

Bunbury Outer Ring Road

Aboriginal industry sentiment survey results

Research survey #2, June 2023



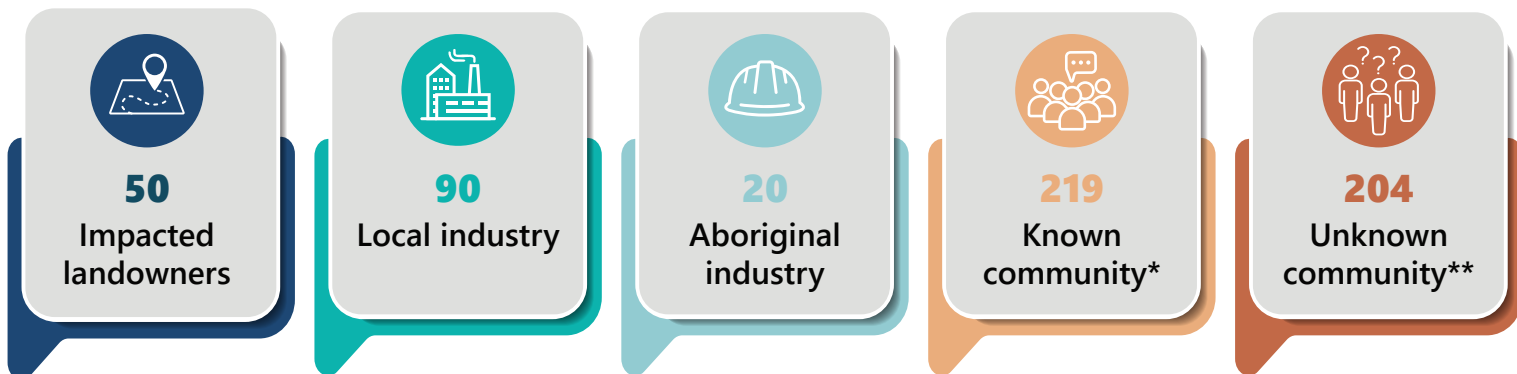
Australian Government



The South West Gateway Alliance (SWGA) is managing works on the Bunbury Outer Ring Road (BORR) on behalf of Main Roads. SWGA in partnership with independent research firm Metrix Consulting, conducts bi-annual research surveys to understand the general sentiment towards the BORR project and are used to evaluate the effectiveness of engagement and communications activities on the project.

The first round of research was conducted by Metrix in October 2022. The second and most recent round was conducted in April and May 2023.

In April 2023 a total of 583 individuals were contacted as part of the research from five audience groups: impacted landowners, local businesses, Aboriginal businesses, known community and unknown community. Contacts for the landowners, both industry groups and known community audiences were supplied by the SWGA, while the unknown community group was recruited through an independent fieldwork provider.



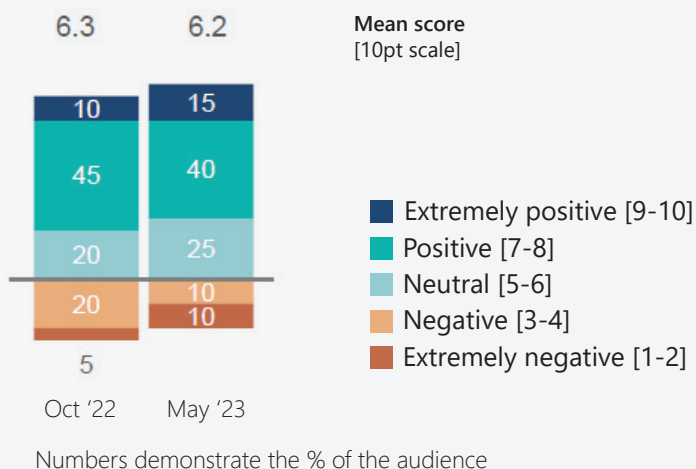
*The known community is defined as those who are subscribed to project updates.

**The unknown community is defined as non-subscribers to the project.

This data represents a statistically valid sample of the broad community.

An overview of the Aboriginal industry results is provided below.

Aboriginal industry sentiment towards the BORR project



Due to limited sample size of Aboriginal businesses, all results are indicative and have a margin of error 22%. Please note the "don't know" responses have been excluded and NET results may equal +/- 1% due to rounding.

Aboriginal businesses were asked about their general sentiment towards BORR.

The percentage of respondents expressing positive or extremely positive sentiment has remained steady since the first survey while the number of respondents expressing negative or extremely negative sentiment has decreased over the last six months.



