The Great Forest National Park

An analysis of the economic and social benefits of the proposed Great Forest National Park

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Monash University, June 2015
The Great Forest National Park

The Proposed Economic and Social Benefits of the proposed Great Forest National Park

A Parliamentary Internship Report

Prepared for Ms Samantha Dunn MLC,
Member for Eastern Metropolitan

By Hamish Scully

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Executive Summary

This report seeks to analyse the economic and social benefits that can be reasonably expected to be derived through the establishment of the proposed Great Forest National Park (GFNP) in the Central Highlands in Melbourne’s northeast. The proposal would see 355,000 hectares of parks and protected areas added to an existing 170,000 hectares of parks and protected areas. The proposal would stretch from Kinglake through to Baw Baw and northeast up to Eildon.

This report looks at the economic and social benefits to be derived from the proposal for the State of Victoria but more specifically the regions and communities which fall within and immediately around the proposal. Firstly, it addresses the proposal itself including its political history. Secondly, the need for the GFNP is analysed, most notably the impact of environmental events such as the 2009 Victorian bushfires. Thirdly, an analysis of the economic benefits to result from the park is examined through an examination of factors including tourism, tourism operators, investment, industry benefit and the recreational and non-quantifiable value associated with national parks. Four case studies are drawn upon to highlight the economic benefits derived from other national parks in Victoria and New South Wales. Fourthly the report addresses the various social benefits that can be expected to be derived from the proposal in regards to health, research, education and cultural values. To conclude the analysis, the limitations of this report will be addressed.

Fundamentally this report identifies numerous findings about the proposed GFNP and its impact in an economic and social context. They are:

- There is a very large support base for the creation of a national park in the Yarra Valley and Central Highlands region;
- Economic benefit will be derived primarily through tourism which has a significant impact on employment and tourism operators;
- Economic benefit will be achieved through investment and benefit bestowed upon specific industries;
- The recreational and non-quantifiable value of national parks must be taken into account when determining economic benefit;
- There are undeniable health benefits which will emerge through the establishment of the GFNP; and
- The park will allow for research and education as well as the preservation of cultural values.
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Introduction

The Great Forest National Park (GFNP) proposal aims to create a new national park and network of conservation reserves in the Central Highlands of Victoria.¹ The Central Highlands currently has a large amount of forested areas preserved in parks and protected areas. These parks and protected areas total 170,000 hectares. The proposal aims to link the existing parks and reserves with an additional 355,000 hectares to provide a comprehensive reserve system.²

The proposal is based on a scientific, social and economic basis with five key reasons. Firstly, the conservation of near extinct wildlife and plants including the Leadbeater Possum, Sooty Owl, Powerful Owl, Yellow-bellied Gliders, Greater Gliders and the Smoky Mouse.³ The Leadbeater Possum is Victoria’s faunal emblem and lives only in the ash forests of the Central Highlands. The Leadbeater Possum is critically endangered. Secondly, the proposal will provide for the protection of the water catchments of Melbourne, LaTrobe and the Goulburn Murray regions. Thirdly, there is a need to generate tourism to the region to showcase the environmental assets and stimulate economic activity. Fourthly, the proposal would benefit the climate through the reduction of logging and the production of carbon which can also have significant economic benefits. Finally the proposal would provide for the preservation of cultural values and social advancement.⁴

The GFNP would see the amalgamation of the reserves between the Baw Baw National Park, Yarra Ranges National Park and Kinglake National Park, with the Fraser National Park and Dandenong Ranges National Park and part of the Churchill National Park also within the Central Highlands region.⁵ The park network would encompass communities including but not limited to Kinglake, Toolangi, Eildon, Taggerty, Buxton, Narbethong, Marysville, Alexandra, Warburton, Yarra Junction, Noojee, Yea and Poweltown.⁶ At its closest point the GFNP is located 60 kilometres from Melbourne, less than 90 minutes’ drive from the CBD.

The proposal provides a holistic solution to a range of issues surrounding the Central Highlands. It purports to balance competing environmental, economic and social needs to provide an enticing option for the preservation and advancement of the region.

² Great Forest National Park, 2014.
⁴ Great Forest National Park, 2014.
⁶ Great Forest National Park, 2014.
This report will examine, through five key parts, the economic and social benefits that could reasonably be considered to result from the establishment of the proposal.

Part 1 of the report will address the political context of the proposal and its current position on the political agenda.

Part 2 will analyse the background of the proposal and the need for the GFNP including the 2009 bushfires and the community support which currently exists for the proposal.

Part 3 will generally discuss the economic and social benefits.

Part 4 will focus on economic benefits solely and is broken into five key areas; tourism, tourism operators, investment and industry benefit, recreation and non-quantifiable value and case studies. The case studies are invaluable in providing an evidential basis as to how other national parks and reserves have generated significant economic benefit for both local communities and the state.

Part 5 will address the social benefits that can be expected to be derived from the proposal. This is seen in three key areas being health, research, education and monitoring and cultural values.

