

# Bunbury Outer Ring Road

## Stakeholder and community 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.



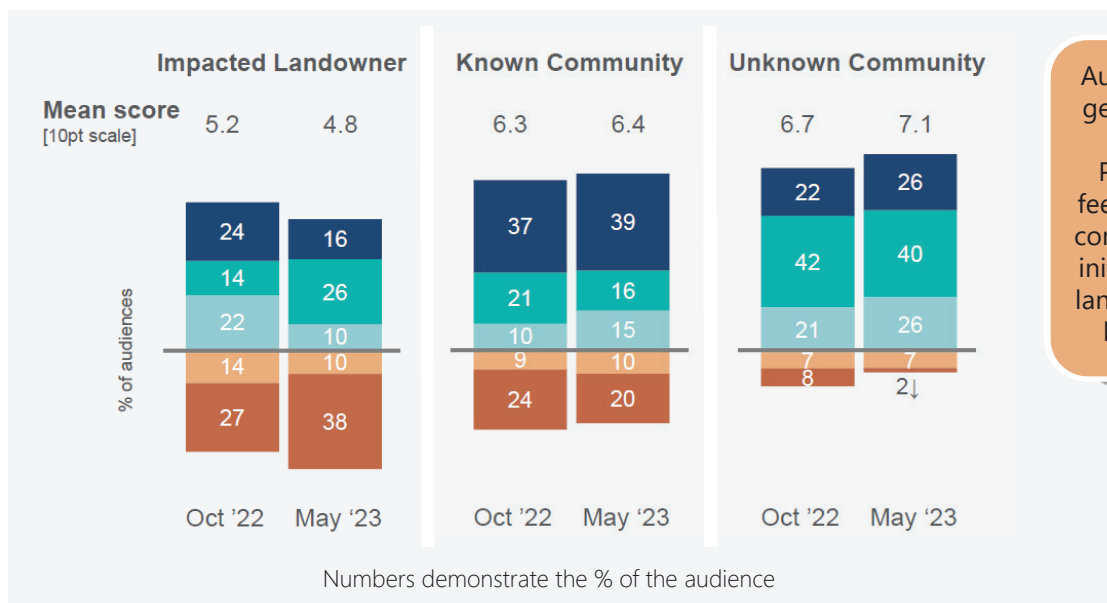
\*The known community is defined as those who are subscribed to project updates.

\*\*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 results from impacted land owners, known community and unknown community is provided below.

Please note the "don't know" responses have been excluded and NET results may equal +/- 1% due to rounding.

### Sentiment towards the BORR project



Audiences were asked about their general sentiment towards BORR.

Positive and extremely positive feedback/sentiment in the general community has increased since the initial survey with the exception of landowners whose properties have been impacted by the project.

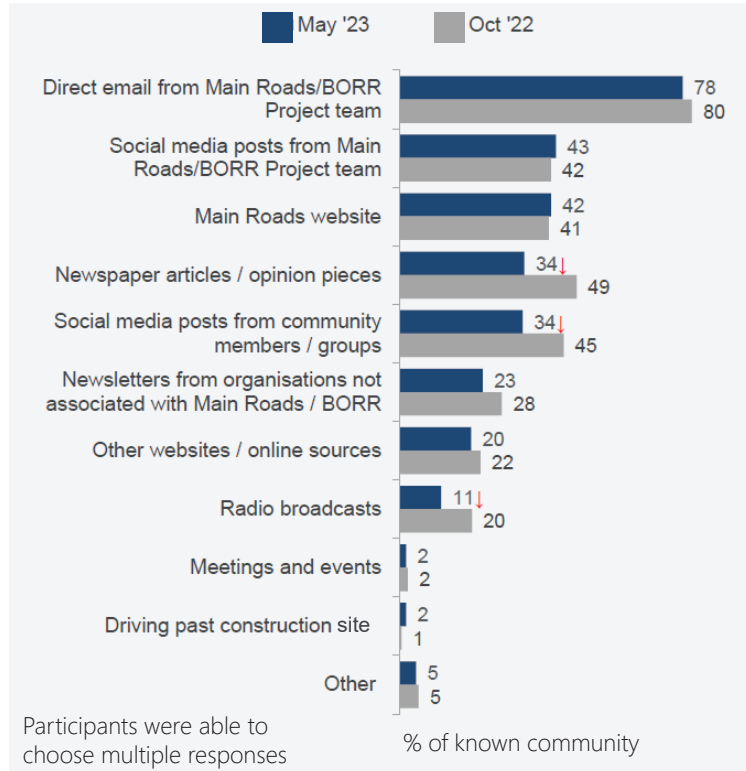
- Extremely positive [9-10]
- Positive [7-8]
- Neutral [5-6]
- Negative [3-4]
- Extremely negative [1-2]