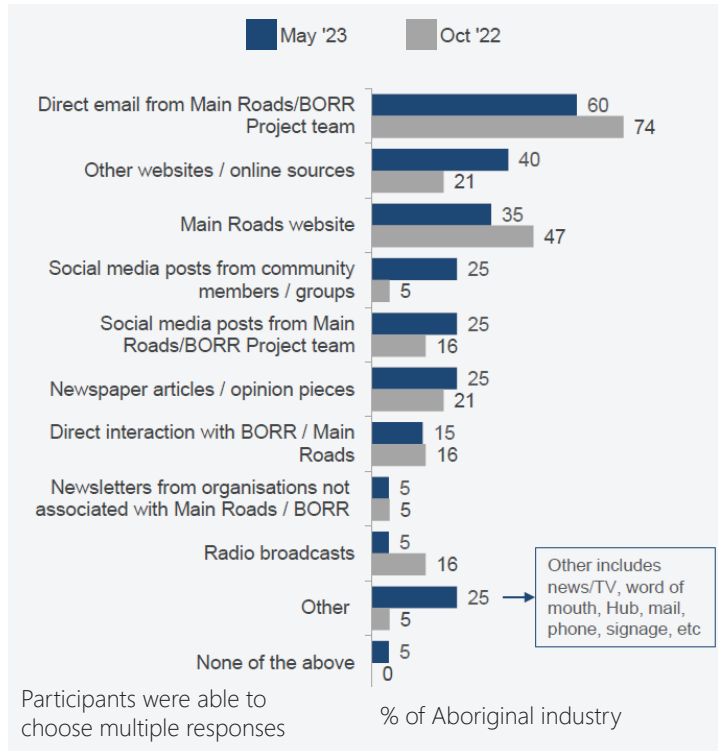
Aboriginal business UMCC roller on site

Bunbury Outer Ring Road

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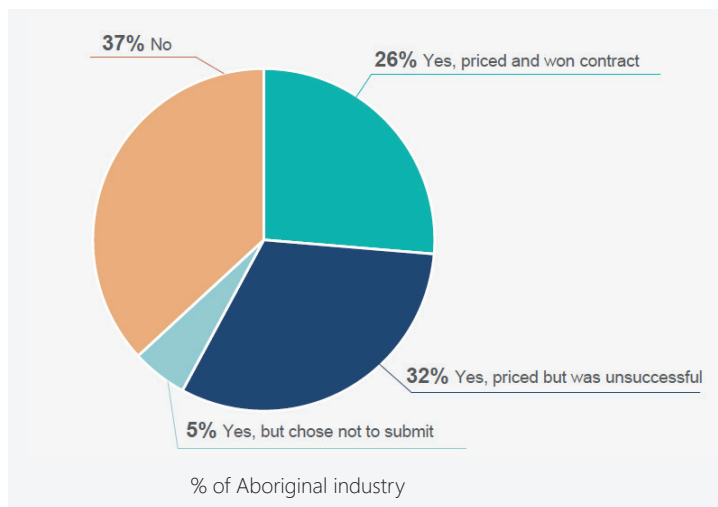
Sources of information

Feedback from Aboriginal industry participants indicated that direct emails from the project team were the most widely relied upon source of information. The Main Roads website is also a consistent source of information. In May 2023, Aboriginal businesses noted an increase in information from other, non-project based online sources.



Aboriginal industry involvement on BORR

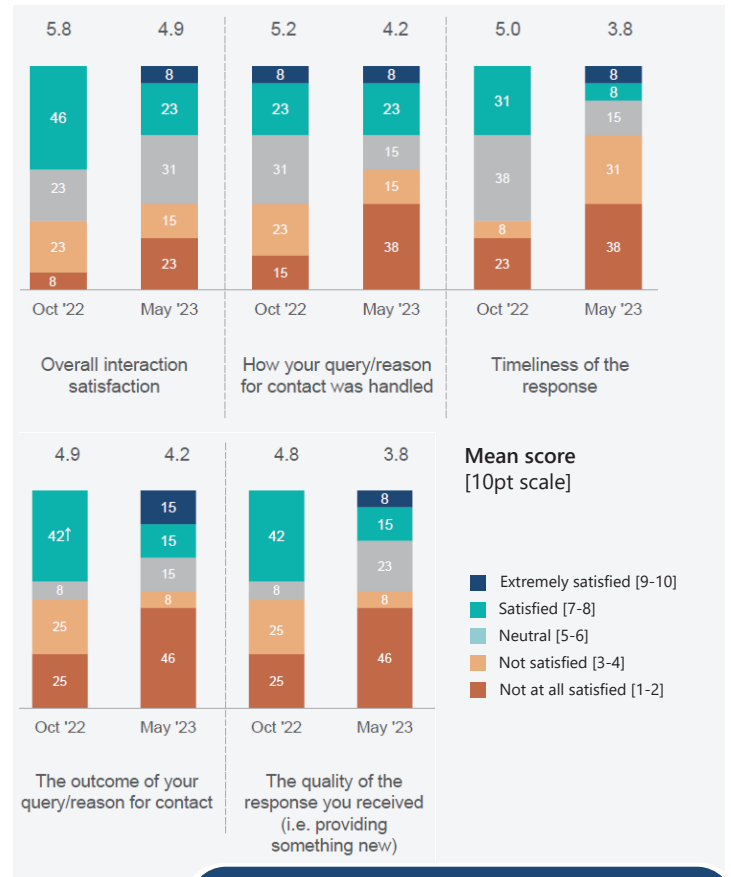
63% of Aboriginal industry survey participants reported having been invited to tender on work for the project.



For information regarding upcoming work packages that may be relevant to your business capabilities please contact Scott Radici, Local Content Advisor, by emailing enquiries@swgateway.com.au.

Satisfaction with SWGA team interactions

65% of businesses surveyed have had direct interaction with the SWGA team. We will continue to work towards responding to and proactively approaching suitable Aboriginal businesses for participating in tendering for relevant scopes of work.



We remain dedicated to working with Aboriginal businesses for sustainable business outcomes. To end June 2023, SWGA has worked with 39 Aboriginal businesses and awarded over \$39m worth of contracts to Aboriginal businesses.

"I used to live down in Bunbury and I feel it will be helpful by diverting large trucks and vehicles from the main areas in peak hours."
- Aboriginal Industry



BORR overpass of Golding Crescent, Ferguson River, Freight Rail and Boyanup-Picton Road