

# Bunbury Outer Ring Road

## Local 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.

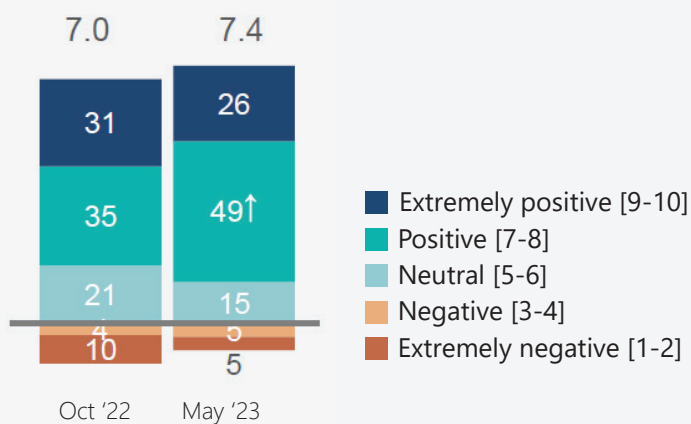


\*The known community is defined as those who are subscribed to project updates.

\*\*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 local industry results is provided below.

### Local industry sentiment towards the BORR project



Numbers demonstrate the % of the audience

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

General local industry sentiment has improved over the six months since the first survey with more businesses providing positive and extremely positive feedback.



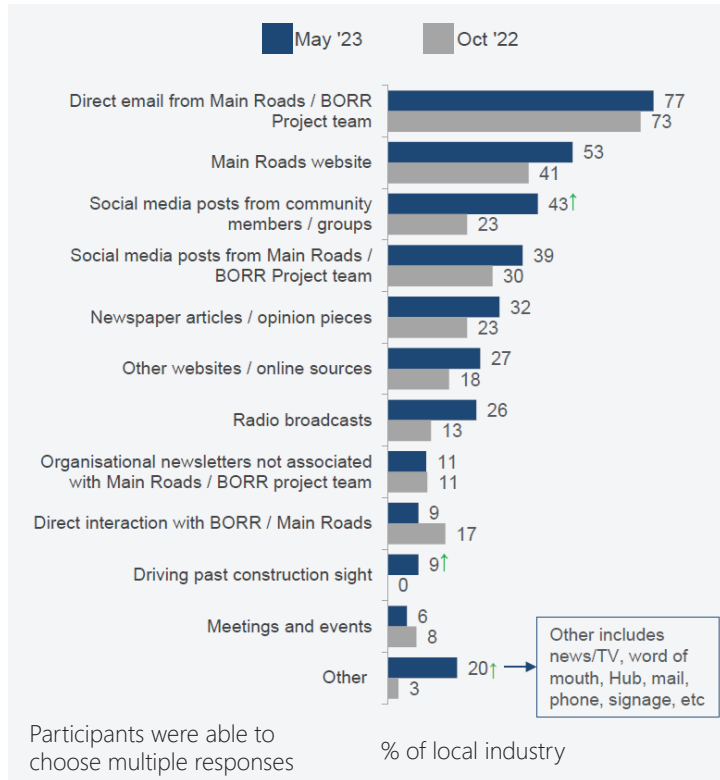
Local business Doust Grader Services machine at the Raymond Road construction site

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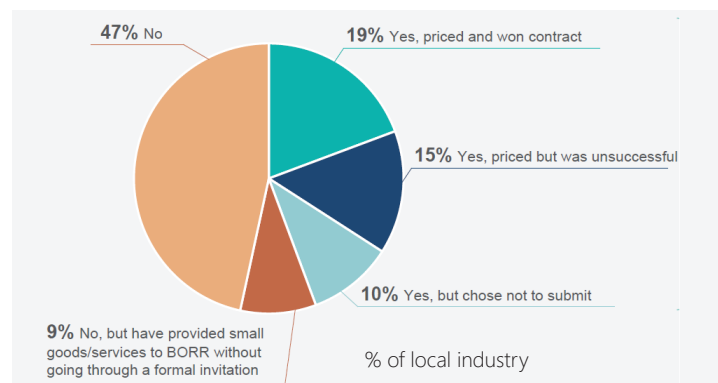
### Email is still the favoured source of information

Direct email updates from the Main Roads and SWGA team are still local industry's favoured ways of keeping informed on the project. The website and social media posts remain popular as well with the percentages of stakeholders reporting accessing all three channels increasing since the last survey.



### Local industry working on BORR exceeds 50%

In response to the survey, more than 50% of all local industry stakeholders reported either being invited to tender or having worked directly with the SWGA team to provide goods/services.



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](mailto:enquiries@swgateway.com.au).

### Local industry sentiment towards overall interactions

Local industry sentiment towards overall interactions with the SWGA team remains positive among businesses who have priced a tender on BORR, regardless of success.



We continue to prioritise support for local businesses and industry as part of our Commitments. To end June 2023, SWGA has committed \$517.2m to local businesses and spent \$242.5m. We have engaged with 305 separate businesses with 81 receiving spends in excess of \$50,000 and 35 businesses with spend of over \$1m.



"It's great for the region, and for local business, it's great for employment, all the people that have been employed for the project."  
- Local Industry

Raymond Road interchange