

# Bunbury Outer Ring Road

## Stakeholder and community sentiment survey results

Research survey #1, October 2022



Australian Government



In September and October 2022, research was conducted by the South West Gateway Alliance (SWGA) in partnership with independent research firm Metrix Consulting, to understand sentiment towards the Bunbury Outer Ring Road (BORR) project and to evaluate the effectiveness of engagement and communications activities on the project.

This was the first round of research, which will be undertaken every six months until the end of the project. As of May 2023, the next round of surveys is currently underway.

In total, 576 individuals were contacted for the research from five audience groups: impacted landowners, local businesses, Aboriginal businesses, known community and unknown community. Contacts for the landowner, industry and known community audiences were supplied by SWGA, while the unknown community group was conducted through an independent fieldwork provider. An overview of the results is provided below.



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

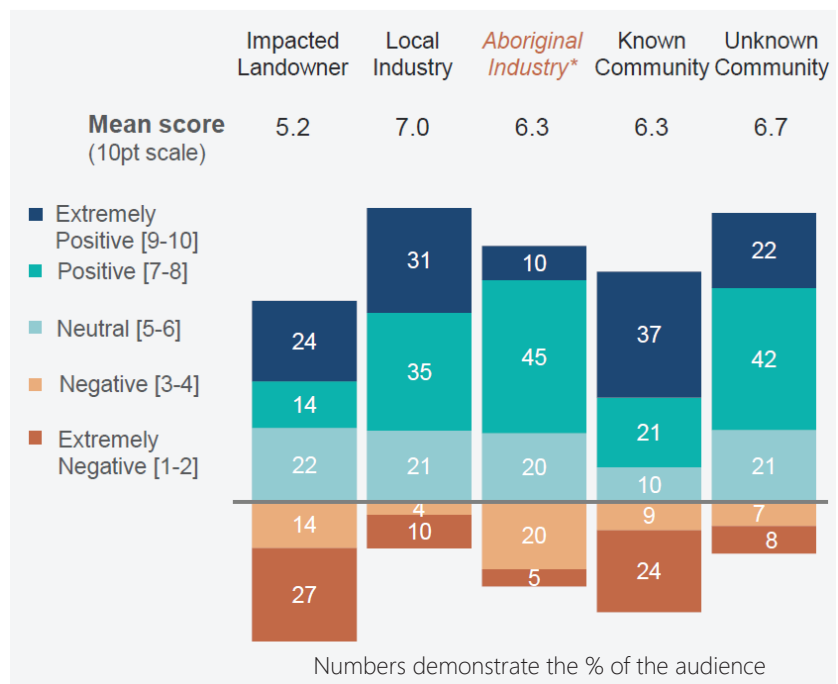
\*\*The unknown community is defined as non-subscribers of the project. This data represents a statistically valid sample of the broad community.

### Sentiment towards the BORR project

Audiences were asked what their sentiment was towards BORR project. The graph (pictured right) demonstrates the level of sentiment from each audience group.



Paris Road, Clifton Road and Forrest Highway interchange



Numbers demonstrate the % of the audience

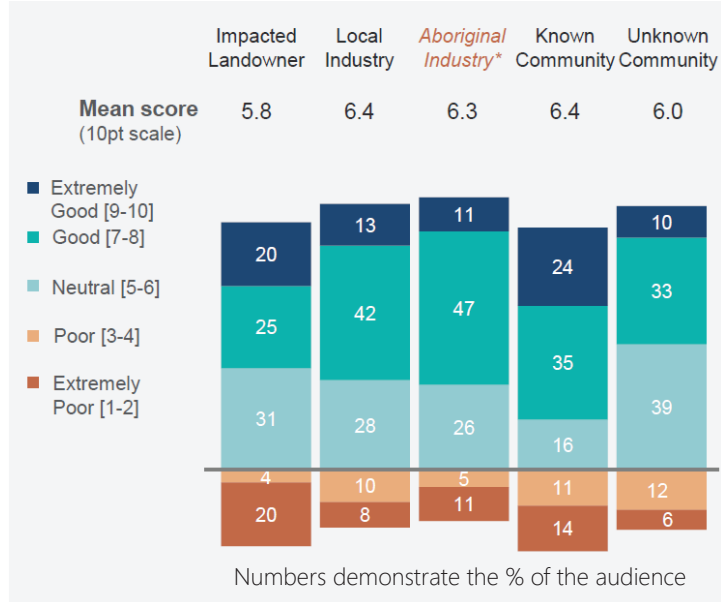
\*Limited sample - results are indicative

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## Stakeholder sentiment survey results

