampers.

9/21 testers bought some of their own food

Testers were asked if they bought any of their own food with them to supplement the food hampers. Nine stated they did, whereas 12 did not bring any additional food.

If testers were to cook a meal, they were asked what kind of facilities they would like to use. Eight commented that they would like to use a gas burner/gas stove and cooking utensils like a fry pan, pot, a knife, spatula and tongs for cooking.

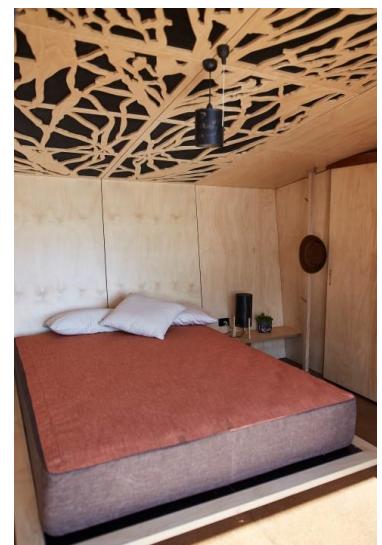
A BBQ was suggested by four testers to include for cooking, however there were comments made that it is recognised this might be a fire risk. A microwave was suggested by three testers, and three others stated they were happy not to cook at all.

Feedback on comfort level of bedding

The comfort of the bed and mattress was rated as very good/good by 16 out of 21 overnight testers. Comments were made that the bedding was warm and comfortable. There were five overnight testers that rated the beds as OK or poor/very poor and comments were made that the mattress was thin on the hard surface and feeling cold overnight. There was a preference for sheets on the beds rather than the sleeping bags. There were two comments stating that an underlay on the mattress may help with warmth. The bed socks and water bottles were well liked to add warmth.

The clearance height on the loft bed was seen to be low and made it difficult to sit up in bed. Accessibility was challenging and the ladder was steep (three comments).

Other comments made to improve the comfort level for bedding included additional blanket, thicker pillow options, a need for heating.



Pod 3 bed

Feedback on bathroom facilities

The toilet was rated as easy to operate by 16 out of 21 overnight testers. There were three comments in relation to the compost toilet being smelly and not being a fan of this style of toilet. There were two comments stating that their toilet was not working or flushing, and they would like to have more instructions on how to flush the compost toilet.

Having enough hot water for showers was rated as very good/good by 17 out of 21 overnight testers. There were two comments made that the pod lost power and they couldn't use the shower. For two testers, rain came into the shower area and water was leaking.

Other suggestions to improve the bathroom facilities include having a rubber mat in the shower, adding a shower curtain and mirror (three comments), making the shower head more secure, adding an exhaust fan to release steam, a liquid soap holder for the shower and to improve the sliding door so it latches (two comments).

Feedback on the environment, privacy and safety

All volunteer testers rated the location being close to the sea as 'very good/good' and feeling safe in their surroundings. The two aspects of the environment that were rated lower for testers were the level of privacy and the protection from weather.

There were four comments suggesting that there is a need to improve the privacy by adding a curtain to close off the front glass or other way to feel more secluded from the public passing by. There were three comments preferring more space between the pods so that other pods were out of view for better privacy.

For those who experienced rain during their stay, there was a lack of rain protection on the veranda which meant entering and exiting the pod was difficult and there was nowhere to dry wet jackets (four comments). There was one tester who experienced the pod leaking during the rain.

There were three comments stating that the wind was noisier than the rain, and that they could hear rattling from the wind.

Feedback on the e-Bikes and experiences

The e-Bikes and the experiences offered by staying overnight in the national park were all rated extremely highly with very few negative comments.

Comments made to improve the e-Bike experience included providing maps on trail rides with information on ride distances, times and information (two comments). Other comments included a preference to have e-Bikes speed go over 20kph, include information on e-Bike activities in the pre-visit pack so clothing can be packed (two comments), have child options available, a need for tyres to be pumped and maintained and possible option to include a picnic basket and picnic for a ride day as optional.

The majority of comments made in relation to the e-Bikes were very positive. It was seen as a fun experience that enhanced the enjoyment and connection with nature.

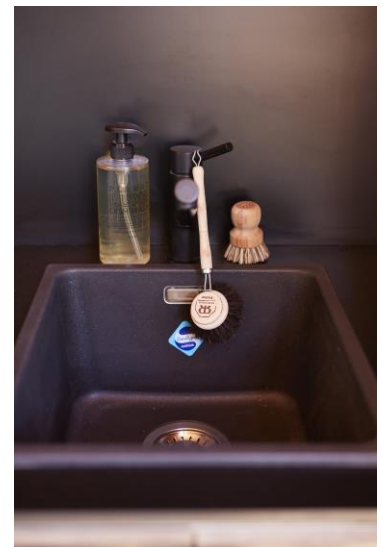
Comments relating to other experiences were also very positive. Some suggested improvements included an earlier check-in time to explore the park, a copy of park information and opening times, outside door mat was slippery, and more information on geology, flora, fauna and landscape.



Pod 2 kitchen facilities



Pod 3 exterior



Pod 2 kitchen facilities

6. Summary and recommendations

Community members expressed genuine interest and excitement to the prospect of a new way to enjoy spending time in parks that is more accessible and an immersive natural experience.

Based on the strong support from community members and the general population of prospective park visitors for the CANOPY – Eco Sleeper Pod, it would be recommended to progress the pilot.

- High levels of support and excitement expressed by community members and the general population in Victoria to the introduction of the CANOPY – Eco Sleeper Pod experience. The style, amenities, experience and features offered in the Pods were appealing and unique
- Very few comments were made in opposition to the pilot with fewer than 5% in opposition. Most comments were in relation to the over-commercialising of parks and the impact on environment
- High levels of support expressed for the add-on experiences particularly the Campfire, Local Food and Wine Hampers, Wildlife Encounters, Walking Guides and Ranger Guided Activities. The Outdoor Adventurer Activities were of significantly higher appeal for the General Population sample of prospective users.

