

CITY OF CLARENCE

Shaping Clifton Beach

Clifton Beach Master Plan Engagement Report

April 2026





Contents

- 1 BACKGROUND**
- 2 WHAT WE DID**
- 3 DATA SUMMARY**
- 4 CONCLUSION**

Background

Clifton Beach is Clarence's primary surf beach destination and a key hub for the wider South Arm community. It experiences strong seasonal peaks, event demand, and regular day-to-day local use.

The Clifton Beach Master Plan is a long-term plan for the Clifton Beach foreshore precinct and surrounding public spaces. The aim is to guide future investment, so upgrades are coordinated, make spaces safer and easier to use, and protect the dunes and coastal environment. The Master Plan also needs to align with the Clifton Beach Surf Life Saving Club's proposed redevelopment and the approvals required for works on Crown land.

Facilities and infrastructure around the precinct are ageing, and past improvements have often occurred in the absence of a long-term plan, has can leave parts of the precinct feeling disconnected and difficult to navigate. Renewal and upgrade projects identified by City of Clarence for the coming years include public toilets, car parking and circulation, stormwater infrastructure, beach access structures and other recreation facilities.

Coastal hazards such as erosion, flooding and sea level rise also shape what is feasible and reinforce the need for planned, staged and resilient upgrades over time.

Community Engagement was designed to gather early community input before draft concepts were prepared. The objectives were to understand how locals and visitors use Clifton Beach, identify what people value most and what issues need attention, and to capture local knowledge about safety concerns, and day-to-day impacts during peak season. This information helps us to test early priorities and trade-offs and to help shape realistic options within coastal and land tenure constraints. It builds a clear evidence base to inform draft concept development and the recommendations presented to Councillors.

Engagement design

Purpose of the engagement

The purpose of the engagement was to gather local knowledge and community priorities to inform the Clifton Beach Master Plan, so future upgrades to access, amenities, parking, paths, and open space reflect how people use the area year-round and during peak summer demand.

A key objective was to capture Clifton Beach's unique sense of place, and the detailed sentiment about what makes it a unique landscape and community.

Feedback sought

The survey asked people to prioritise issues and improvement ideas, the Social Map invited participants to pin-point specific locations where problems or opportunities exist. A separate 'Gather' tool captured personal stories and lived experience to better understand how changes could affect different users.

Rationale for question design

Questions were designed to be quick and easy to answer, with a mix of multiple-choice and open responses to capture both priority issues and local detail. Mapping and story prompts were used to link feedback to specific places and lived experience, and to help translate broad ideas into practical, site-based options.

Structure of the engagement

Engagement was delivered on Your Say through three tools.

- An online survey captured broad views on how people use Clifton Beach, what they value, and priorities for improvement.
- A Social Map invited participants to drop pins on specific locations to show where access, safety, parking, amenity or environmental issues occur, and to suggest place-based ideas.
- The Gather tool was used alongside the map to collect personal stories about lived experience at Clifton Beach, adding context to the data and helping explain why particular issues matter.

Meetings were also conducted with key stakeholders in the area.

What we did

How the survey was promoted



561 unique visitors to the Shaping Clifton Beach **Your Say** webpage and 1,161 page views



Flyers with QR link to the Your Say webpage distributed in the local area.



Consultation ad in the Eastern Shore Sun and Clarence News



Pop-ups at Clifton Beach Surf Club during Live & Local, the State Junior Surf Carnival, and once at the weekly food van night.



Facebook posts with a total reach of **31,588** people, 94 interactions, and 134 link clicks. On **Instagram**, we had 577 impressions, 104 engagements, and 93 link clicks.



One story collected via the Gather tool on Your Say.

Ways people engaged and provided feedback



120
online survey
responses



5
written
submissions



3
pop-up
engagements



22
Social Map
contributions

Engagement period

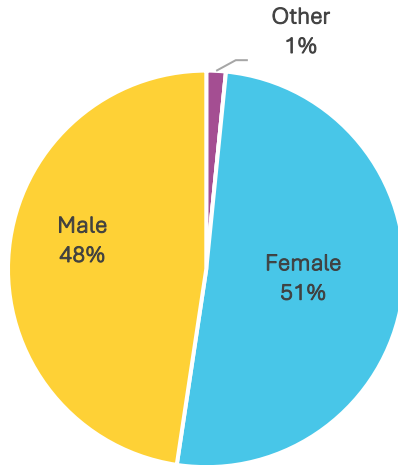
6 weeks (6 Feb 2026 – 23 March 2026)