It is intended that policymakers, parliamentarians and/or key stakeholders in the GFNP may make future use of this report.
i. Methodology
This report relies primarily on prior case studies which have been carried out in order to investigate the economic and social benefit of national parks and reserves both within and outside of Victoria. Various Government and departmental reports have also been relied upon along with information from academics, environmental bodies and media outlets.
Part 1. Political Context

The GFNP was a topic of discussion in the lead up to the 2014 Victorian State Election. Various conservation, recreation, scientific and citizen groups representing thousands of Victorians pushed for the major political parties to commit to the establishment of the GFNP. The Labor and Liberal parties did not commit to the proposal with the Victorian Greens being the only party to commit. In place of supporting the proposal, the Labor party committed to facilitate and support the establishment of an ‘Industry Taskforce’ to create common ground on forestry issues.7 The Labor party’s policy statement read as follows:

‘Labor strongly supports a consensus approach in the establishment of any new national parks. We will facilitate and support the establishment of an Industry Taskforce to provide leadership to reach common ground on the future issues facing the industry, job protection, economic activity, protection of our unique native flora and fauna and threatened species, such as the Leadbeater’s Possum. The taskforce will have members from the forestry and forest products industry, unions, environmental groups and scientists, threatened species experts, land owners, timber communities and other relevant stakeholders. A Labor Government will consider any reasonable recommendations and proposals reached by consensus of the major stakeholders through the Industry Taskforce, but will not impose solutions.’ 8

In an interview with The Sunday Age published on 3 May 2015 Environment Minister Lisa Neville highlighted the possibility of the GFNP becoming a reality within the Andrews government’s first term. When asked if the proposal would become reality within the government’s first term, Ms Neville replied ‘Yes, I think so. I’m hoping that’s the case, but I also think that will come with a commitment and a plan around the protection of jobs and workers and their families’.9

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9 F. Tomazin, “Minister flags new national park within this term to save the possum,” The Age, 3 May, 2015.
Part 2. 2009 Victorian Bushfires and Community Support

2.1. 2009 Victorian Bushfires
The consequences of the Victorian Bushfires in January and February 2009 are a significant reason behind the push for the proposed GFNP. The 2009 bushfires affected 78 Victorian communities, destroyed 2029 homes and claimed 173 lives.\textsuperscript{10} The total cost of these fires was estimated at $4.4 billion.\textsuperscript{11} As seen in Figure 2, the 2009 fires affected many towns located within the Central Highlands, including but not limited to Buxton, Marysville and Kinglake. A total of 98,932 hectares of Victorian Parks were damaged in the fires with 90% being national park.\textsuperscript{12} The Kinglake National Park alone experienced fire throughout 98% of the park. The bushfires also destroyed 45% of the Leadbeater possum’s habitat in the Central Highlands.\textsuperscript{13} In April 2015 the Federal Government upgraded the status of the Leadbeater possum from ‘endangered’ to ‘critically endangered’ – the last step before extinction in the wild.\textsuperscript{14}

The GFNP aims to conserve many of the areas harmed in the 2009 Victorian Bushfires, whilst also providing economic and social support to the towns affected. Similarly, it aims to conserve flora and fauna in light of future fires and severe weather events.

Figure 2: Impact of 2009 Victorian Bushfires. (Larger Version in Appendix C)
Source: Encyclopaedia Britannica.

\textsuperscript{11} Ibid.
\textsuperscript{13} F. Tomazin, “Minister flags new national park within this term to save the possum”.
\textsuperscript{14} Ibid.
2.2. Community Support

The GFNP proposal is supported by more than 30 environment, conservation, recreation, scientific and citizen science groups. These groups include The Royal Society of Victoria, The Wilderness Society, Victorian National Parks Association and the Australian Conservation Foundation. For a full list of supporters see Appendix A.

In October 2014 the Victorian National Parks Association engaged Essential Research to undertake a study to obtain the attitudes of Victorians towards national parks and conservation. The objectives of this research project were to assess:

- Overall attitudes to Victoria’s national parks and conservation areas;
- Attitudes to expansion and increased funding of national parks;
- Attitudes towards the development and use of national parks; and
- Attitudes towards the importance of national parks and conservation on State voting intention.

The sample for the survey comprised of 812 Victorians aged 18 and over who were randomly selected from the Your Source online panel which comprised of over 100,000 members.

In direct relation to the GFNP participants were asked the following question:

_‘There is a current proposal for a new Yarra Ranges national park in the forests around the Yarra Valley and central highlands (around Healesville and Warburton), less than 90 minutes from Melbourne. It will protect threatened species such as Victoria’s fauna emblem the tiny Leadbeater’s Possum, Melbourne’s water catchments, and provide a new recreation place. Would you support or oppose this proposal?’_  

A total of 89% of participants supported the proposal with 42% strongly supporting and 47% supporting. Of the 3% who opposed, only 1% strongly opposed. The remaining participants were undecided. Additionally when participant’s responses were analysed, support was greater than 85% for all demographics and voter groups.

Participants were also asked whether or not they supported Victoria having a comprehensive network of national parks and conservation reserves across the land and sea. Whilst this question did not
relate directly to the proposed GFNP it indirectly addressed the issue of amalgamating a number of pre-existing parks and protected areas, a central part of the GFNP proposal. Reflective of the first question 89% totally supported, 1% totally opposed and the remaining 10% were undecided. Of particular significance, is that 49% strongly supported Victoria having a comprehensive network of national parks and conservation areas.