- Most support for the Pods to be located in Hike In, Hike Out locations and Drive In, Drive Out locations. For the General Population sample of prospective users, locations Close to the Other Park Amenities was of high appeal
- The introduction of CANOPY is likely to have a positive impact on visitation to parks by all user groups including Personal Usage, Friends and Family, Victorian Visitors, Interstate and International Visitors and those with Accessibility Requirements.
- The majority of community members was happy with the proposed concept and designs for the CANOPY – Eco Sleeper Pods and had no changes they would like to see. The top comments made in relation to changes were to ensure bedding is comfortable and to have options for family rooms, cooking facilities, indoor private bathroom, sustainable power and water and fly screens

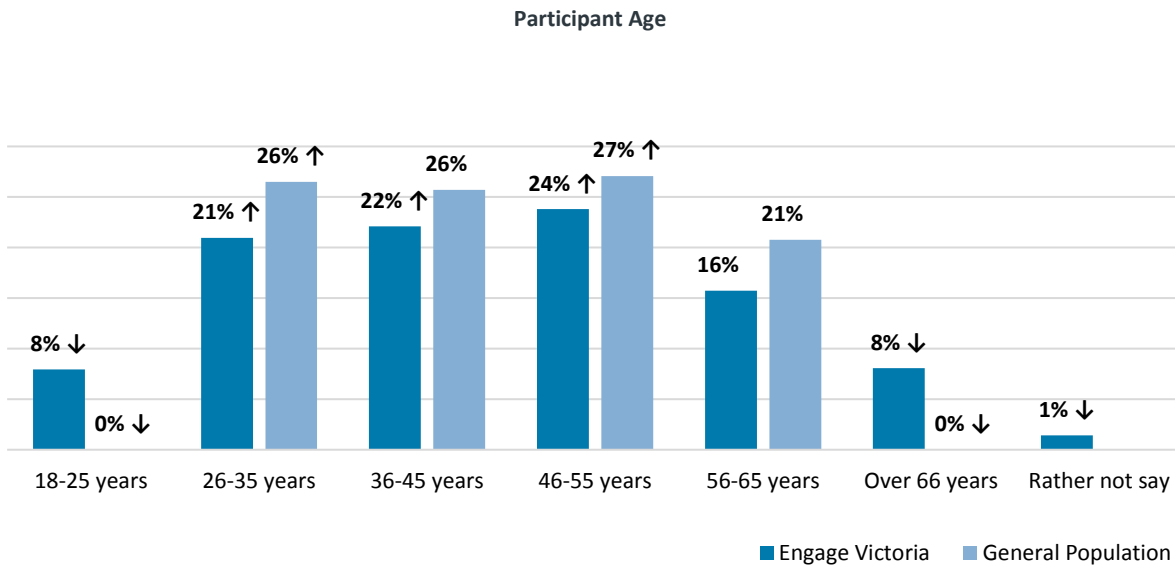
Next steps

- This summary and further data from the engagement process will be assessed along with other relevant information by the planning team
- The team will then finalise the CANOPY – Eco Sleeper Pod Strategic Action Plan, refining the approach, proposed accommodation, the experience and communication strategy



7. Appendix of survey results

Demographics – Age range by sample type



Sample base n=706 Engage Victoria, n=506 General Population sample

Interest in the plan by age group

Column %	Engage Victoria sample						
	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Personal Recreation	62%	75%	79% ↑	69%	65%	51% ↓	60%
Environmental Impact	28%	14%	13%	21%	26%	32%	20%
Tourism Industry	9%	9%	6%	9%	4%	8%	0%
Local Community	0%	2%	3%	1%	5%	9% ↑	20%
Column n	53	142	152	160	101	53	5

Sample base n=666

Other Interests in Eco Sleeper Pods (Engage Victoria sample)

What is the main reason for your interest in Eco Sleeper Pods? – Other BY Which age bracket do you fall into? (Engage Victoria)						
18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Research tourism for my PHD	At F1 and I'm a park user and interested in how you had the budget for this as I paid \$150 a few weeks ago and can see paths not marked and this would have cost a motza	Like to build	I'm not	Not	Environmental and personal. Perfect for us who can no longer pitch tents but love the bush.	Did not answer question
Saw them and was intrigued	To create revenue for managing our parks and invasive species better.	I'm following this as it is an absolute disgrace	PV employee!	Comfort and reduced need to carry all your gear	as a volunteer at an info centre it is good to keep abreast of possible accommodation alternatives	N/A did not answer question
	To know Australia hidden gems	I'm against them	Comfort. NZ has over 900 backcountry huts so you don't have to carry a tent	Interested in walking	I have a large resort site at the entrance to Wilson's Promontory NP which provide a long-term solution to visitation and conservation but no one in govt nor public service wants to speak to me.	protection of the environment
	No interest		Asked to complete survey I do not agree the pods should be in Parks.	They are a bad idea.	Environmental impact and local community - also: To allow people to have a closer impact of information on the historical area	no interest at all in these structures
	Impact to the local community and current park users		Would love to have more time out with family and friend in a safety environment.	To try & keep up with how the government & agencies are trying to use our reserves to make money.		
	all of the above.		I don't want this in our parks.	Local interest and I'm the coordinator of the friends of Point Nepean		
			We have designed and developed the 'Convertible Home' which is a multi-award-winning fire and storm resistant structure. We've now built several of these homes throughout Victoria. They're a durable, robust, modular lightweight construction. I believe they would also be very well suited to this application. designology.com.au	Your Parks Board staff during ATE2018 eagerly requested my input due to my background in having built African camps		
				gets people in touch with nature		

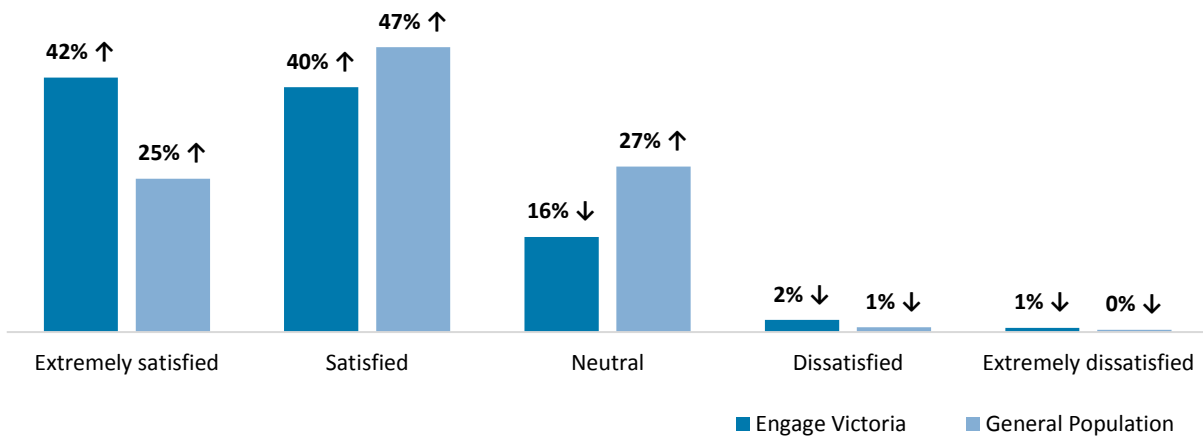
Connecting to the park and Parks Victoria by age group