Data Summary

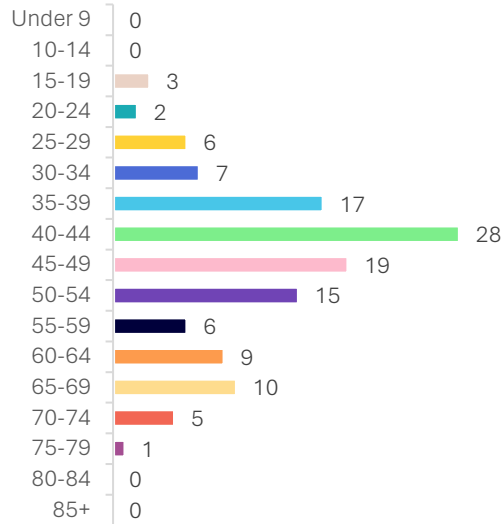


Demographics

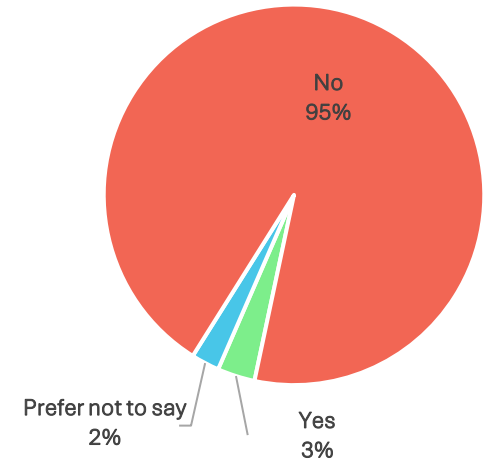
Gender



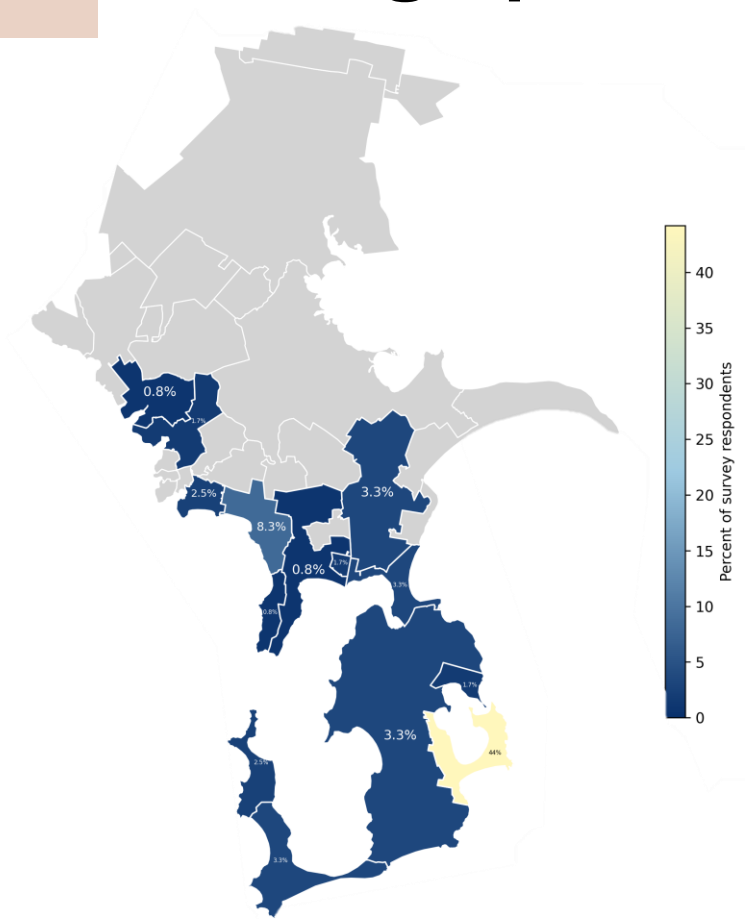
Age



Do you identify as Aboriginal or Torres Strait Islander?



Demographics



Location of survey respondents

- **Clifton Beach** had the highest response rate at 44.2%
- **Howrah** was the second highest at 8.3%
- Outside Clarence:
 - 6.4% live elsewhere in Hobart

Survey responses by suburb (Clarence only)

Clifton Beach	44.2%	Bellerive	2.5%	Tranmere	0.8%
Howrah	8.3%	Acton Park	2.5%	Geilston Bay	0.8%
Acton Park	3.3%	Cremorne	1.7%		
Lauderdale	3.3%	Lindisfarne	1.7%		
Sandford	3.3%	Oakdowns	1.7%		
South Arm	3.3%	Rokeby	0.8%		

What does Clifton mean to you? (Q1)

Clifton Beach was most often described as a wild, natural and scenic place that feels peaceful and not built up, with strong value placed on protecting its character.