These results reflect that the overwhelming majority of Victorians are in favour of the Victorian Government expanding and creating national parks and conservation reserves. In particular, support exists in extremely high numbers (90%) for a national park in and around the Yarra Valley and Central Highlands, that is, the GFNP. The community’s beliefs need to be considered before the GFNP is established in order to ensure that it is reflective of people and has their support.

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21 Ibid.
22 Ibid.
Part 3. Economic and Social Benefit

In the 2013-2014 Parks Victoria Annual Report it was stated that ‘parks are vital to the environmental, economic, social and cultural wellbeing of the State’. Parks create economic benefits at local, regional, state and national level through direct and indirect flow on effects. These economic benefits are key enablers in allowing for communities to function and prosper, build social cohesion, social capital and a healthy community.

This section of the report will focus on the economic and social benefits that can be expected through the creation of the GFNP. As this is only a proposal, no economic or social benefits can be directly evidenced. Instead, this section will draw upon various academics, reports and case studies through which the probable outcomes can be gauged.

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Part 4. Economic Benefit

National parks and conservation reserves require expenditure in relation to their establishment and continual maintenance, however the money generated in return through a range of factors often generates significant economic benefit.25 This return is generally considerably greater than the original investment.26 This section aims to explore the most prominent economic benefits to be derived from the proposal for the regions which fall within and immediately surround the GFNP. These communities include but are not limited to: Kinglake, Toolangi, Eildon, Taggerty, Buxton, Narbethong, Marysville, Alexandra, Warburton, Yarra Junction, Noojee, Yea and Poweltown. The most prominent economic benefits will be seen in the sectors of tourism and employment, tourism operators, investment and industry benefit and the recreational and non-quantifiable value associated with the park.

In analysing economic benefit this report will look at two recognised forms of expenditure being direct and indirect. In the context of parks direct expenditure refers to the amount expended on the establishment and management of the park. Conversely, indirect expenditure refers to the spending from tourists and visitors to the park. This most commonly comprises of expenditure on travel, entrance fees, tours, experiences, accommodation and food and drink. What is important to note is that both direct and indirect expenditure generates further flow-on benefits for economies.

4.1. Tourism

When assessing the economic value of the natural environment difficulty often arises as to the way in which it can be effectively measured, however, tourism provides an economic value in which it can be framed. Tourism can be defined as a social, cultural and economic phenomenon which entails the movement of people to places which fall outside of their usual environment for either personal or professional purposes.27 Tourism is one of the largest contributors to the economy derived from national parks.28 The role and importance of tourism in creating employment opportunities and providing economic benefits at a local, state and national level is increasingly recognised in Australia.29 In Australia, national parks provide a significant boost to the economy, with nature based tourism bringing in $23 billion every year.30 However on a smaller scale it is acknowledged that

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26 Ibid, 7.
28 Parks Victoria, *The Value of Parks*.
29 Ibid, 6.
national parks are vital to the support and development of regional areas and economies. In Victoria alone visitors generate an estimated $2.6 billion in State Gross Product.\textsuperscript{31}

In order to capitalise on the tourism market the Victorian Government has been and is committed to the growth of tourism in Victoria. This is evidenced by ‘Victoria’s Regional Tourism Strategy 2013-2016’ as well as the ‘10 Year Tourism and Event Strategy’ formulated in October 2006.\textsuperscript{32} The Nature-Based Tourism Strategy highlighted that at the international level, nature-based activities were the fastest growing sector within the tourism industry.\textsuperscript{33} For the year ending March 2014 the number of travellers who visited a State or national park increased 8% to 2.5 million and it is estimated that nature-based tourism will increase between 10% and 30% globally in the next decade.\textsuperscript{34} For the year ending June 2013 the combined spending of international and domestic overnight travel and domestic daytrips to regional Victoria was over $7.3 billion.\textsuperscript{35} It is clear that international tourism offers long term benefits for regional Victoria and this is highlighted by the fact that since 2008 overnight expenditure by international visitors in regional Victoria has steadily increased by 1.2% per annum to reach $293 million in the year ending June 2013.\textsuperscript{36}

This continual growth highlights that moving forward tourism will revolve around the notion of ecotourism. Ecotourism is defined by The International Ecotourism Society as the ‘responsible travel to natural areas that conserve the environment, sustains the well-being of the local people, and involves interpretation and education’.\textsuperscript{37} Tom Claxton in the 2015 Autumn edition of \textit{Wilderness News} noted that the ‘forest ecotourism economy dwarfs the old logging economy. Where native forest logging only benefited a handful of vested interests, this new formula reaches far and wide’.\textsuperscript{38} The increasing growth of nature-based activities and ecotourism highlights the need for Victorian parks and reserves to be protected in order to obtain the benefits of the tourism industry. The establishment of the GFNP is one way in which this can be achieved.