Have you engaged with Parks Victoria on other projects in the past 12 months? BY Which age bracket do you fall into? (Engage Victoria)							
Column %	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Yes	18%	17%	13%	17%	17%	33% ↑	40%
No	82%	82%	86%	81%	83%	63% ↓	40% ↓
Rather not say	0%	1%	1%	2%	0%	4%	20% ↑
Column n	56	148	156	168	111	57	10

Sample base n=706 Engage Victoria

About the engagement process by sample type

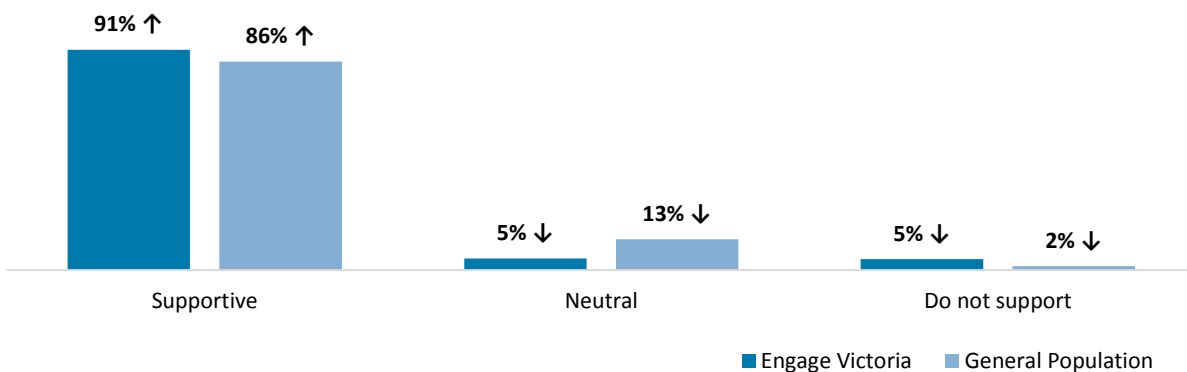
Satisfaction with the Engagement Process



Sample base n=706 Engage Victoria, n=506 General Population sample

Overall level of support by sample type

Overall level of support



Sample base n=706 Engage Victoria, n=506 General Population sample

Engage Victoria sample overall level of support

What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience? BY Have you visited one of Parks Victoria’s CANOPY – Eco Sleeper Pod displays?			
Column %	Yes, at Point Nepean National Park	Yes, at Albert Park	No
Supportive	94%	96% ↑	79% ↓
Neutral	5%	3% ↓	8% ↑
Do not support	1% ↓	2% ↓	13% ↑
Column n	203	320	185

Table showing how Overall Level of Support for the CANOPY Concept changes depending on Whether the Participant Visited the Pod in-situ
Total sample; Unweighted; base n = 706

What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience? BY How often do you visit Victoria’s parks?						
Column %	Daily	Weekly	Monthly	A couple of times a year	Rarely	Never
Supportive	79%	84% ↓	88%	94% ↑	96%	92%
Neutral	0%	5%	8%	3%	4%	4%
Do not support	21% ↑	11% ↑	4%	3%	0%	4%
Column n	19	112	180	298	71	26

Table showing how Overall Level of Support for the CANOPY Concept changes depending on How Often the Participant Visits Parks
Total sample; Unweighted; base n = 706

What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience? BY How often do you stay overnight in a park?				
Column %	Monthly	A couple of times a year	Rarely	Never
Supportive	80%	89%	93%	93%
Neutral	3%	4%	6%	5%
Do not support	17% ↑	8% ↑	1% ↓	1%
Column n	30	270	270	136

Table showing how Overall Level of Support for the CANOPY Concept changes depending on How Often the Participant Has Stayed Overnight in a Park
Total sample; Unweighted; base n = 706

