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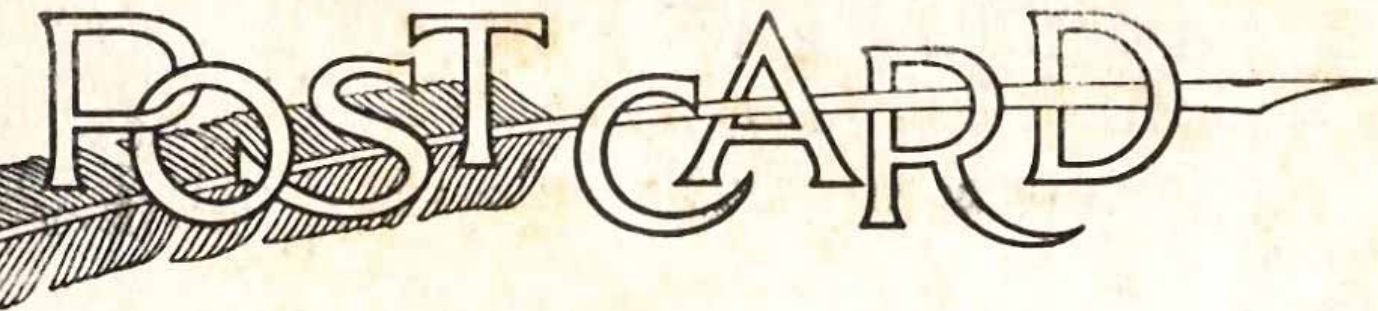
# A few postcards from the beach

Thomas Schlacher

University of the Sunshine Coast



# POSTCARD



CORRESPONDENCE

ADDRESS

1. What beaches do for us.
2. Beaches are more than sand.
3. Killing the sandy goose that lays the golden egg.
4. Towards a brighter future for beaches.
5. A vision: the SC as a global innovator in urban beach renewal







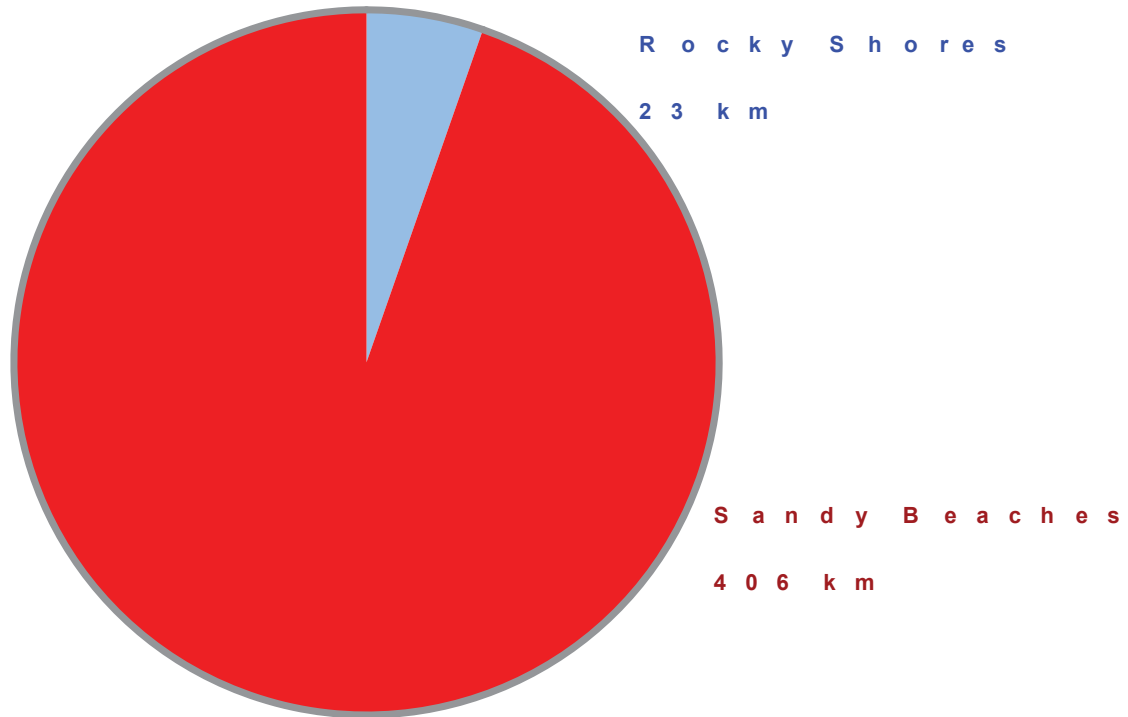
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**Beaches dominate  
our coastline**

