

Bunbury Outer Ring Road

Aboriginal industry sentiment survey results

Research survey #3, November 2023

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

The first round of research was conducted in October 2022, the second round was in May 2023, and the third and most recent round was conducted in November 2023.

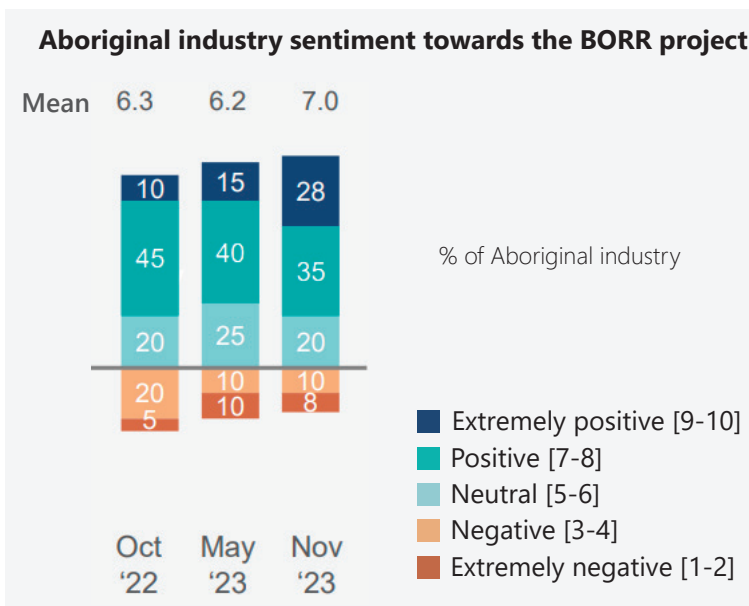
In November 2023, 538 individuals were surveyed across the following five stakeholder categories.



*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.



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

General sentiment towards BORR

Audiences were asked how they feel about the BORR project. Participants from the Aboriginal industry indicated a significant increase in extremely positive sentiment towards the project.



Local Aboriginal artists, Dellas and Korrine Bennell-Yarran from Karrak Designs at the Yalinda Drive bridge

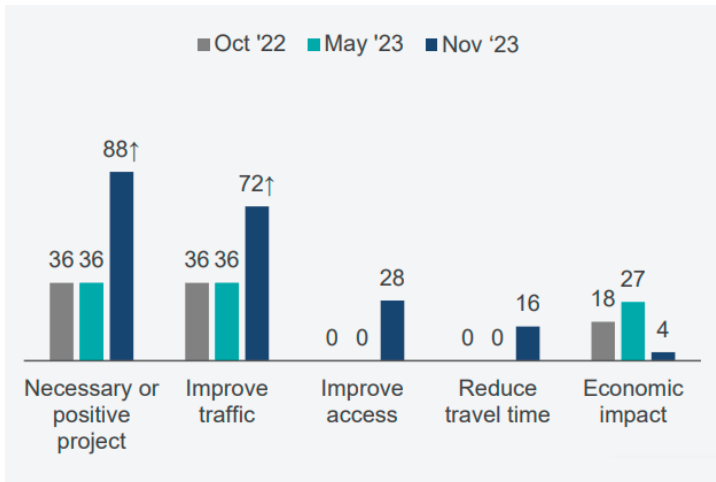
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Drivers of improved sentiment towards BORR

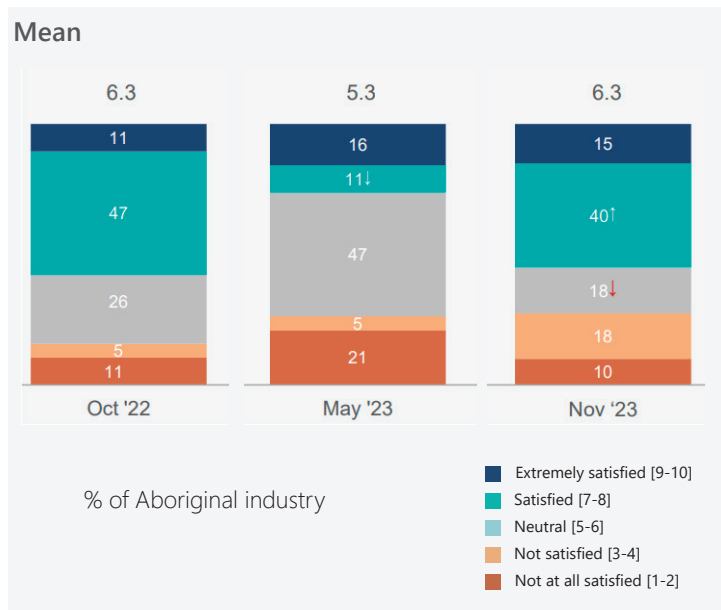
The key drivers in the positive sentiment amongst the Aboriginal industry were increases in perceptions that the project is necessary and will bring positive improvements in traffic conditions.