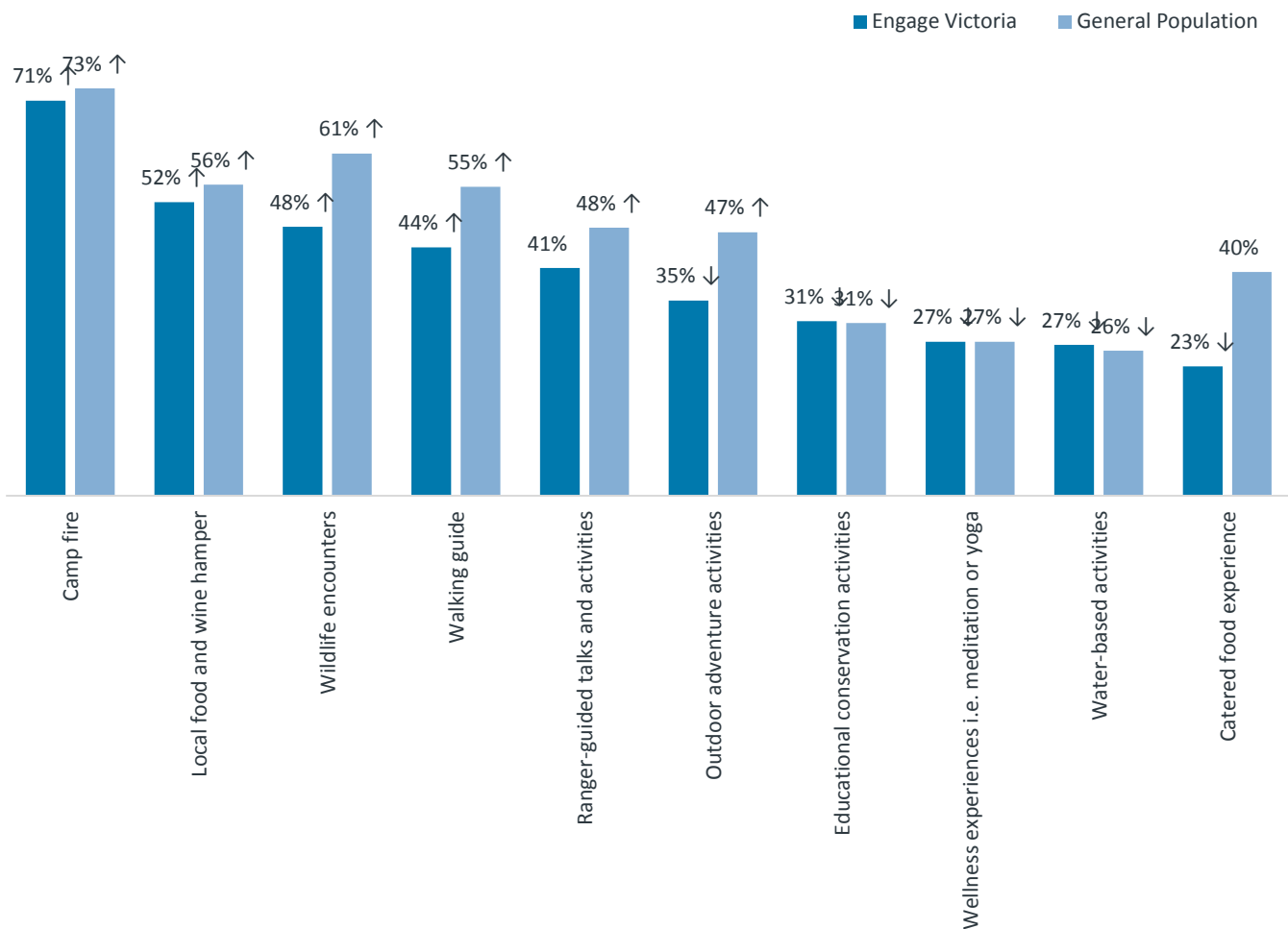
Visitation of Parks Victoria CANOPY – Eco Sleeper Pod display by age

Have you visited one of Parks Victoria’s CANOPY – Eco Sleeper Pod displays?							
BY Which age bracket do you fall into?							
Column %	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Yes, at Point Nepean National Park	16% ↓	15% ↓	17% ↓	36% ↑	38% ↑	67% ↑	40%
Yes, at Albert Park	73% ↑	50%	49%	46%	35% ↓	18% ↓	20%
No	13% ↓	36% ↑	33% ↑	18% ↓	27%	16%	40%
Column n	56	148	156	168	111	57	10

Total sample; Unweighted; base n = 706

Support for add-on experiences by sample type

Level of support for add-on experiences



Sample base n=706 Engage Victoria, n=506 General Population sample

Support for add-on experiences

Column %	Overall level of support (Engage Victoria sample)		
	Supportive	Neutral	Do not support
Campfire	73% ↑	65%	19% ↓
Local food and wine hamper	56% ↑	32% ↓	6% ↓
Wildlife encounters	50% ↑	41%	22% ↓
Walking guide	45%	53%	25%
Ranger-guided talks and activities	41%	44%	38%
Outdoor adventure activities	35%	41%	19%
Educational conservation activities	30%	50% ↑	31%
Wellness experiences i.e. meditation or yoga	29% ↑	15%	6% ↓
Water-based activities	28%	29%	6% ↓
Catered food experience	24%	21%	3% ↓
Sample base	640	34	32

Sample base n=706 Engage Victoria

Support for add-on experiences (contd)

Column %	General Population sample			
	26-35 years	36-45 years	46-55 years	56-65 years
Campfire	70%	78%	75%	66%
Wildlife encounters	63%	65%	58%	57%
Local food and wine hamper	63%	50%	57%	51%
Walking guide	51%	55%	57%	58%
Ranger-guided talks and activities	39%	47%	47%	62% ↑
Outdoor adventure activities	59% ↑	56%	37%	33% ↓
Catered food experience	38%	41%	44%	36%
Educational conservation activities	31%	33%	32%	26%
Wellness experiences i.e. meditation or yoga	34%	20%	31%	23%
Water-based activities	28%	32%	24%	18%
Other (please specify)	0%	1%	0%	2%
Column n	134	130	137	105

Table showing Overall Level of Support for different Add-On Experiences by Age Group in the General Population sample

Total sample; Unweighted; base n = 506

Support for add-on experiences (contd)

Column %	General Population sample	
	Male	Female
Campfire	74%	72%
Wildlife encounters	57%	65%
Local food and wine hamper	53%	58%
Walking guide	52%	58%
Ranger-guided talks and activities	43%	52%
Outdoor adventure activities	44%	50%
Catered food experience	33% ↓	47% ↑
Educational conservation activities	31%	31%
Wellness experiences i.e. meditation or yoga	20% ↓	34% ↑
Water-based activities	29%	23%
Other (please specify)	1%	0%
Column n	248	258

Table showing Overall Level of Support for different Add-On Experiences by Gender in the General Population sample