L i f e   i s   a   B e a c h   i n   S E   Q u e e n s l a n d



L e n g t h   o f   e x p o s e d   c o a s t l i n e   b e t w e e n   F r a s e r   I s l a n d   a n d   N o r t h   S t r a d b r o k e   I s l a n d





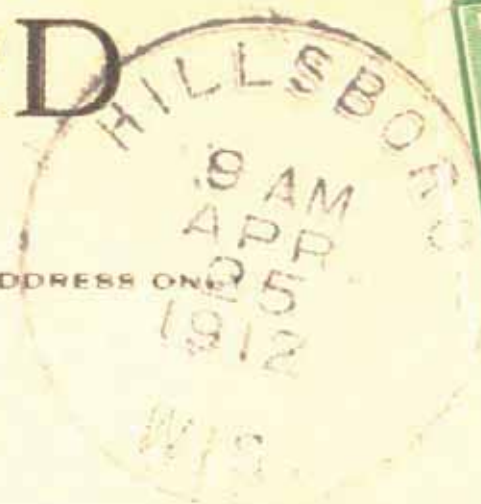
**WARNING**  
LIFEGUARD STATION  
KEEP CLEAR

Mesta

# POST CARD

MESSAGE ON THIS SIDE.

FOR ADDRESS ONLY

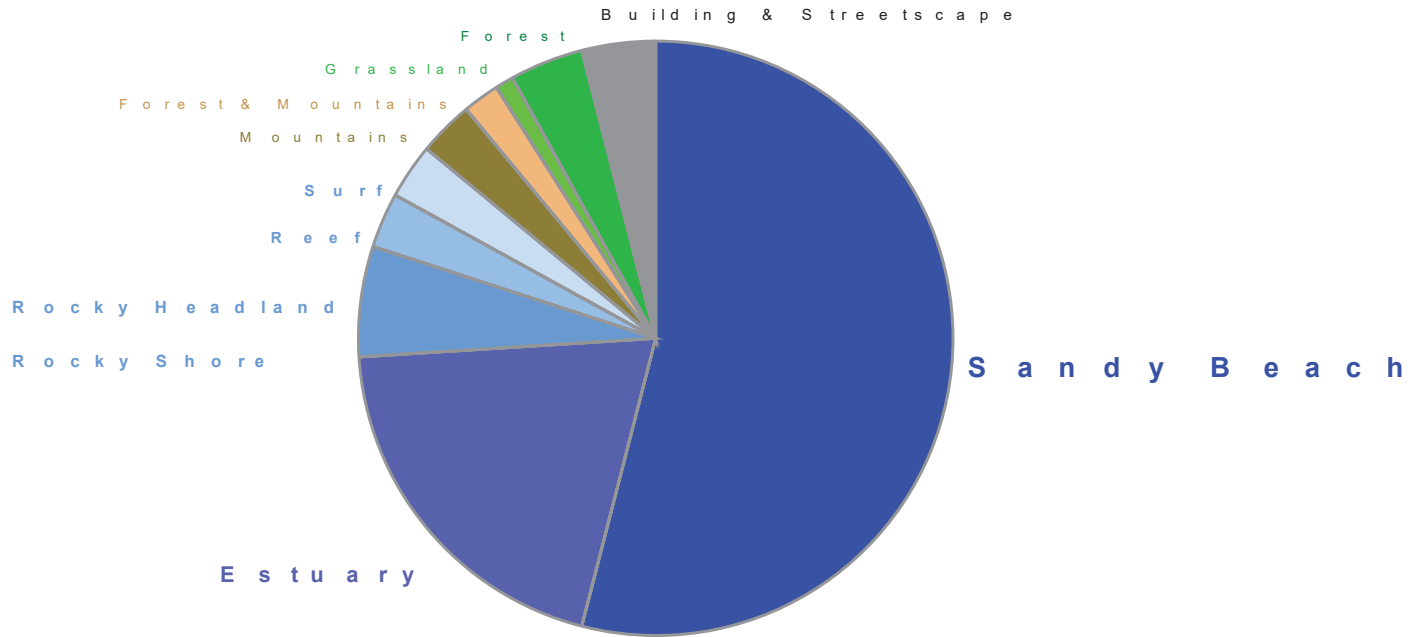


**Beaches  
are  
cultural  
icons**

To:  
Environmental  
Psychologists







## Natural Features

**Marine** 86%

**Terrestrial** 10%

**Man-Made Structures** 4%







# POST CARD

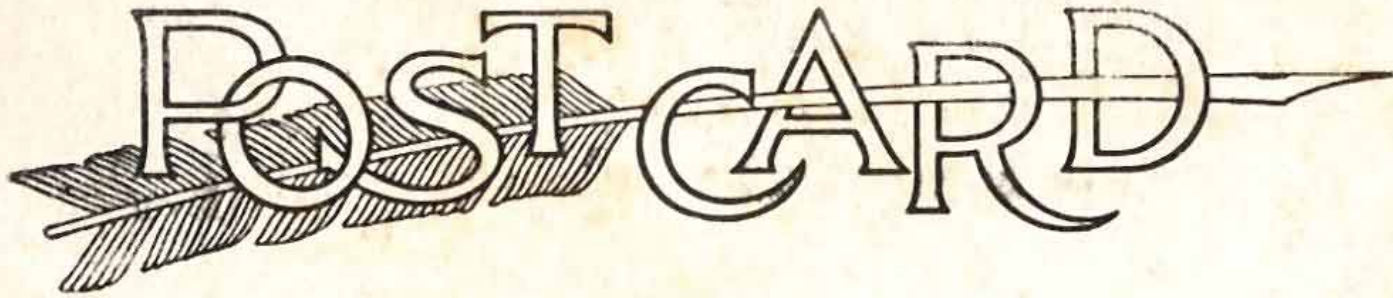
