

# Binningup Desalination - Community Research

August 2007 – Wave 1



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# Background and Objectives

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- Earlier this year, plans for a proposed Desalination Plant north of Binningup were announced for construction in 2009. With some members of the local community having raised concerns about the Desalination Plant, the Water Corporation will embark on a research and consultation process with the affected communities.
- To provide insight into this process, a quantitative survey was conducted with local residents to evaluate key issues relevant to the Desalination Plant, such as:
  - Awareness
  - Support/Opposition
  - Perceived impact
  - Preferred communication channels for consultation
  - Information sought from the Water Corporation

# Approach

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- Telephone interviews were conducted with residents of the following areas:
  - Binningup
  - Myalup
  - Bunbury
  
- Emphasis was placed on maximising the response rate for each area (this was hindered by the high incidence of holiday homes in Binningup and Myalup).

	No. of households (approx)	Target sample	Sample size achieved
<b>Binningup</b>	450	75	88
<b>Myalup</b>	185	25	38
<b>Bunbury</b>	20,000	200	203
<b>Total</b>			329

# Key Findings

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## Awareness and Support

- While awareness of the Desalination plant and its location is high across the 3 areas, many residents still don't feel very well informed about its construction.
- While Myalup and Bunbury residents moderately support the construction, most Binningup residents oppose it.
  - The main reasons for opposition were concerns regarding the plant location and the impact on the environment and wildlife. Binningup residents also had additional concerns regarding noise levels and proximity to the Plant.

## Perceived Impact of the Desal Plant

- Binningup residents perceive the impact to be greater compared with other residents.
  - In particular, the impact on the marine and coastal environment, as well as the impact on the local community are key concerns for many residents.

# Key Findings

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## Communications and Information

- Many residents feel that they haven't been adequately informed regarding:
  - Reasons for selecting Taranto Road as the site
  - The environmental assessment process
  - Opportunities to be involved in the consultation process
  
- The majority of all residents would like to receive more information about the Desalination plant, with mail being their preferred delivery channel. Other channels which would be effective (according to residents) include:
  - Newspaper.
  - Community forum.
  - Shopping centre display.

**The feedback provided by residents in this research strongly indicate that the Water Corporation needs to demonstrate more pro-actively in informing and involving local residents in the consultation process.**

**In particular, Binningup residents should be a priority.**

# Awareness and Support



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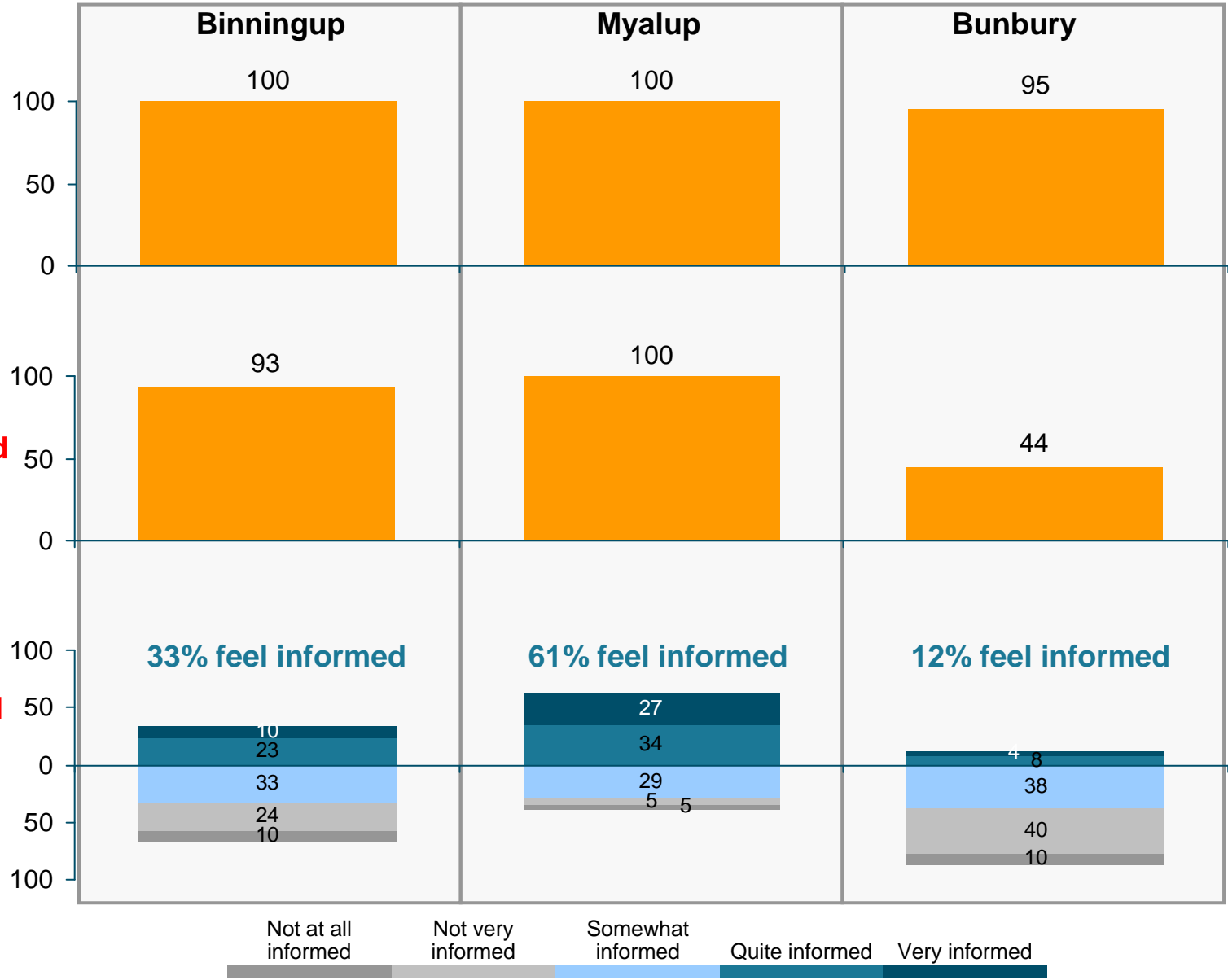
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# Awareness of the Desalination Plant