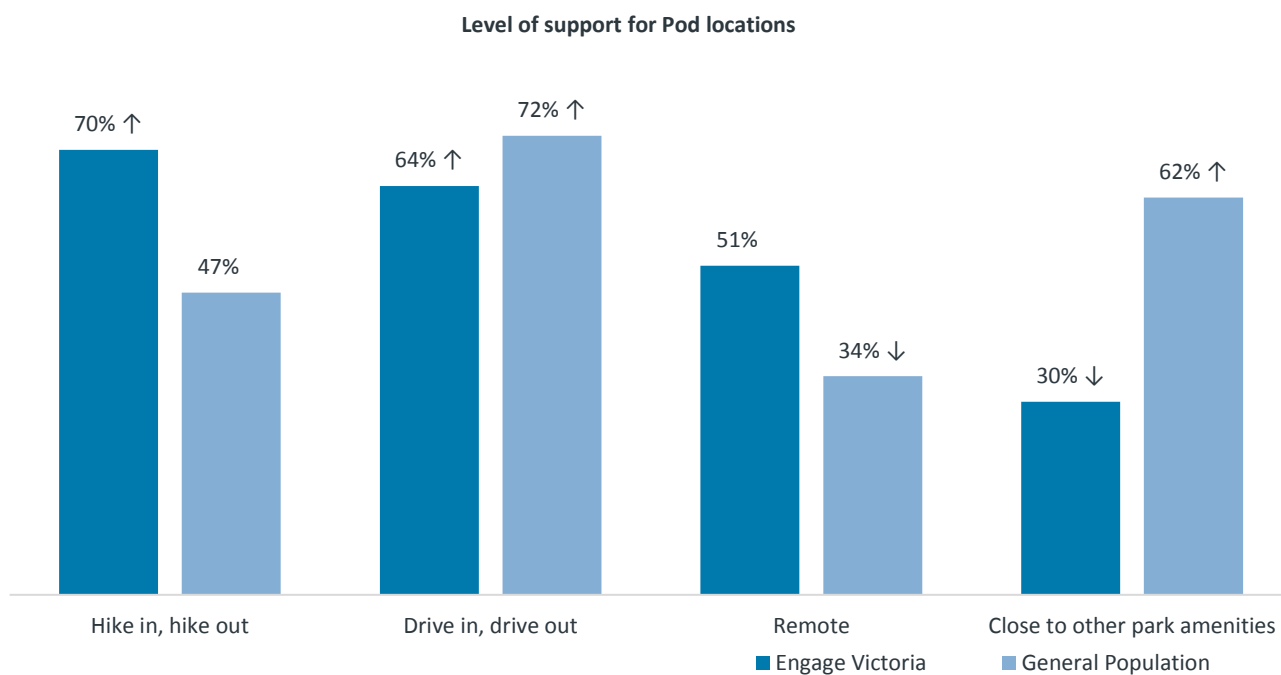
Total sample; Unweighted; base n = 506

Other add-on experiences (Engage Victoria sample)

Supportive	Do not support
<ul style="list-style-type: none"> • Horse-riding • Things for kids • Building tepees or any sort of simple bush house. • Explore oneself • Bike tracks • Bikes • N/A Did not answer question • Local area info • Hot tub • Mountain biking • Similar to Cradle Mountain cabins which supplied a hamper of food based on your dietary requirement • YES to yoga & meditation retreats! • Another bed • Star gazing • perhaps a bike rack for mountain bikes???? • I feel the pods allow accessibility to spend more quality time in nature without carrying hiking gear (tent etc.), a great opportunity that might be ruined if we add on other extras as listed above. If guests want to know more about the area, instead of adding more people/guides to the area I think there should be informative brochures for guests to self discover the native flora, fauna & area history. • Fishing • Feedback on the amount of power/water and other consumables used during a stay. • Guided tour of aboriginal sites in the area • aboriginal history and respect for nature • Maps would be useful but further additions would turn the experience into entertainment rather than an encounter with the wild. No additions. • Ability to boil water for coffee?? • Quiet bush experience • anything else would be a bonus • none - basics are sufficient • delivery of the newspapers in the morning, would be a nice touch (though obviously may be impractical) • Interaction with volunteer camp guides • Bike riding • just enjoy surroundings • Amenities-store in case of self-catering approach or facilities! Wellness desirable where overall approach gears for respective clientele, but not necessary for a bush/wildlife experience • Dogs allowed • Cleaning service turn down options. • Cycle tracks walking/cycling tracks • Fishing which I guess comes under water based activities • Curtains 	<ul style="list-style-type: none"> • This all sound very commercial and would create more impact • Lack of people! • Wouldn't • I would not stay in an eco pod • I would not stay in one on principle as above. • I would not stay in an eco sleeper pod • This is the type of rubbish that will cause damage. Wildlife 'encounters' read intrusive encounters • None • None • I would not wish to stay in an Eco sleeper I do not feel that they should be in our Parks. • I would not use the pods • I would not stay, nor would my family and friends. • None • I disagree with the whole premise, so none. • not have these things at all.

Table showing comments from Engage Victoria participants regarding Other Add-On Experiences

Support for Pod locations by sample type



Sample base n=680 Engage Victoria, n=506 General Population sample

Support for Pod locations

The Eco Sleeper Pods are transportable. In what types of locations would you like to see them based? BY What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience?			
Engage Victoria sample			
Column %	Supportive	Neutral	Do not support
Remote	54% ↑	47%	6% ↓
Hike in, hike out	73% ↑	56%	13% ↓
Drive in, drive out	67% ↑	65%	9% ↓
Close to other park amenities	31%	32%	19%
Column n	640	34	32

Sample base n=706 Engage Victoria sample

Support for Pod locations (contd)

Column %	Engage Victoria sample						
	18-25 years	26-35 years	36-45 years	46-55 years	56-65 years	Over 66 years	Rather not say
Remote	63%	57%	49%	55%	46%	37%	30%
Hike in, hike out	79%	71%	74%	71%	62%	60%	40%
Drive in, drive out	54%	64%	69%	64%	67%	63%	10% ↓
Close to other park amenities	38%	30%	30%	31%	23%	35%	40%
Column n	56	148	156	168	111	57	10

Sample base n=706 Engage Victoria sample

'Other' locations

Supportive	Neutral	Do not support
<ul style="list-style-type: none"> • Short hike, near the beach • Mixed locations, hose your own location • If a more compact option was available, the ability to rent and bring via a trailer. • Beach • Ride in, ride out • On the beach • Trail bike riding tracks • Near waterfalls. (close enough to hear them) • Beaches • Coastal • Festivals • Park (as long as parking is secure) and hike in (limited distance) • Anywhere really, just lets get this happening!!!!.Soooo excited if it does • public transport options, hike in hike out • Individually remote - away from other pods, other facilities, rather than communal. • National Parks and also Seaside locations • Cycle in & cycle out (or drive) • On private property where the owner has a unique property and is willing to work with Parks Victoria • places where animals can interact • So that we can do say a 5 day walk staying at a different one each night. Also have 3 together so we can hike with friends. Ability to book in advance. • best in remote areas for walk in walk out sites • Wine regions • Near water / private • Beach locations • Ocean front/beach • Dog friendly parks • Weather sheltered areas close to rivers, high country huts eg sheep yard flats, Merrijig Rd etc. • For walking along beaches 	<ul style="list-style-type: none"> • Please don't put these in remote locations. • The harder you make it for people the better as you will probably only attract those that be interested in remoteness and environment • close to spectacular natural features or scenery. Could well be promoted as spending time in natural peaceful quit location • Located near the ocean/Bay and being able to walk the trails should be enough for visitors to this fragile environment. Please do not put the Pods in remote areas at Point Nepean unless there is a guarantee there will be no damage to fauna and flora 	<ul style="list-style-type: none"> • None • My property not parks • Outside the Parks • In urban parks, state forest and reserves. Not National Parks unless they are National Parks set up in areas where development already exists. • not in a park like Point Nepean, perhaps at Cool art Wetlands and Homestead • Nowhere • Only in locations where disabled campers can use them • None • None • None • outside parks but linked with parks • Please see above comment • Only in areas where other building style accommodation exists • I do not support the pods. • If anywhere at all, close to the beginning of major trails, but ABSOLUTELY NOT along them. These are our national parks, not yours to turn into a money spinner. It's bad enough that people are having to pay to camp in certain areas (which I will never do, and will gladly take the fines to court if any are issued) • None • In existing caravan parks • Outside national parks • City parks, definitely not in real parks. • Sorry they do not belong in parks • only in pre established areas with outdated cabins already there.