MESSAGE ON THIS SIDE

FOR ADDRESS ONLY



**Beaches are  
irreplaceable  
recreational  
assets**





CORRESPONDENCE

ADDRESS

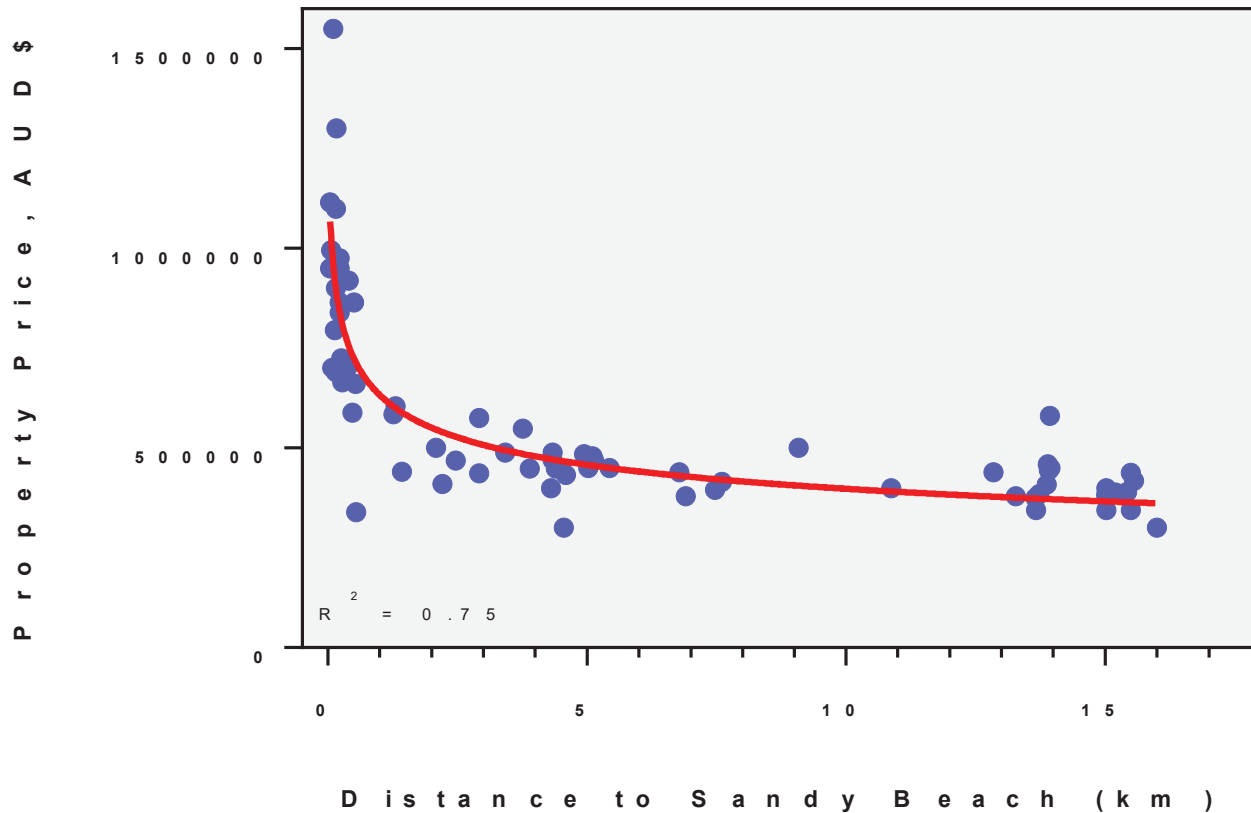
Beaches are  
**prime real  
estate**

To:

Economists,  
Investors, People  
wearing white  
shoes, Local  
Councils, Real  
Estate Sharks,







**How far a property is from the beach explains  $\frac{3}{4}$  of the variation in house prices!**

Source:

realestate.com.au + Google Earth; Search: 23 Aug 2016, Sunshine Coast









Beaches are  
not mere  
piles of  
sand, but  
**Ecosystems**



To:  
Engineers,  
Environmental  
Managers, 4WD-  
drivers,  
Politicians,  
Council, Queensland  
Parks & Wildlife



# Beach ecosystems contain surprising biodiversity



STAMP

POST CARD

To:  
Coastal Managers  
Developers  
Real Estate  
Agents

## THE NEW FERRY PIER.

Penang is the second big city in Malaysia. It is separated from the mainland by the two mile stretch Straits of Malacca, and because of this, its communication with the mainland depends on ferry-boats. Renovation has given the New Pier its present splendid outlook. It is important for the import and export trades.