New eco-tourism infrastructure proposed for the GFNP includes:\textsuperscript{39}

- A zipline tour in Toolangi – investment secured;

\begin{footnotesize}
\begin{enumerate}
\item \textsuperscript{31} Parks Victoria, \textit{Parks by Numbers}, 2014.
\item \textsuperscript{33} Department of Sustainability and Environment, \textit{Victoria’s Nature-Based Tourism Strategy: 2008-12}, Department of Sustainability and Environment, Victoria, 2008.
\item \textsuperscript{34} Tourism Research Australia, \textit{International Visitors in Australia}, March 2014; 10(36) p 13
\item \textsuperscript{35} State Government of Victoria, \textit{Victoria’s Regional Tourism Strategy 2013-2016}.
\item \textsuperscript{36} Ibid.
\item \textsuperscript{37} “What is Ecotourism?”, \textit{The International Ecotourism Society}, last modified December 2014, https://www.ecotourism.org/what-is-ecotourism.
\item \textsuperscript{39} Great Forest National Park, 2014.
\end{enumerate}
\end{footnotesize}
• A world-class 5 day overland track from Healesville-Marysville-Eildon (with smaller walks within);
• A skywalk (tree-top walk) in Cambarville adjacent to Lake Mountain to encourage all season low alpine visitation;
• A Warburton to Walhalla Trail – A 5 day trek with huts for accommodation – planned and approved;
• Greater signage and interpretation sites;
• Greater accessibility in the mountains for ‘grey nomads’;
• Increase day picnic sites; and
• Greater signed and listed campsites.

Through the establishment of the abovementioned and many other eco-tourism activities visitor activity would be generated in the Central Highlands. Of the proposed activities many are not limited to seasonal weather conditions and instead allow for year round participation. Tourism activity would be a significant contributor to the economy through expenditure on air travel, car rental, entrance fees, tours, experiences/entertainment, accommodation and food and drink.

4.1.1. Tourism and Employment Statistics
The importance of tourism is not linked solely to the expenditure generated by visitors. Tourism results in significant employment in Victoria with Parks Victoria employing over 41,200 employees in regional and metropolitan Victoria for the 2013-2014 period. Employment positions exist through the direct management and operation of Victorian parks and indirectly through the creation of jobs associated with industries supporting parks, most notably the tourism industry. Bodies supporting the tourism industry include accommodation providers, tour operators and local restaurants, cafes and shops.

To highlight the value of parks and tourism it was estimated for the 2002-2003 period tourism contributed $3.5 billion to the Victorian regional economy and employed 60,000 people in regional Victoria. This amounted to a contribution of $10 billion to Victoria’s State Gross Product. One decade later and for the 2011-2012 period, the direct and indirect contribution of the tourism industry to the Victorian economy was estimated at $19.1 billion with it having generated over 200,000 jobs. Overall the industry accounted directly for 2.6 per cent of Victoria's Gross Product (GSP). This

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40 Parks Victoria, Parks by Numbers.
41 Sustainable Tourism Cooperative Research Centre (STCRC), Sally Driml, The Economic Value of Tourism to National Parks and Protected Areas in Australia: Technical Report, Gold Coast, June 2010.
42 Ibid.
43 Tourism Research Australia, State Tourism Satellite Accounts 2011-12, Canberra, June 2013.
comparison clearly highlights the significant growth of the tourism industry in a very small time period. Of greater importance is the notion that in regional areas for the 2011-12 period, tourism supported 13.9% of Gross Regional Product (GRP), with a total contribution of $10.9 billion. Of this, regional Victoria accounted for more than half of the total tourism jobs, supporting 109,000 people, equating to 12.8 per cent of employment.  

4.2. Tourism Operators
A key aspect of the tourism industry are tour operators. The Parks Victoria Annual Report for 2013-2014 notes that at the end of the reporting period there were 372 licensed tour operators in Victoria. This was a 6% increase on the previous year with tour operators providing activities for an estimated 225,642 people. In the 2012-2013 period, the revenue generated from licensed tour operators (350 in total) totalled $184,442 in application and usage fees. It is important to note that whilst the revenue generated from tour operators was less than $200,000 this only related to application and usage fees. For the current period (2014-15) the annual fee for a standard one year licence is $275.00 or $215.00 per year for a standard licence greater than one year. The usage fee for a general visitor is $2.40 and $1.60 for a school student or child with the total usage fee capped at $13,488.00. Whilst tourism operators contributed less than $200,000 in direct expenditure to the State Government, consideration must be given to the indirect expenditure that results. Additionally tour operators perform a vital role in aiding people in accessing, enjoying and learning about Victoria’s natural environment. They are also a key contributor to state and regional economies via the activity they stimulate within these regions.

4.3. Investment and Industry Economic Benefit
The GFNP would also result in economic benefit through the investments required. This report is not focussed on the establishment factors associated with the creation of the GFNP, but instead the economic and social benefits that could be derived from it. However it is acknowledged that investment would be required from both the public and private sector for investment in roads, tourism infrastructure and commercial services. Such investment would in turn generate an economic benefit.