A positive impact on visitation to Parks

	Engage Victoria sample			
	Negative impact	No impact	Positive impact	Don't know
You	5%	7%	85%	4%
Your friends and family	4%	9%	81%	6%
Victorian visitors	3%	3%	86%	9%
Interstate visitors	2%	3%	87%	8%
International visitors	2%	4%	84%	10%

Sample base n=706 Engage Victoria sample

	General Population sample			
	Negative impact	No impact	Positive impact	Don't know
You	1%	13%	82%	4%
Your friends and family	1%	11%	81%	7%
Victorian visitors	0%	5%	88%	6%
Interstate visitors	0%	5%	89%	7%
International visitors	1%	5%	86%	8%

Sample base n=506 General Population sample

Impact on visitation (Engage Victoria)

	How do you think the introduction of overnight accommodation, like CANOPY – Eco Sleeper Pods, might affect visits for the following users? BY What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience?		
	Engage Victoria sample		
Column %	Supportive	Neutral	Do not support
a. You - Negative impact	1% ↓	9%	84% ↑
a. You - No impact	5% ↓	32% ↑	6%
a. You - Positive impact	91% ↑	41% ↓	3% ↓
a. You - Don't know	3% ↓	18% ↑	6%
b. Your friends and family - Negative impact	0% ↓	3%	78% ↑
b. Your friends and family - No impact	8% ↓	29% ↑	9%
b. Your friends and family - Positive impact	87% ↑	44% ↓	6% ↓
b. Your friends and family - Don't know	5% ↓	24% ↑	6%
c. Victorian visitors - Negative impact	0% ↓	0%	50% ↑
c. Victorian visitors - No impact	2% ↓	9% ↑	6%
c. Victorian visitors - Positive impact	91% ↑	56% ↓	13% ↓
c. Victorian visitors - Don't know	7% ↓	35% ↑	31% ↑
d. Interstate visitors - Negative impact	0% ↓	0%	41% ↑
d. Interstate visitors - No impact	3%	3%	9% ↑
d. Interstate visitors - Positive impact	91% ↑	71% ↓	13% ↓
d. Interstate visitors - Don't know	6% ↓	26% ↑	38% ↑
e. International visitors - Negative impact	0% ↓	0%	44% ↑
e. International visitors - No impact	3%	3%	13% ↑
e. International visitors - Positive impact	88% ↑	71% ↓	9% ↓
e. International visitors - Don't know	8% ↓	26% ↑	34% ↑
Column n	640	34	32

Sample base n=706 Engage Victoria

How do you think the introduction of overnight accommodation, like CANOPY – Eco Sleeper Pods, might affect visits for the following users? BY How often do you stay overnight in a park?				
Column %	Monthly	A couple of times a year	Rarely	Never
a. You - Negative impact	20% ↑	7%	2% ↓	2%
a. You - No impact	7%	6%	7%	8%
a. You - Positive impact	70%	84%	88%	84%
a. You - Don't know	3%	3%	3%	6%
b. Your friends and family - Negative impact	20% ↑	7% ↑	1% ↓	1%
b. Your friends and family - No impact	7%	9%	9%	13%
b. Your friends and family - Positive impact	67%	80%	85%	79%
b. Your friends and family - Don't know	7%	5%	6%	8%
c. Victorian visitors - Negative impact	13% ↑	3%	1%	1%
c. Victorian visitors - No impact	3%	2%	2%	5%
c. Victorian visitors - Positive impact	77%	83%	89%	86%
c. Victorian visitors - Don't know	7%	12%	7%	7%
d. Interstate visitors - Negative Impact	10% ↑	3%	1%	1%
d. Interstate visitors - No impact	0%	3%	2%	4%
d. Interstate visitors - Positive impact	77%	84%	91%	85%
d. Interstate visitors - Don't know	13%	9%	6%	10%
e. International visitors - Negative impact	10%	3%	2%	1%
e. International visitors - No impact	0%	2%	5%	6%
e. International visitors - Positive impact	80%	83%	86%	83%
e. International visitors - Don't know	10%	12%	7%	10%
Column n	30	270	270	136

Table showing relationship between Participant's Own Usage of Parks vs What They Think will be CANOPY's Impact on Park Visitation

Sample base n=706 Engage Victoria

How do you think the introduction of overnight accommodation, like CANOPY – Eco Sleeper Pods, might affect visits for the following users? BY What is the main reason for your interest in Eco Sleeper Pods?				
Column %	Personal recreation	Tourism industry	Environmental impact	Local community
a. You - Negative impact	1% ↓	2%	11% ↑	0%
a. You - No impact	6%	4%	8%	10%
a. You - Positive impact	91% ↑	88%	77% ↓	75%
a. You - Don't know	2%	6%	4%	15% ↑
b. Your friends and family - Negative impact	0% ↓	0%	9% ↑	0%
b. Your friends and family - No impact	8%	10%	12%	15%
b. Your friends and family - Positive impact	87% ↑	80%	71% ↓	85%
b. Your friends and family - Don't know	5%	10%	8%	0%
c. Victorian visitors - Negative impact	0% ↓	4%	6% ↑	0%
c. Victorian visitors - No impact	3%	2%	2%	5%
c. Victorian visitors - Positive impact	91% ↑	88%	76% ↓	85%
c. Victorian visitors - Don't know	6% ↓	6%	17% ↑	10%
d. Interstate visitors - Negative Impact	0% ↓	2%	5% ↑	0%
d. Interstate visitors - No impact	3%	0%	2%	5%
d. Interstate visitors - Positive impact	91%	90%	82% ↓	90%
d. Interstate visitors - Don't know	6%	8%	12%	5%
e. International visitors - Negative impact	0% ↓	2%	5% ↑	0%
e. International visitors - No impact	4%	0%	3%	0%
e. International visitors - Positive impact	87%	88%	82%	90%
e. International visitors - Don't know	9%	10%	9%	10%
Column n	465	50	131	20