Many people also called Clifton Beach home, spoke of the close-knit community, and described a place where families can enjoy a relaxed, outdoor, beachside lifestyle.

A second strand captured Clifton's role as a recreation place: a surf beach and swimming spot, with walking, fishing and dog walking part of everyday life. Several responses also spoke about the views and the feeling of being "away", despite still being so close to Hobart.

Indicative counts from the written answers suggest the most common themes were natural/wild beauty, community, beach activities, and family life.

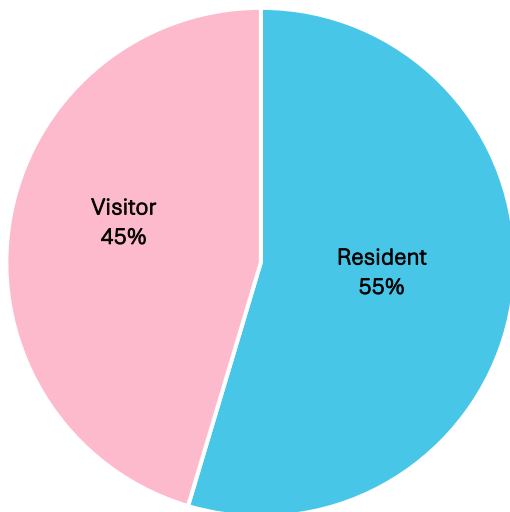
Top themes:

- Natural / wild / scenic beauty
- Community, neighbours, belonging
- Beach recreation (surfing, swimming, walking, fishing, dog walking)
- Family-friendly lifestyle and raising children
- Quiet / peaceful / relaxed atmosphere
- Not overdeveloped, village feel / low-density character
- Views and "remoteness" or escape factor

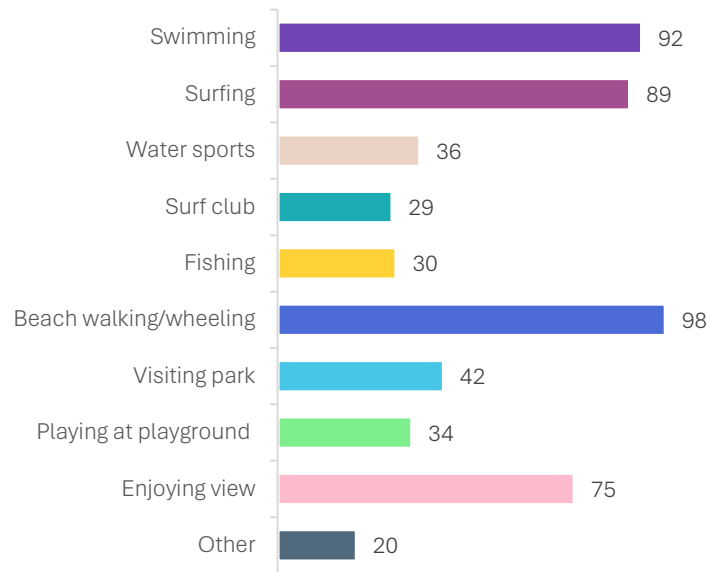


Connection to Clifton Beach (Q2-3)

What is your connection to Clifton Beach?



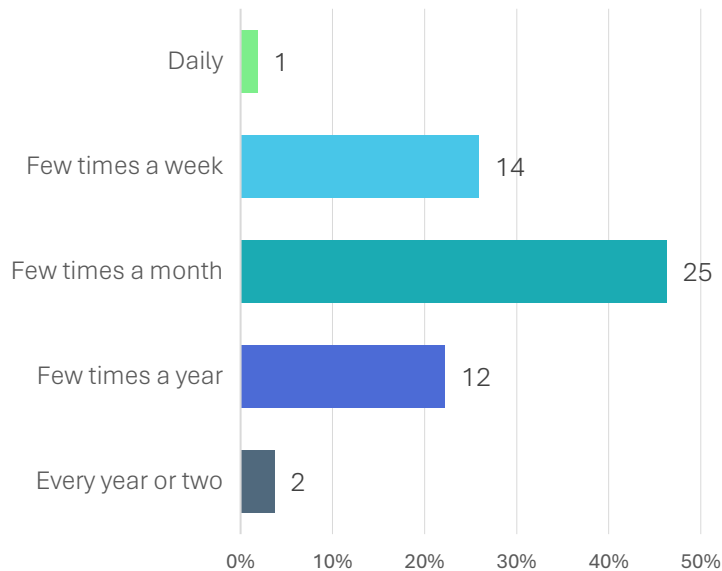
What activities do you enjoy at Clifton Beach?



