

# Bunbury Outer Ring Road

## Local industry sentiment survey results

Research survey #3, November 2023



Australian Government

BUILDING AUSTRALIA



mainroads  
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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.

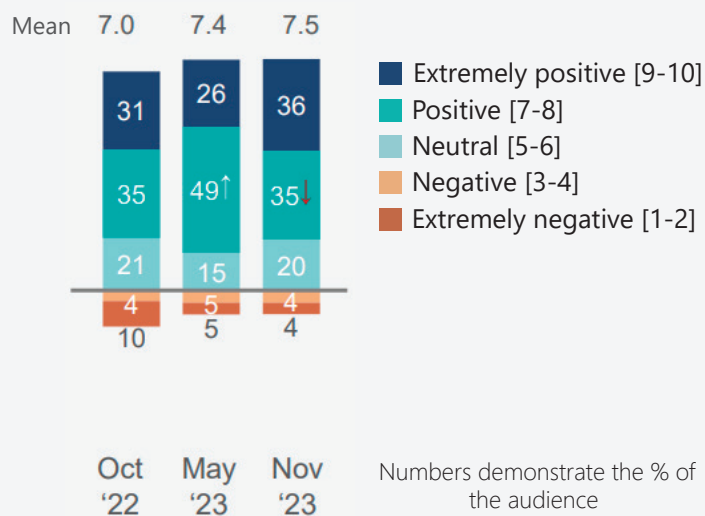


\*The known community is defined as those who are subscribed to project updates.

\*\*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 local industry results is provided below.

### Local industry sentiment towards the BORR project



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. The local industry indicated a significant increase in extremely positive sentiment towards the project and decrease in negative sentiment.



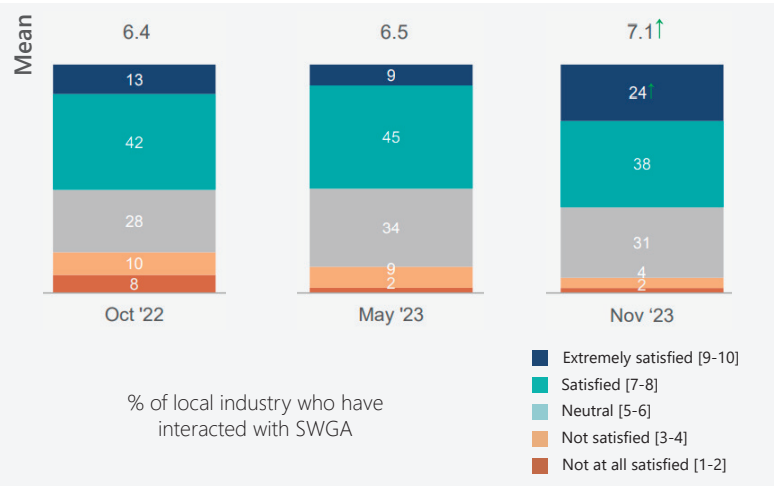
Sandover Contracting working on the Bunbury Outer Ring Road project

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### Sentiment regarding communications among local business

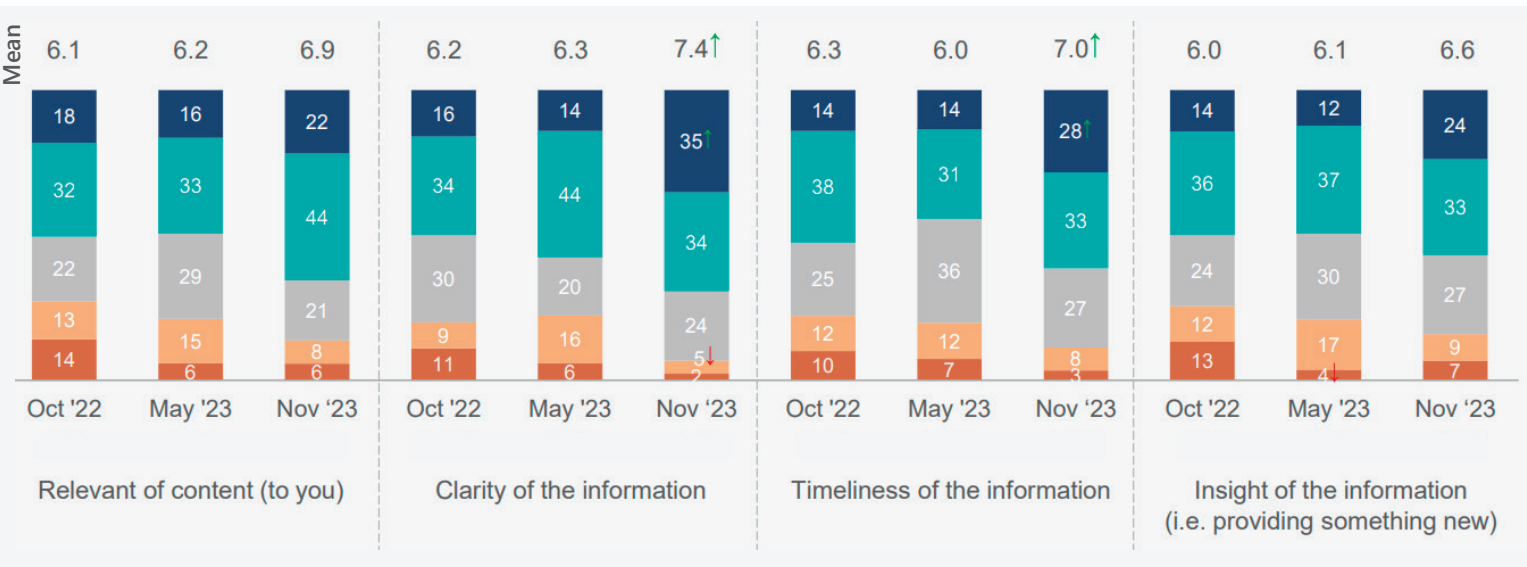
Local industry has reported an increase in satisfaction with the quality of the project teams' engagement and communications.



Raymond Road interchange

### Perceptions of factors driving sentiment

Clearer and more timely information was identified as the driving contributing factors in increasingly positive perceptions of information quality.



### Satisfaction with SWGA interactions

Local industry has reported an increase in satisfaction with the quality of the project teams' engagement and communications.