Table showing relationship between Participant Interest in CANOPY vs What They Think will be the Impact on Park Visitation

Sample base n=706 Engage Victoria

POD 1 DESIGN

CANOPY – ECO SLEEPER POD PILOT

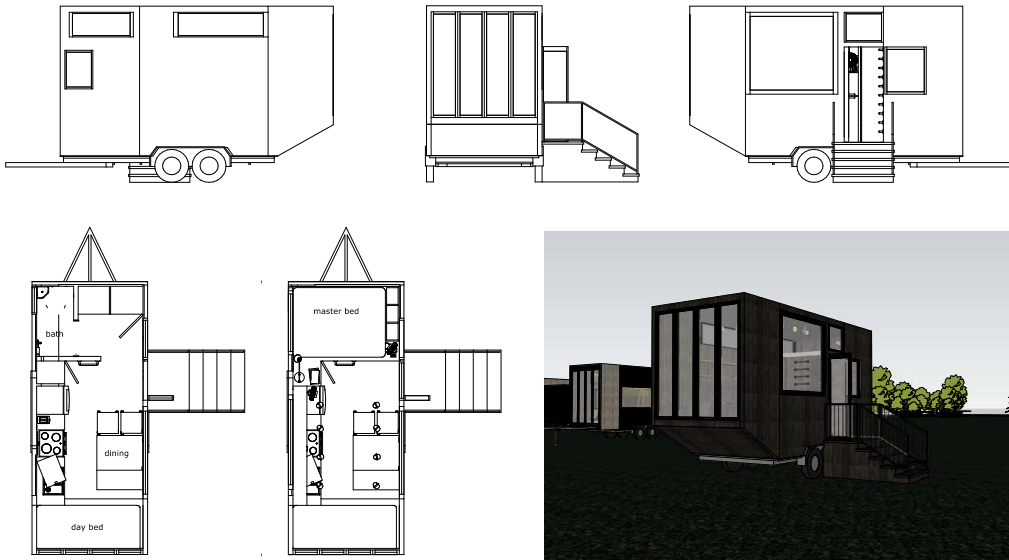


Diagram showing Sketched Views and Floor Plan of Pod 1 Design

POD 2 DESIGN

CANOPY – ECO SLEEPER POD PILOT

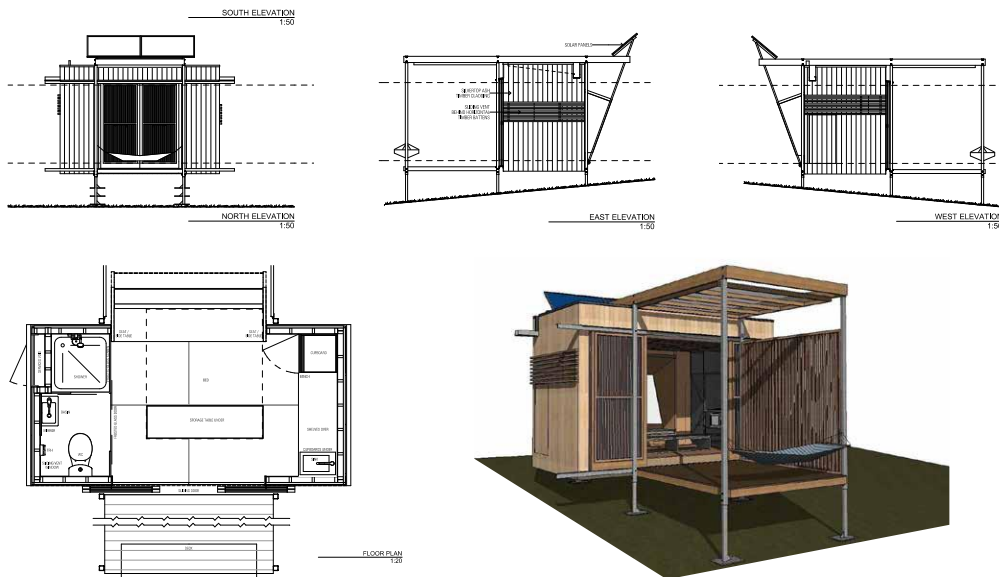


Diagram showing Sketched Views and Floor Plan of Pod 2 Design

POD 3 DESIGN

CANOPY – ECO SLEEPER POD PILOT

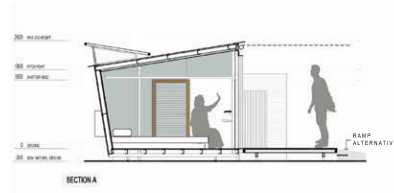
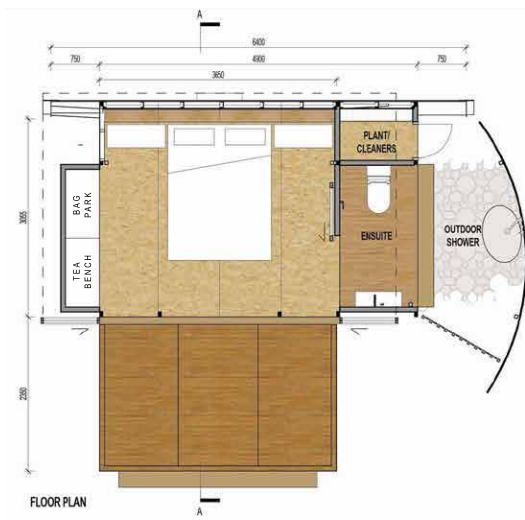


Diagram showing Sketched Views and Floor Plan of Pod 3 Design

Changes suggested by participants (Engage Victoria sample)