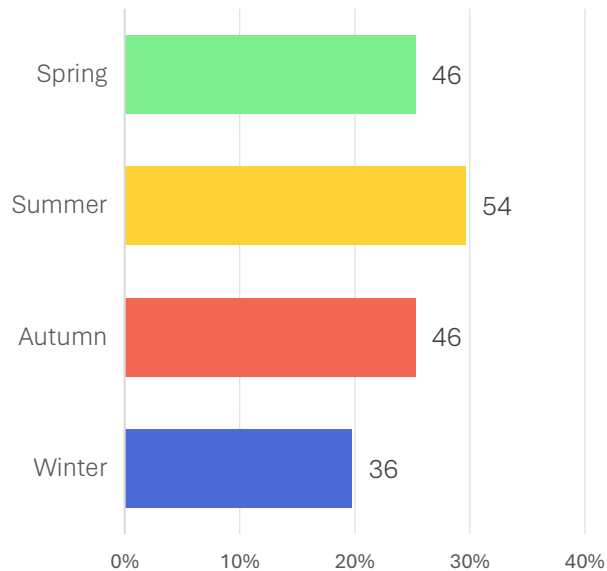
Visitor feedback (Q4-5)

If selected “visitor” on Q3 – “What is your connection to Clifton Beach?”

How often do you visit?

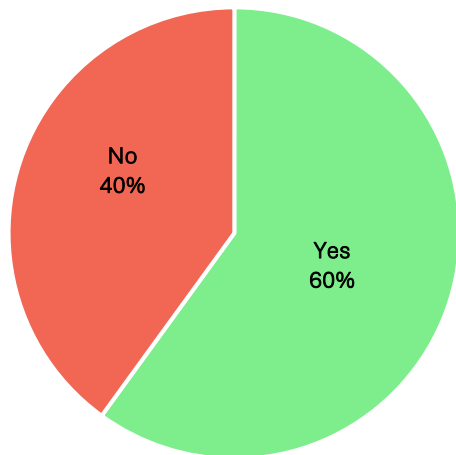


What time of year do you visit?

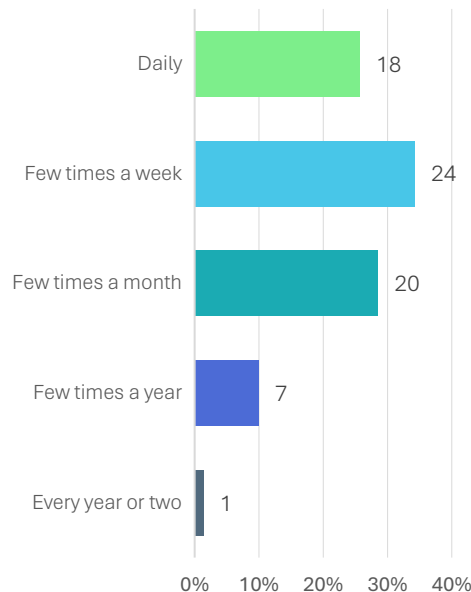


Buckland Reserve (Q6-8)

Do you visit Buckland Reserve?



How often do you visit?



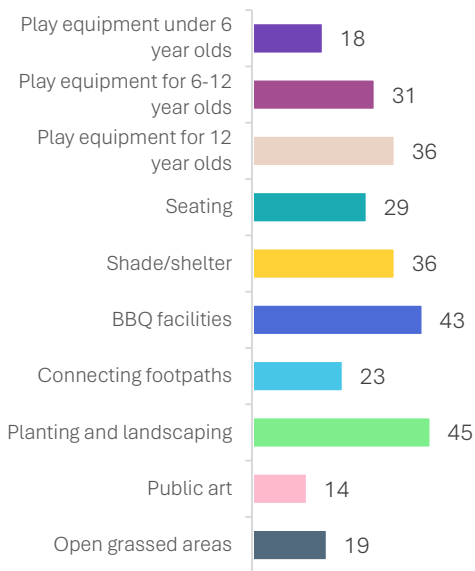
What would you like to see provided in the Reserve?