47 Ibid.
49 Ibid.
In 2008 ‘The Value of Parks’ was released.\(^{51}\) This paper demonstrated that ‘parks protect important native habitats for many bird and other animal species that provide significant economic benefits to farmers’.\(^ {52}\) Bees, moths, butterflies and other insects were noted to perform a crucial role in the pollination of many food crops; insectivorous birds and bats eating pests off pastures and crops and birds of prey controlling vermin such as mice and rats.\(^ {53}\) Without parks protecting and providing a safe habitat for this vast array of species farmers would be required to use a range of pesticides at an increased rate and production would decline in crops that rely on pollination, with significant social, economic and environmental consequences.\(^ {54}\)

The environmental impact of other pests such as deer, pigs, rabbits and goats should also be considered. These animals impact the environment in a number of ways including but not limited to the creation of wallows in wetlands, damaging waterways, chomping threatened plants and trampling valuable habitats.\(^ {55}\) These pests are also steadily increasing in numbers. For example the Sambar Deer in Victoria is estimated to number between 200,000 and 1,000,000.\(^ {56}\) The difficulty in estimating population numbers relates to the normally secretive and solitary life lived by the animal. Estimations are therefore based on the deer’s expanding territory and increased sightings. The Flora and Fauna Guarantee Draft Action Statement stated that the Sambar Deer now occupies a wide range of habitats in Victoria, including tall open-forest, sub-alpine vegetation, wetlands, rainforest gullies and lowland river flats.\(^ {57}\) These are all habitats which fall within the GFNP. The reason an economic benefit could be derived is that Parks Victoria could continue with its practice of conducting targeted hunting. This is the process of Parks Victoria engaging professional hunters to shoot feral deer, goats, pigs, dogs and other animals in national parks. Through the eradication of these pests environmental damage is reduced.

### 4.4. Recreational and Non-Quantifiable Value

The recreational and non-quantifiable value of the GFNP also needs to be considered. The recreational value represents the ‘monetary’ worth of a park to the visitor.\(^ {58}\) This can be represented by the difference between the perceived monetary value of the visit and the amount actually paid for it.\(^ {59}\) The recreational value itself should be considered a valid measure of economic worth of the GFNP.

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\(^{52}\) Ibid, 7.

\(^{53}\) Ibid.

\(^{54}\) Ibid.


\(^{56}\) Ibid.

\(^{57}\) Ibid.

\(^{58}\) Parks Victoria, *The Value of Parks*, 8.

\(^{59}\) Ibid.
For example, entry to the GFNP may be free but visitors to the park may be willing to pay for the value they derive from the visit. This hypothetical cost visitors would be prepared to pay is known as the consumer surplus and is multiplied by the number of visit days to the park. This provides the total recreational value that can be assigned to the park. This recreational value differs from the value of the park derived from economic activity because it is a measure of the economic value related to the park which benefits the visitor, as opposed to the flow-on value of actual expenditure which accrues to supplies of goods and services.60

A PricewaterhouseCooper study conducted in 2003 calculated the recreational value of three national parks.61 The Port Campbell National Park was valued at $72.4 million, the Grampians National Park at $25.4 million and the Wilsons Promontory National Park at $11 million.62 These examples are important as they reflect that the value of the GFNP should not be solely based on the monetary figure achieved.

The non-quantifiable value of the proposed GFNP must also be considered.63 This refers to benefits such as improved health and psychological wellbeing that are not easily quantified in dollar terms but are an important benefit derived from parks. For the purposes of this report the non-quantifiable value of the GFNP will be analysed under Social Benefits.

4.5. Case Studies
The following case studies serve to demonstrate the economic benefits that have been achieved via national parks within Victoria and in other States in Australia. Particular attention should be paid to the Yarra Valley and Dandenong Ranges study due to its proximity and interconnectedness with the proposed GFNP.

All of these studies show that, even if entry to most national parks was free or a modest charge, there is considerable economic activity that will emerge due to spending within the region by Parks Victoria and visitors.

In 2003 Parks Victoria commissioned economic and financial advisory consultants PricewaterhouseCoopers (PWC) to undertake an economic benefit study of three of Victoria’s major national parks: Port Campbell, Grampians National Park and Wilsons Promontory National Park.64

60 Ibid.
61 Ibid.
62 Ibid.
63 Ibid.
64 Parks Victoria, The Value of Parks, 14.
Two of these studies, the Grampians National Park and Wilsons Promontory National Park are analysed below. The Port Campbell National Park study has been excluded from this report due to its geographical differences (covering both land and sea) when compared to the GFNP.

4.5.1. Grampians National Park
The Grampians National Park is located 260 kilometres from Melbourne’s CBD and comprises of 167,200 hectares.\(^{65}\) The park is the base for outdoor recreation activities such as bushwalking, camping, rock climbing, fishing, photography, nature study and four wheel driving. It is also recognised as a major focus for nature-based outdoor education for schools in Victoria.\(^{66}\) Indigenous Australians have lived in the Park for over 22,000 years and continue to have a strong association with the park today.\(^{67}\)

The PWC study concluded that the government, through Parks Victoria, spent $2.6 million on the Grampians National Park in direct spending averaged out over the 2000-2001 and 2001-2002 financial years. This spending was used for park management and services which comprised of work related to the conservation and enhancement of environmental and cultural values and the provision of visitor information and services. A value-added economic benefit was then determined. From the original $2.6 million spent a further additional economic benefit of $3.1 million was added to the State’s Gross State Product in the form of direct wages and profits from primary and secondary business that supported park management activities.

Secondly, the direct spending of park tourism was considered. The total direct visitor spending associated with tourism at the Grampians National Park was estimated at $186.6 million. In addition to this an additional economic benefit of $249.9 million per year was generated. This additional economic benefit was calculated through considering the economic and employment effect of the Grampians National Park on the hospitality and tourism industries as well as the flow-on benefit for the secondary industries which supported them such as retail and entertainment.