New drivers of positive sentiment included improved accessibility to the region and reductions in travel time.



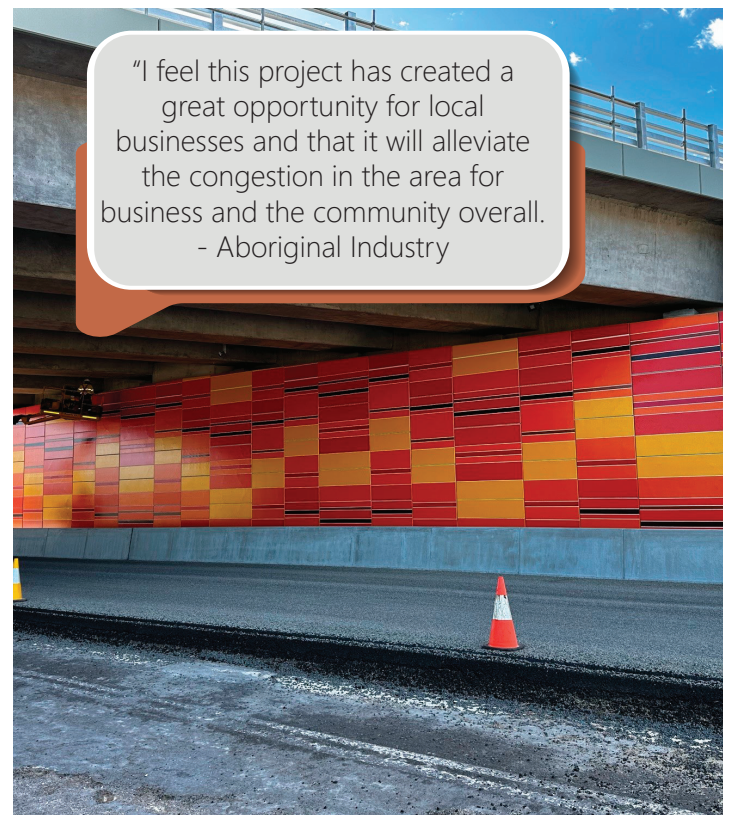
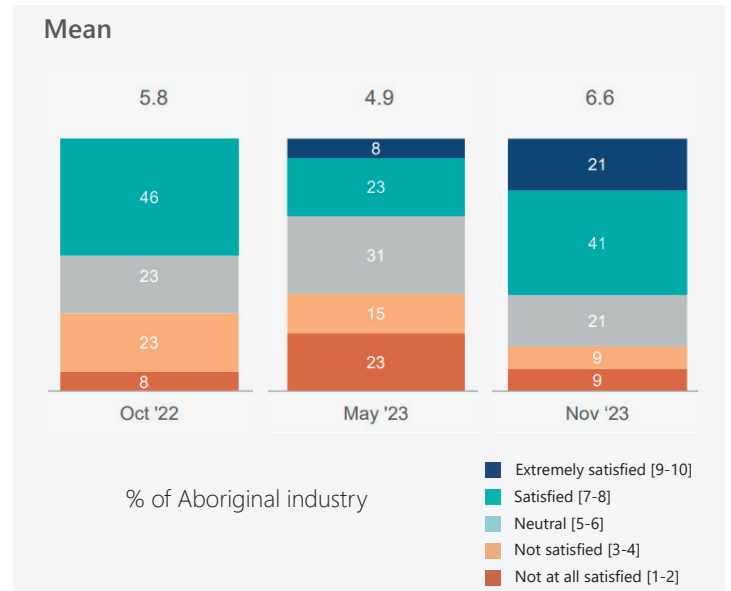
Perception of information quality

Sentiment among the Aboriginal industry towards the quality of overall information provided by the BORR team has shifted from being relatively neutral to being significantly good and extremely good. Some progress has been made by the Alliance in addressing the negative perceptions relating to the quality of the information we provide.



Satisfaction with the BORR team

Overall levels of satisfaction with team interactions among Aboriginal industry have significantly improved with the highest level of extremely satisfied sentiment—21 per cent—and the lowest level of not satisfied and not at all satisfied sentiment—18 per cent. 62 per cent reported to be satisfied or extremely satisfied.



South Western Highway (north) interchange