- All-weather paths and pedestrian access
- Pump track / skate park / bike facilities
- Play and youth spaces
- Trees, planting and natural values
- Seating, picnic, BBQ and shade
- Parking and event overflow
- Keep as-is / minimal change

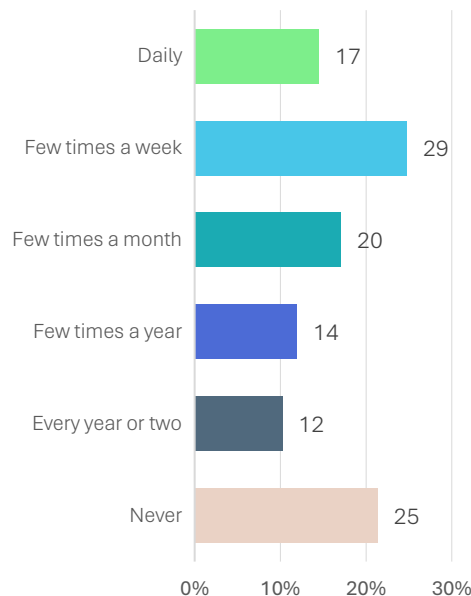
People most often asked for practical upgrades that make Buckland Reserve easier and safer to use day-to-day. The strongest theme was an all-weather, pram-friendly path or track through the reserve and clearer connections between streets and key destinations. Many also wanted a dedicated space for kids and teens to ride, alongside broader play options. Planting more trees and using local native vegetation also came through strongly, with some people wanting the bush corridor protected or strengthened.

Park and playground (Q9-11)

What are the top three features you would like to see provided in the park?



How often do you visit?



What would you like to see provided at the park?

- Pump track / skate park / bike facilities
- Play upgrades
- Toilets / showers / change facilities
- Shade / seating / picnic / BBQ or cooking areas
- No additional facilities / keep as-is
- Landscaping / planting / trees / regeneration
- Paths / walkways / better beach access
- Courts / ball sports
- Car parking
- Improved maintenance

People mostly used this question to add extra ideas beyond their ranked choices. The strongest themes were a dedicated pump track / skate area, more adventure or nature-based play (including options for older kids and teens), and practical improvements that help day-to-day use such as toilets/change facilities, shade and seating, and better maintenance. A smaller group said they would prefer no extra facilities.

Vision for Clifton Beach (Q12)

Across responses, the strongest vision for Clifton was to keep its relaxed, coastal village feel. People described Clifton as a place that is quiet, natural and not overdeveloped, and they want that character protected as the area changes over time.

At the same time, many respondents want the basics lifted to match how heavily the area is used, especially in summer and during surf-related activity. Common priorities included upgraded toilets and change facilities, improvements around the surf club area, and practical upgrades that support families, school groups and visitors without turning Clifton into a “built up” destination.

A third theme was day-to-day function and safety, such as better walking and pram or wheelchair-friendly routes (including Bicheno Street), clearer connections between key places, and better management of parking, traffic and congestion during events.

Some respondents also raised broader place issues that shape their “vision” but sit beyond the Master Plan’s scope, including public transport, phone and internet coverage, town water, inundation of Bicheno Street, and concerns about fish farming.

Top themes:

- Keep Clifton quiet, low-density and not overdeveloped
- Protect natural values, native vegetation and wildlife
- Upgrade basic facilities (especially toilets and change areas) and improve the surf club precinct interface
- Safer, more connected walking routes, including Bicheno Street footpaths
- Better parking and traffic management on peak days and during events
- More spaces for community connection (small cafe or “coffee spot”, sheltered gathering areas, events)
- Better recreation options for kids and teens (such as bike or skate facilities)

Conclusion

Overall sentiment is supportive but protective. People want a master plan that improves the basics and makes Clifton work better year-round and on peak summer days, without losing the quiet, natural, low-key character that makes the place special. The strongest theme was “fix what’s not working, don’t overbuild it”.

Respondents prioritised practical upgrades over big new structures. Clean, functional toilets and showers, somewhere to get changed, and better all-abilities access came through strongly, along with safer and easier movement between the car park, surf club, play park and the beach.

Parking, traffic and event congestion were common pain points, particularly where they spill into local streets.

Families and young people featured strongly. There was clear interest in more to do for older kids and teens, especially a formal pump track, skate or bike space, plus more adventurous or nature-based play. Views were mixed on informal bike jumps in Buckland Reserve, with some calling for a designated area to reduce conflict and improve safety.

Location feedback was consistent, with Social Map pins clustering around the surf club and main car park, Buckland Reserve, and key walking routes.

Environmental protection was also central, including dune care and reducing informal cut-throughs, planting and weed management. Input from Parks and Wildlife highlighted the need to consider natural and cultural values, approvals on reserved land, and future risks such as inundation and bushfire.

Across the feedback, the non-negotiables were fit-for-purpose amenities, safe and accessible paths, better peak-day parking and movement, protecting dunes and natural values, options for kids and teens, and keeping Clifton’s relaxed and coastal character.