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## Stakeholder sentiment survey results

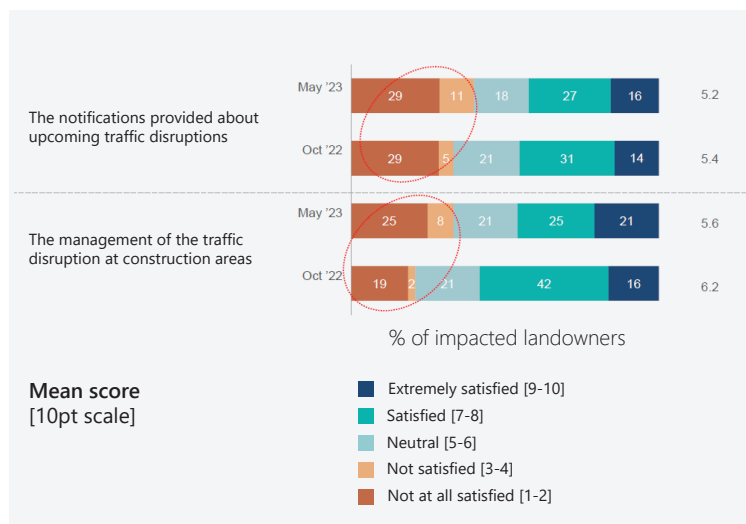
### Information sources amongst the community

Amongst the known community, information and communication is still mostly sourced directly from the SWGA team and through official channels with social media as the second most commonly cited source. In the unknown community, general media and social media make up the majority of the sources of information.



### Traffic disruptions for impacted landowners

We recognise the impact of traffic disruptions on the community and landowners. We reinforce our commitment to minimising ongoing traffic disruption where possible whilst acknowledging a certain level of inevitable disruption on the project.

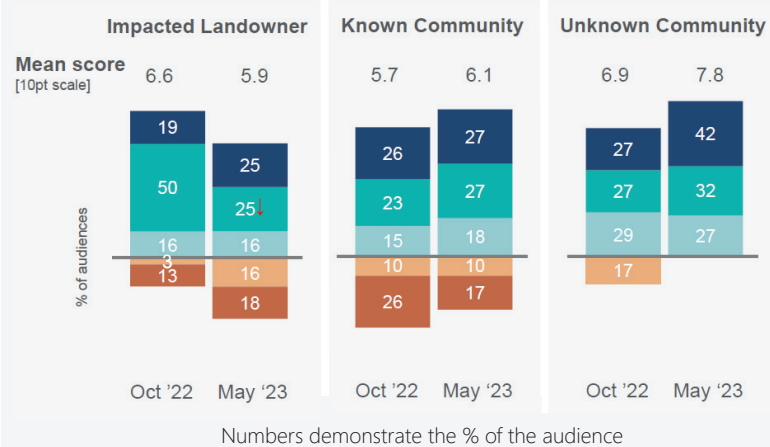


### Community sentiment towards communications

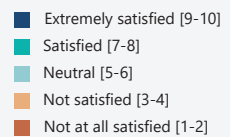
Over the last six months sentiment amongst the known community towards the clarity and quality of communications has increased. Sentiment amongst the unknown and known community has improved slightly.

Similarly, sentiment amongst both the known and unknown communities regarding engagement with the SWGA team has improved noticeably. There has been an impact on landowner sentiment as the construction project has progressed. We understand the construction impacts on residents and are working with the community to minimise disruption.

### Satisfaction with SWGA team interactions



We remain committed to continually working and communicating with landowners. Ongoing initiatives, such as the introduction of construction updates for residents along the southern section of the project, are being developed and implemented to minimise negative experiences wherever possible.



"It is a well planned project which has been in the Greater Bunbury Region Scheme for 40 plus years. Will benefit the whole of the Bunbury Region."  
- Known Community

South Western Highway (north) interchange