

Recreation activities

Coastal Recreation

Coastal areas are not only becoming increasingly popular places to live. People are taking advantage of the proximity of the Victorian coast to Melbourne to visit for activities such as ocean swims, whale watching and shipwreck diving. In addition, events such as the Phillip Island Motorcycle Grand Prix or the Port Fairy Folk Festival can swell visitor populations even further. The Lorne Pier to Pub ocean Swim attracts 4,000 entrants and 20,000 spectators. These activities all have flow on effects for local economies. Another important activity along the coast is recreational angling.

The rise of ocean swimming

A total of 27 ocean swim events were held across the Victorian coast over the 2004-5 summer. These events are generally organised as fund raising activities by the local surf life saving clubs but with the increasing popularity of the competitions they are becoming more professional.

Ocean swim competitions, 2005¹



Value of selected recreational events along Victoria's coast¹

Event	Attendance	(\$) millions generated (est)
Warrnambool May Racing Carnival	28,500	12.2
Port Fairy Folk Festival	60,000	1.8
Phillip Island 500cc Motorcycle Grand Prix	40,000	54
Phillip Island Superbike World Championships	40,000	16.7
Rip Curl Pro, Bells Beach	30,000	7

Changing Populations "Peak population" p. 15
 Community Wellbeing "Participation in community events" p. 27

Source ¹DSE 2005 unpublished data