PENANG-MALAYSIA

 86. 100.129 272.085

S. ABDUL MAJEED + CO  
PG + KL















































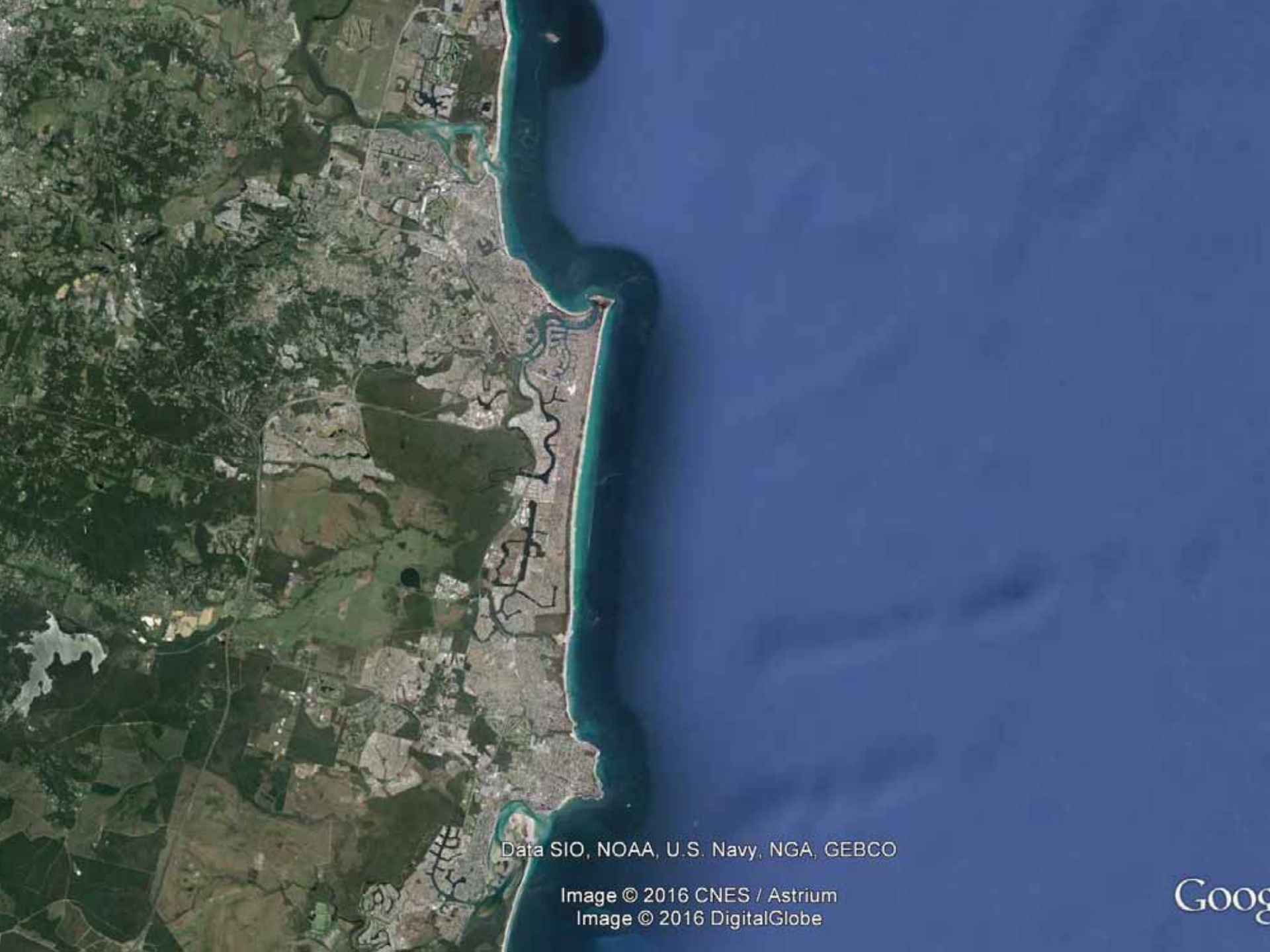






1. **Avoid strip developments**
2. **Beaches are soft and move - never build close to beaches**
3. **Beaches are not roads**
4. **Small reserves do not work**
5. **Beaches gone to the dogs (and foxes)**





Data SIO, NOAA, U.S. Navy, NGA, GEBCO

Image © 2016 CNES / Astrium  
Image © 2016 DigitalGlobe

Goog















L'adresse seule doit être écrite de ce côté

بجانب عنوان البريد فقط

اتحاد البريطة العام  
مصر  
تذكرة بريد

UNION POSTALE UNIVERSELLE  
ÉGYPTÉ  
CARTE POSTALE



“Re-thinking”  
beaches for a  
brighter future





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**Beach Ecosystems have  
strong values for all  
of us**













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**Environmentally  
sensitive ways to  
manage beaches**