If you could alter the CANOPY – Eco Sleeper Pods to add or remove any features in relation to the accommodation and/or experience, what would you change? – Coded	Engage Victoria sample	
	%	n
Nothing/None/Looks good	42% ↑	297
Family size/Bunks for kids/better sleeping options/Comfy beds	12% ↑	88
Need Kitchen/Fridge/Cooking facilities/Microwave	7% ↑	51
Indoor shower prefer/Privacy in bathroom/Toilet concerns	7% ↑	46
Solar power/Off grid power/Low impact/Water tank/Basic/Use sustainable timber	3%	22
Bug Screens/Air flow	3%	20
Comforts needed - Hot water, comfy beds, linen, power points, shelves, sky light, TV, couch, table	3%	19
Space for campfire/Fireplace	2%	17
Do not support	2%	17
Heating/Cooling	2% ↓	16
Shaded area outside/Outdoor table/Privacy outdoor area	2% ↓	16
Add Outdoor BBQ	2% ↓	14
More of them/Locations/Privacy	2% ↓	11
USB/Phone charging points/Wi-Fi	1% ↓	9
Affordable prices	1% ↓	9
Storage	1% ↓	9
Other	1% ↓	8
Glass windows/Natural light/Better view	1% ↓	7
Sharp corners	1% ↓	6
Rubbish removal	1% ↓	6
Add on experiences/Educational experience	1% ↓	5
Structural/Height to accommodate tall person/Modular	1% ↓	5
Protection from severe weather/Ability to close off from weather	0% ↓	3
Good disabled access	0% ↓	3
Design opportunities – Roof deck	0% ↓	1
Security cameras	0% ↓	1

Table showing Changes Suggested by Engage Victoria Sample

Total sample; Unweighted; base n = 706

Changes suggested by participants (General Population sample)

If you could add or remove any features of a CANOPY – Eco Sleeper Pod to improve the accommodation and/or experience, what would you change? – Coded	General Population sample	
	%	n
Nothing/None/Looks good/Can't tell	66% ↑	334
Toilet/Bathroom Facilities/Hot shower	7% ↑	35
Family size/Larger/Bunks for kids/Comfy beds	5%	26
Privacy/Security/Cleaning	3%	13
Heating/Cooling	2%	12
Add on experiences/Activities/Educational	2% ↓	10
Year round access/Ability to book locations/Availability	2% ↓	9
Power/Solar power	1% ↓	7
Kitchen facility/Cooking	1% ↓	7
Comforts needed/Luxuries	1% ↓	7
Space for campfire/Fireplace	1% ↓	6
Basic needs/Eco friendly	1% ↓	4
Rubbish removal	1% ↓	4
More locations/Remote locations	1% ↓	4
BBQ facility	1% ↓	3
Bug screens/Air flow	1% ↓	3
Close to amenities	1% ↓	3
Do not support	1% ↓	3
Visual impact	1% ↓	3
Other	1% ↓	3
Visual look	0% ↓	2
Protection from severe weather	0% ↓	2
Affordable/Price ranges	0% ↓	2
Structural/Height to accommodate tall person	0% ↓	1
Outdoor area/Deck	0% ↓	1
USB/Wi-Fi	0% ↓	1
Good disabled access	0% ↓	1

Table showing Changes Suggested by General Population Sample

Total sample; Unweighted; base n = 506

Introduction of CANOPY encouraging overnight stays in national parks

Would the introduction of the CANOPY – Eco Sleeper Pods make you more likely to stay overnight in a state or national park? BY How often do you stay overnight in a park?				
Column %	Monthly	A couple of times a year	Rarely	Never
Yes	85%	82% ↑	75%	48% ↓
No	0%	5%	6%	15% ↑
Not sure	15%	13% ↓	19%	37% ↑
Column n	13	188	207	98

Table showing relationship between Likelihood of CANOPY – Eco Sleeper Pods Encouraging Overnight Park Stays compared with How Often Participants Already Stay Overnight

Total sample; Unweighted; base n = 506

How often do you stay overnight in a park?	Engage Victoria sample	General Population sample
Monthly	4% ↓	3% ↓
A couple of times a year	38% ↑	37% ↑
Rarely	38% ↑	41% ↑
Never	19% ↓	19% ↓
Sample base	706	506

Table showing Overnight Stay Frequency between Sample Groups

Sample base n=706 Engage Victoria, n=506 General Population sample

Introduction of CANOPY improves access for people with accessibility requirements

Do you have accessibility requirements or limitations which impact your ability to access Victorian parks?	Engage Victoria sample	General Population sample
Yes	7% ↓	9% ↓
No	91% ↑	88% ↑
Rather not say	2% ↓	3% ↓
Sample base	706	506

Table showing Participants with Accessibility Requirements in Sample Groups

Sample base n=706 Engage Victoria, n=506 General Population sample

If yes, would an accessible Eco Sleeper Pod make you more likely to stay in park?	Engage Victoria sample	General Population sample
Yes	78% ↑	80% ↑
No	14% ↑	15% ↓
Does not apply	6% ↓	4% ↓
Base	49	46

Table showing Likelihood of Participants with Accessibility Requirements Staying in a CANOPY – Eco Sleeper Pod

Sample base n=49 Engage Victoria, n=46 General Population sample

Support for CANOPY amongst people with accessibility requirements

What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience? BY Do you have accessibility requirements which impact your ability to access Victorian parks?			
Accessibility requirements (General Population sample)			
Column %	Supportive	Neutral	Do not support
Supportive	89%	85%	92%
Neutral	9%	13%	0%
Do not support	2%	1%	8%
Column n	46	447	13

Table showing Support of CANOPY – Eco Sleeper Pod Concept amongst those with Accessibility Requirements in the General Population Sample

Sample base n=506 General Population sample

What is your overall level of support for the introduction of the CANOPY – Eco Sleeper Pod experience? BY Do you have accessibility requirements which impact your ability to access Victorian parks?			
Accessibility requirements (Engage Victoria sample)			
Column %	Supportive	Neutral	Do not support
Supportive	82%	92% ↑	75%
Neutral	8%	4%	19% ↑
Do not support	10%	4%	6%
Column n	50	640	16

Table showing Support of CANOPY – Eco Sleeper Pod Concept amongst those with Accessibility Requirements in the Engage Victoria Sample

Sample base n=706 Engage Victoria sample



More information

Parks Victoria 13 1963

parks.vic.gov.au the National Relay Service on 133 677 or visit relayservice.com.au