### Satisfaction with quality of project information

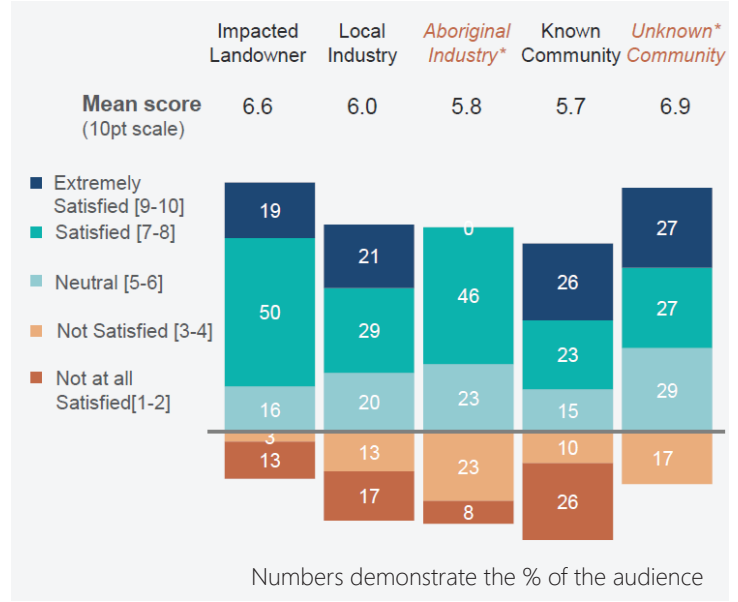
Audiences were asked to think about everything they have seen or heard about the construction phase of the BORR project and rate the quality of the information.



\*Limited sample - results are indicative

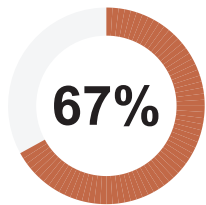
### Satisfaction with South West Gateway Alliance (SWGA) team interactions

Audiences were asked how satisfied they were overall with interactions they have had with the SWGA.

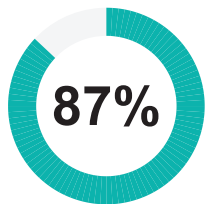


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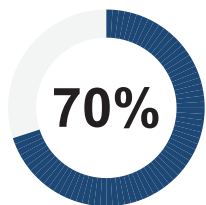
### BORR awareness among unknown community



Audiences were asked to identify infrastructure developments in regional WA. More than half (67%) of the unknown community were able to recall the project by name without prompting.



Audiences were asked if they were aware of the BORR project before today. Majority (87%) had heard of the project name.

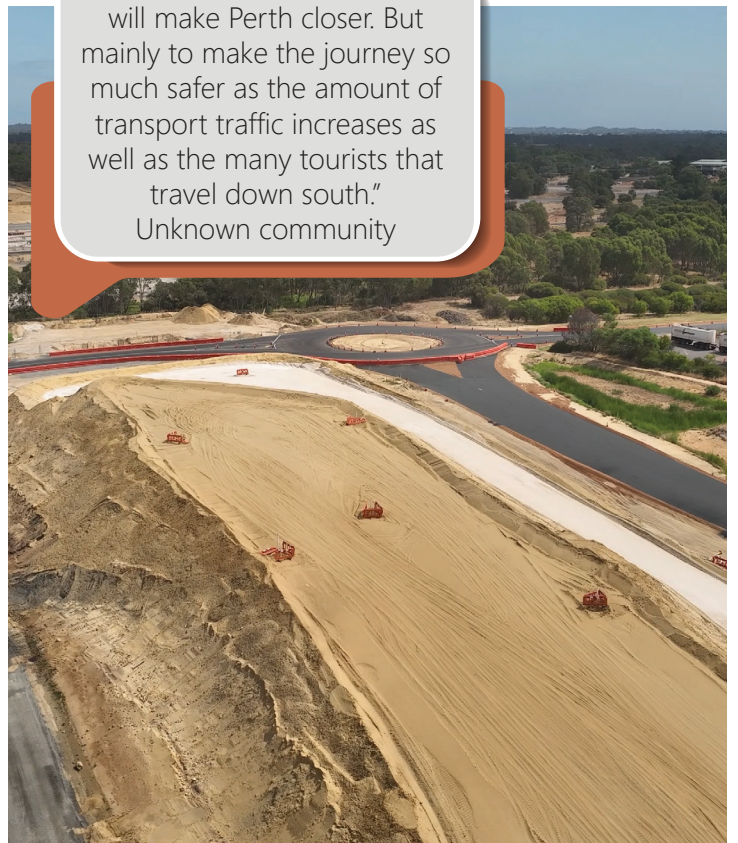


Audiences were asked how interested they were in the BORR project. Majority (70%) were somewhat and very interested in BORR.

### Following the survey

As a result of the research the SWGA has implemented targeted local business briefings and continues to work closely with Aboriginal businesses on upcoming work packages. The project team prioritise responding to project enquiries in a timely manner.

"I live in Busselton, so for me it will make Perth closer. But mainly to make the journey so much safer as the amount of transport traffic increases as well as the many tourists that travel down south."  
Unknown community



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