RENAULT

GROSVENOR

C29106

Match every day

9374



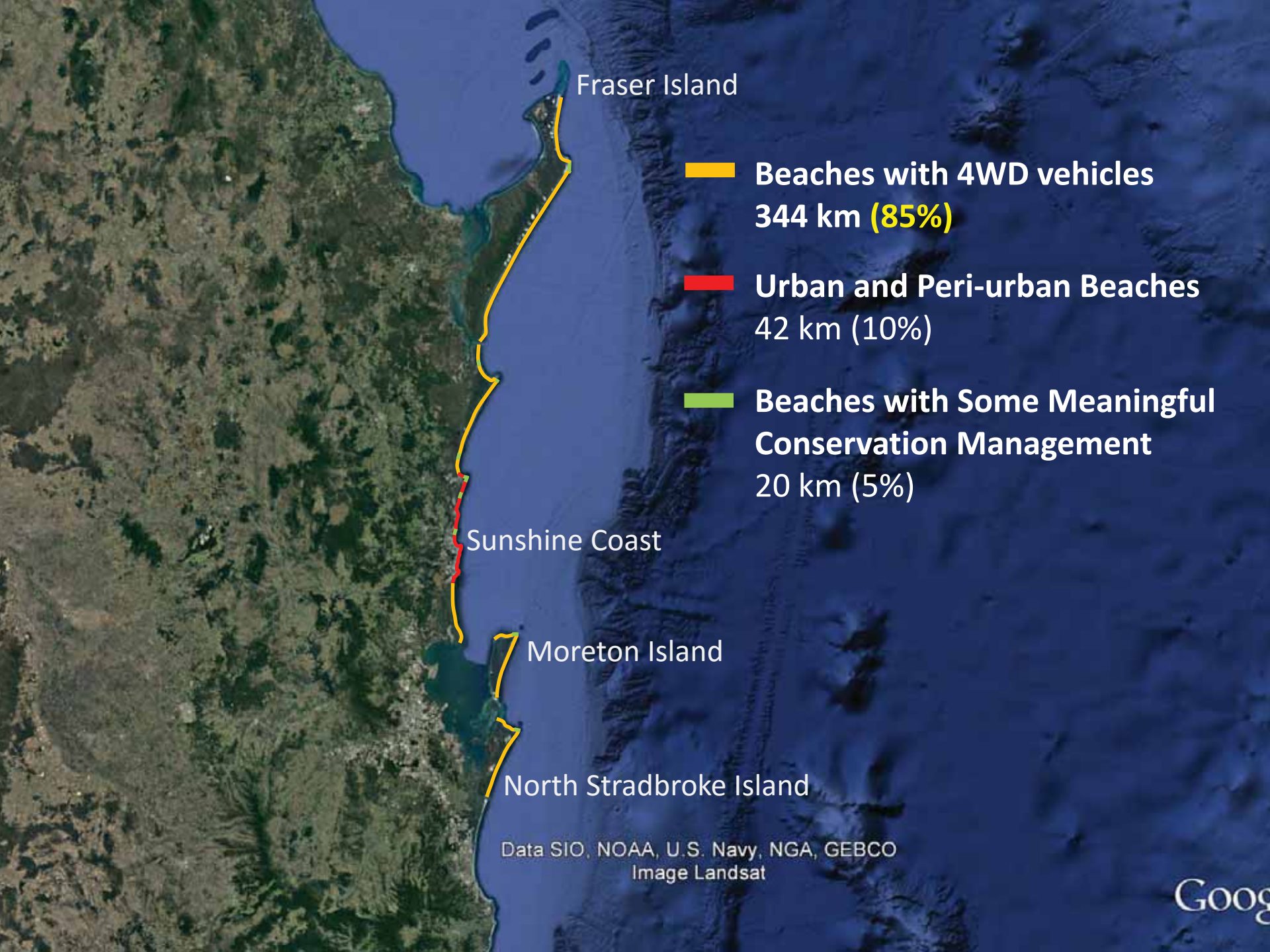
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**Think bigger:  
a regional focus for  
true conservation**





Fraser Island

**Beaches with 4WD vehicles**  
344 km (85%)

**Urban and Peri-urban Beaches**  
42 km (10%)

**Beaches with Some Meaningful Conservation Management**  
20 km (5%)

Sunshine Coast

Moreton Island

North Stradbroke Island

Data SIO, NOAA, U.S. Navy, NGA, GEBCO  
Image Landsat

Goog



# Conservation Status of Beaches in SE Queensland

	No dogs	Dogs
<b>Urban</b>	<b>0 km</b> 0%	<b>42 km</b> 10%
<b>Parks + 4WDs</b>	<b>275 km</b> 64%	<b>69 km</b> 16%
<b>Conservation</b>	<b>8 km</b> 2%	<b>12 km</b> 3%

Total length of exposed coastline from Fraser Island to North Stradbroke Island: 429 km









**Vision:**

**The Sunshine Coast  
is *the* global leader in  
innovative beach and dune  
renewal on urbanized  
Coastlines.**



ecosystem services  
restoration  
no raking  
regional planning  
habitat quality  
equitable uses values educational assets  
sharks  
groundwater  
social norms  
use types  
raptors  
oystercatchers  
rays  
vegetation  
birds  
tourism  
nourishment  
raptors  
information  
litter  
foxes  
visitors  
expectations  
plover  
urban beaches  
dynamic dunes  
eco-tourism  
wildlife  
surf-zone fishes  
effective reserves  
traffic-free