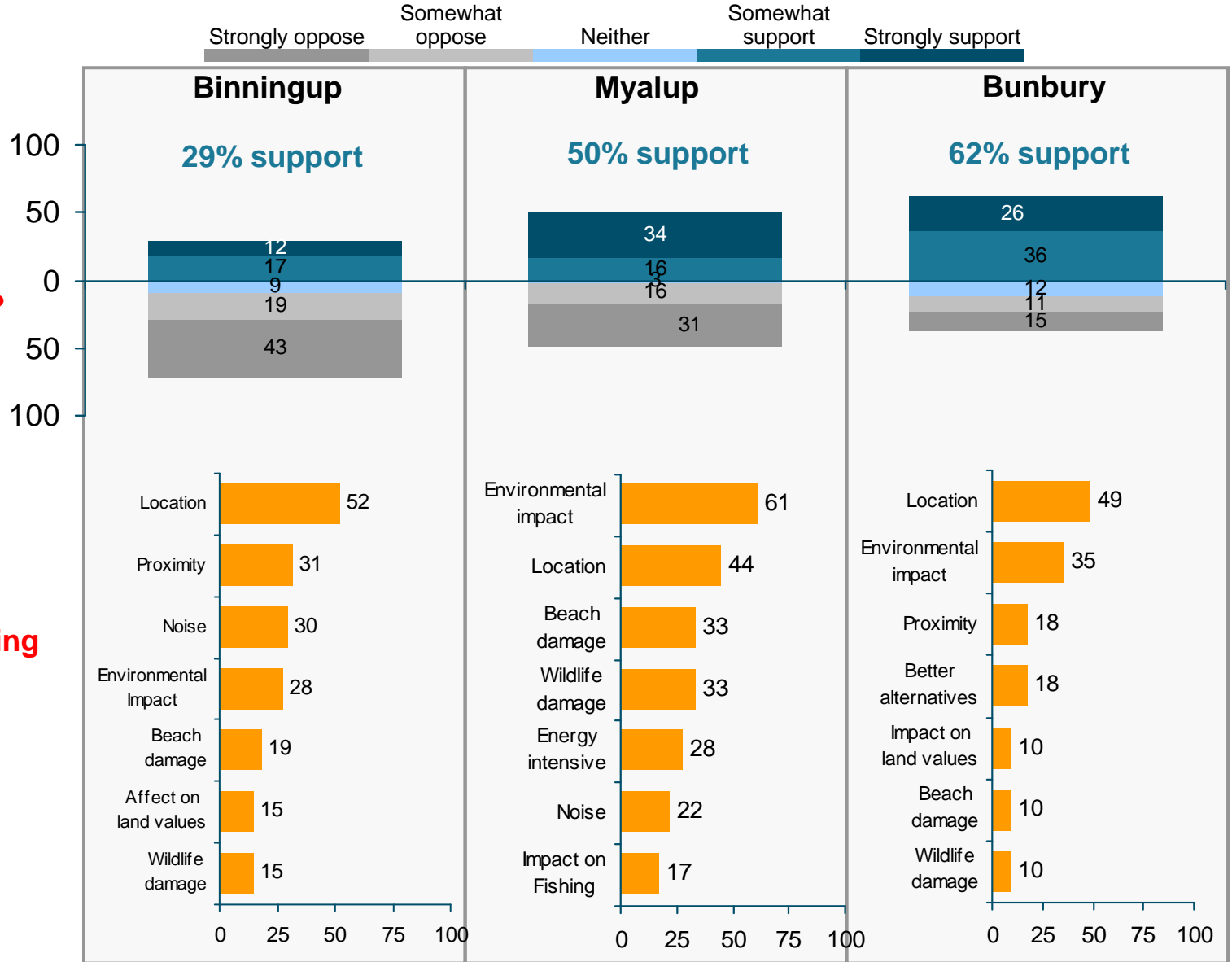
Heard of plans for Desalination Plant north of Binningup