\(^{65}\) Ibid.
\(^{66}\) Ibid.
\(^{67}\) Ibid.
In summary, there was a total initial expenditure of $189.2 million on park management and by
visitors which generated an additional $246 million of total economic benefit to the State economy
per year. Of this total, $171.5 million is the economic value for the region with $65 million being the
State incremental value. For the purposes of the State Government the incremental value reflects an
economic benefit-cost ratio of around 21 times for every dollar of direct expenditure incurred by the
government to manage the park. Assessing these figures in terms of job equivalents a total of 2,329
jobs would be created at the regional level with 3,341 at the State level.

4.5.2. Wilsons Promontory National Park
The Wilsons Promontory National Park is located 200 kilometres south-east of Melbourne’s CBD and
protects 50,512 hectares of the Philip Island and Gippsland Discovery Tourism Region.

It was valued that the Government, through Parks Victoria, directly expended a total of $1.8 million
averaged out over the 2000-2001 and 2001-2002 financial years. The $1.8 million expended
generated a further additional economic benefit of $2.1 million per year to the State’s Gross Product
in the form of direct wages and profits from primary and secondary businesses that supported park
management activities.

The total direct visitor spending associated with tourism at Wilsons Promontory National Park was
estimated at $37 million. For the $37 million of tourist expenditure attributed to the park, it is
estimated that an additional economic benefit of $48.1 million per year was generated across the
State.  

The study noted that the initial spending of
$38.8 million via direct park management
and visitor spending generated an additional
economic benefit of $50.2 million for the
State economy each year. $34.7 million
was economic value for the region with
$17.5 million being the State incremental
value. This amounted to the equivalent of
471 jobs at the regional level and 681 jobs
at the State level.

<table>
<thead>
<tr>
<th>JOB EQUIVALENTS</th>
<th>Regional</th>
<th>State</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park management related jobs</td>
<td>14</td>
<td>28</td>
</tr>
<tr>
<td>Tourism and hospitality related jobs</td>
<td>457</td>
<td>653</td>
</tr>
<tr>
<td>Total job equivalents</td>
<td>471</td>
<td>681</td>
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</tbody>
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Figure 4: Job Equivalents for Wilsons Promontory National Park.
Source: Parks Victoria, The Value of Parks.

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68 Parks Victoria, The Value of Parks, 20.
4.5.3. Yarra Valley and Dandenong Ranges
A base for the tourism industry already exists within the Yarra Valley and Dandenong Ranges. In 2011-2012, $1.01 billion was produced from tourism in the Yarra Valley and Dandenong Ranges which equated to 13.4% of the Gross Regional Product. Tourism in the region also provided for approximately 10,400 employment positions which amounted to 11.7% of the total regional employment. The total output for the region was $1,971 million, while the gross value added for the region from tourism was $872 million.⁶⁹

Between 2006 and 2010 the tourism industry in the Yarra Valley and Dandenong Ranges grew at an average rate of 5.5% with employment in the industry growing at an average of 5.1%. Between 2010 and 2012 the tourism industry average fell to 4.9% and employment within the industry fell to 1%.⁷⁰ This indicates that although the tourism industry is a vital and growing industry, the rate of increase has declined. There is thus a need to ensure that new projects are undertaken in order to maintain the viability of this industry. The GFNP and the many recreational activities which would be associated with it is one opportunity that could provide the revitalisation that is needed.

4.5.4. NSW Far South Coast
In 2006 the News South Wales Department of Environment, Climate Change and Water (DECCW) commissioned the Centre for Agricultural and Regional Economics to undertake a regional input-output analysis to assess the direct and indirect contribution of park management expenditure and park visitor expenditure to the regional economies of Eurobodalla and Bega Valley Shires on the NSW Far South Coast.⁷¹ This area included the coast and escarpment south of Durras Lake to the Victorian border, and contains 27 national parks and other reserves which provide a range of visitor facilities and recreation opportunities. Many of these protected areas had been created only years before the 2006 analysis occurred.

It was estimated that the coastal and inland parks and reserves of the Eurobodalla and Bega Valley Shires were visited by approximately 972,000 people a year. 624,000 (65%) of these visitors were tourists who visited from other parts of NSW, Australia or overseas. The study indicated that those visitors to Far South Coast parks and reserves who came from outside the region contributed $54 million per year in direct and indirect regional value-added activity, which included $19.5 million as household income. Visitor spending helped generate the equivalent of 813 jobs in the region.

⁷⁰ Ibid.
⁷¹ Department of Environment, Climate Change and Water NSW, *Economic benefits of national parks and other reserves in New South Wales: Summary Report* (Sydney, October 2009).
The DECCW expenditure contributed $8 million per year in direct and indirect regional value-added activity. Approximately $4.8 million a year of this $8 million comprised of household income. This DECCW expenditure directly and indirectly generated the equivalent of 108 jobs in the region.
Part 5. Social Benefit

Parks contribute to the development of cohesive and vibrant societies. Parks allow for friends and families to come together to engage in activities which can be seen to form the social bonds necessary for a healthy society. There is an emerging body of research which demonstrates the high economic value of building socially cohesive communities. Various recreation and tourist activities are proposed for the GFNP as mentioned above regarding the discussion of economic benefits and tourism. However, there are additional benefits to recreation and tourism including health, research, education and monitoring and the preservation of cultural values.

5.1. Health

It is widely acknowledged that there is a positive relationship between parks and social health. Parks Victoria currently uses the slogan ‘Healthy Parks Healthy People’ and this slogan is at the core of all of their projects. Parks Victoria have had considerable success with this campaign through the promotion of the importance of a healthy environment and the human health benefits of using and caring for parks. In the 2012-2013 period, Parks Victoria provided 122 grants to Victorians totalling $385,000 to promote physical activity. Parks Victoria also maintains a website which explores the links between nature and human health.

Parks can play a major role in the move from a treatment-based health system to a preventive-based system by providing opportunities and settings for the enhancement of physical and mental health. Research suggests that time spent in nature improves people’s health, reduces stress and promotes physical wellbeing. The potential health benefits of the GFNP will be discussed under the categories of physical and mental health.

5.2.1. Physical Health

Parks provide for and improve physical health by providing opportunities for physical exercise in a diverse range of outdoor settings. As seen above via the range of activities that would be on offer in the GFNP this is possible. Similarly, access to open spaces are significant contributors to influencing

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72 Parks Forum, The Value of Parks.
73 Ibid.
76 Victorian Competition & Efficiency Commission, Inquiry into Enhancing Victoria’s Liveability.
78 Victorian Competition & Efficiency Commission, Inquiry into Enhancing Victoria’s Liveability; Parks Victoria, Parks Victoria Annual Report 2012-2013.
80 Parks Victoria, The Value of Parks, 4.
physical activity. 81 Through access to such spaces as well as participation in physical activity, parks assist in combating the increasingly sedentary lifestyles individuals live and related health issues such as obesity, high blood pressure and depression. 82 In 2011-2012 the Heart Foundation stated that more than one in four adult Australians were obese. 83 Victoria had the lowest rate of overweight/obese persons at 60%. The Heart Foundation also noted that over half of Australians were trying to lose weight. 84 The GFNP would be one means in which outdoor space can be effectively utilised to aid in the obesity epidemic facing Australia. 85

A study in the United States found that people who used local parks for recreation reported fewer visits to the doctor than did non-park users. 86 Additionally active park users were found to be healthier than non-park users for a number of measures including blood-pressure, body mass index and levels of depression. 87 Work pioneered by Catalano and Hawkins and applied in Victoria by the Centre for Adolescent Health also demonstrated the role of pro-social community activity in lowering the risk and incidence of anti-social and harmful behaviours among youth. 88

5.2.2. Mental Health
Mental health is a major issue at a local, state and national level. In Australia and New Zealand today, one in five people will experience depression. 89 In Australia alone this will result in excess of 6 million working days being lost each year. 90

Research has found that outdoor adventure programs are gaining worldwide recognition as an effective approach to engaging people struggling with a variety of difficult life circumstances, in a participatory process of change. 91 In a study of people suffering from mental illness, 90% or more of these individuals indicated that green exercise activities had benefited their mental health, they had greater self-esteem, focus of mind, were more relaxed, more motivated, enjoyed an improved quality of life, and felt ‘refreshed and alive’. 92 An Australian eco-therapy study ‘Feel Blue, Touch Green’

81 Parks Victoria, Parks Victoria Annual Report 2012-2013, 22.
82 Parks Forum, The Value of Parks, 9.
84 Ibid.
85 Ibid.
87 Ibid.
88 Marsden Jacob Associates, Economic Analysis of the Value of Public Land in Victoria, 35.
90 Ibid.
indicated that for people experiencing depression, anxiety or social isolation, participation in a conservation group undertaking environmental programs had mental and physical health benefits and improved general wellbeing.\footnote{M. Townsend & M. Ebden, \textit{Feel Blue, Touch Green: Final Report of a Project Undertaken by Deakin University, Barwon Health, Parks Victoria, Alcoa Anglesea, ANGAIR and Surf Coast Shire}. Deakin University, Burwood, 2006.}

\subsection*{5.2.3. Benefit for State Government}

The natural environment provides a low-cost preventative and corrective solution to dealing with certain health related issues. In Australia today, mental health along with physical health issues such as diabetes, high blood pressure and obesity are serious challenges being faced at a State and Federal level. One method in which the issue can be reduced, if not removed in certain circumstances, is through governments continuing to invest and increasing investment in programs, such as open spaces like the GFNP to promote healthier lifestyles and lessen the impact on the health sector.\footnote{Parks Forum, \textit{The Value of Parks}; STCRC, \textit{The Economic Value of Tourism to National Parks and Protected Areas in Australia: Technical Report}; Parks Victoria, \textit{The Value of Parks}, 4.}

\subsection*{5.3. Research, Education and Monitoring}

The introduction of the GFNP would play a vital role in research, education, monitoring and conservation. Australia has almost 1,600 threatened species (340 fauna and 1250 flora) and their continued survival relies in many cases on the protection of national parks. The GFNP would aid in the protection of the Leadbeater Possum and the world famous Montane Ash forests. The significance of the Leadbeater Possum is that it is Victoria’s faunal emblem and is mainly found in the Central Highlands. The Leadbeater Possum is endangered on a global, national and state scale and is at risk of becoming extinct within the 20 to 30 years.\footnote{Victorian National Parks Association, \textit{Leadbeater’s Possum: How to Save a Victorian Treasure}, November 2013.} Due to the negative impact of logging and bushfires the Leadbeater Possum is one of the main conservation aspects of the Central Highlands.\footnote{Lee, D, “The Conservation Requirement of the Central Highlands Montane Ash Forests, Transition of the Native Forestry Industry, and Incentives for Nature-Based Tourism”, 2014.} The GFNP would also allow for scientific research and development as to the environments ecological systems and processes.

The GFNP would also serve a vital role in educating society. The GFNP would be a place for learning in which personal development and creativity would be fostered. Visitors would have the ability to learn about the importance of caring for the environment and undertaking conservation activities.\footnote{Ibid.} Education is currently provided for in parks throughout Victoria by park managers, brochures, signage and casual observation.\footnote{Ibid.} For the 2013-2014 period Parks Victoria delivered face
to face education and interpretation programs for more than 165,000 visitors and students.\textsuperscript{99} In the year prior, education and interpretation services were provided to more than 184,854 visitors and students.\textsuperscript{100} Education is also a focus of Parks Victoria as reflected by the ‘Forest Classroom’ which was established in the Dandenong Ranges National Park. This classroom was used by 1,404 students and 58 teachers for the 2013-2014 period.\textsuperscript{101}

5.4. Cultural Values

The traditional owners of the land which fall within the proposed GFNP include the Bunurong, Guanaikurnai, Taungurung and Wurrundjeri Tribes.\textsuperscript{102} An important factor in the establishment of the GFNP is to acknowledge and respect indigenous Australians.\textsuperscript{103} For many indigenous Australians parks ‘represent a profound spiritual link to the land’.\textsuperscript{104} Parks managed by indigenous peoples can also engender social and economic outcomes for their communities.\textsuperscript{105} Parks Victoria currently works in conjunction with the traditional owners of the land in regards to the management of Victorian parks.\textsuperscript{106} One source of this partnership has been the \textit{Traditional Owner Settlement Act 2010 (Vic)} which enables Indigenous Australians to enter into agreements with the Victorian State Government to achieve comprehensive settlements of claims with real and lasting benefits such as the grant of freehold land, joint management of public parks and the foundation for sustainable economic development.\textsuperscript{107} Parks Victoria also works in conjunction with the Office of Aboriginal Affairs Victoria, Department of Environment, Land, Water and Planning, the Victorian Aboriginal Heritage Council and the broader community to support a concentrated and inclusive heritage management program of Victoria’s special places and landscapes.\textsuperscript{108}

\textsuperscript{100} Ibid, 9.
\textsuperscript{101} Ibid.
\textsuperscript{102} Great Forest National Park, 2014.
\textsuperscript{103} Parks Victoria, \textit{The Value of Parks}, 5; Department of Natural Resources and Environment, \textit{Forest Management Plan for the Central Highlands}, Melbourne, May 1998; Department of Environments and Primary Industries, \textit{Victoria’s State of the Forests Report 2013}, Department of Environments and Primary Industries, Victoria, 2014; Australian Government, Attorney-General’s Department, \textit{Historical Disasters – Black Saturday Bushfires}.
\textsuperscript{105} Ibid.
\textsuperscript{107} Victorian Traditional Owner Settlement Act 2010 (Vic).
\textsuperscript{108} Parks Victoria, \textit{Parks Victoria Annual Report 2013-2014}. 
Conclusion and Recommendations

This report has considered the proposal of the GFNP and analysed the economic and social benefits which can be reasonably expected to arise through its establishment and implementation. Most notably economic benefit will emerge through the tourism sector and eco-tourism which is recognised as one of the largest growing sectors. However, economic benefit will also emerge through tour operators and industry specific benefits. The recreational and non-quantifiable value of the park also highlights that the actual monetary income should not be the sole measure by which the value of the park is assessed. The non-quantifiable value can be seen clearly in regards to the social benefits which would arise from the proposal notably in regards to physical and mental health. However other additional social benefits including research, education and monitor and the preservation of cultural values will also emerge.

However, as this report solely focussed on the economic and social benefits to be derived from the establishment of the proposed GFNP it should not be taken as a complete solution. Instead this report acknowledges that further investigations and research will need to be carried out in order to provide a comprehensive understanding of the proposal.

Further research should be carried out in order to assess factors including but not limited to: the financial expenditure required to establish and maintain the GFNP (such as infrastructure requirements, employment and training); the funding available from State and Federal Governments; marketing; the impact of proposal on pre-existing industries and bodies most notably the logging industry and the impact of employment and if the proposal and its benefits outweigh any losses that may occur.
Bibliography

 Acts

 *Victorian Traditional Owner Settlement Act 2010 (Vic).*

 Factsheets


**Government Documents**


**Journals**


**Media Articles**


Tomazin, F. “Minister Flags New National Park Within This Term To Save the Possum.” The Age, 3 May 2015.

**Studies & Reports**


**Submissions**


**Websites**


## Appendices

### Appendix A

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Appendix B