Know that Desal Plant will be located on Taranto Road

Extent to which feel informed about the Desal Plant



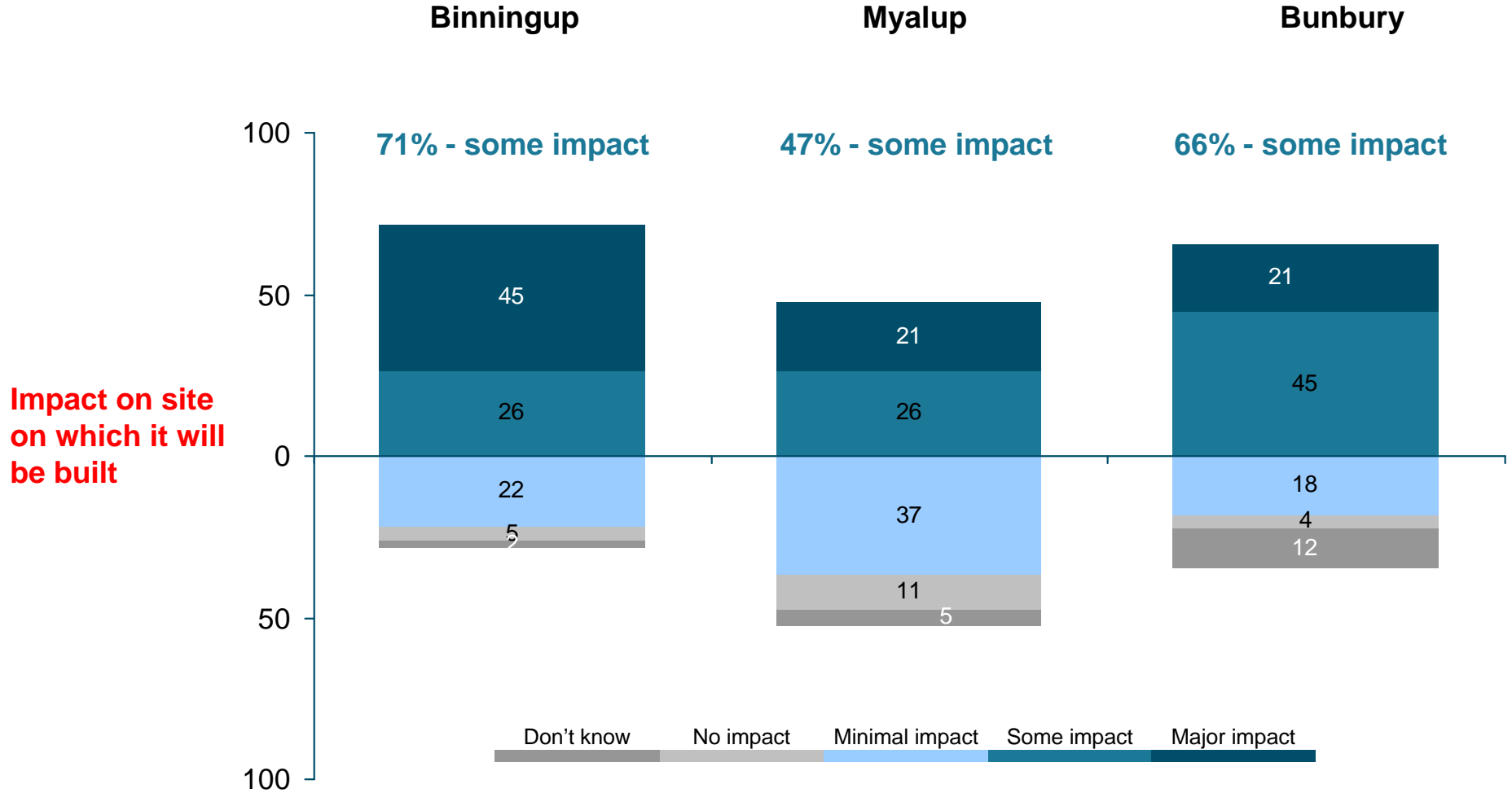
# Support for the Desalination Plant



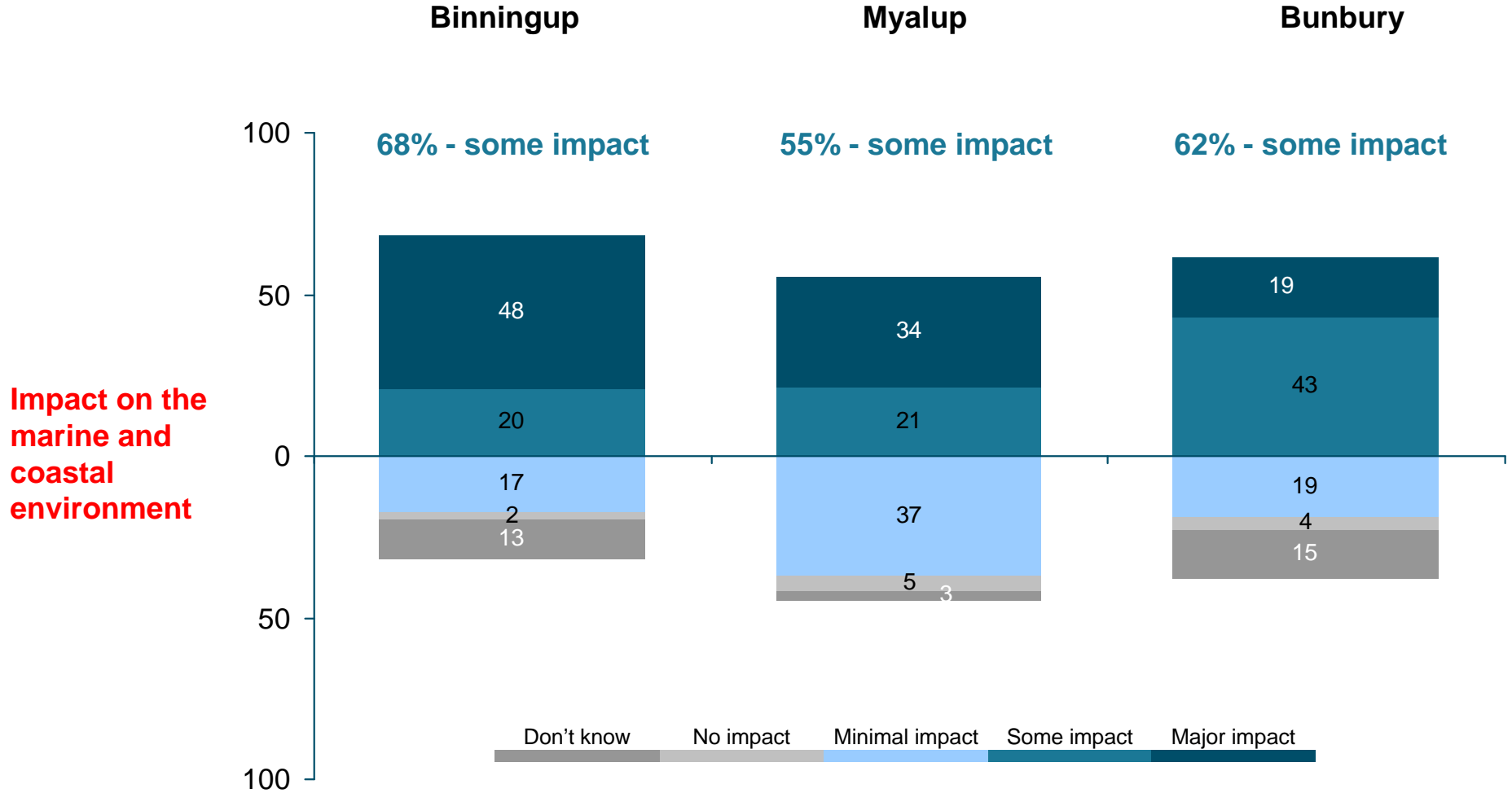
# Perceived Impact



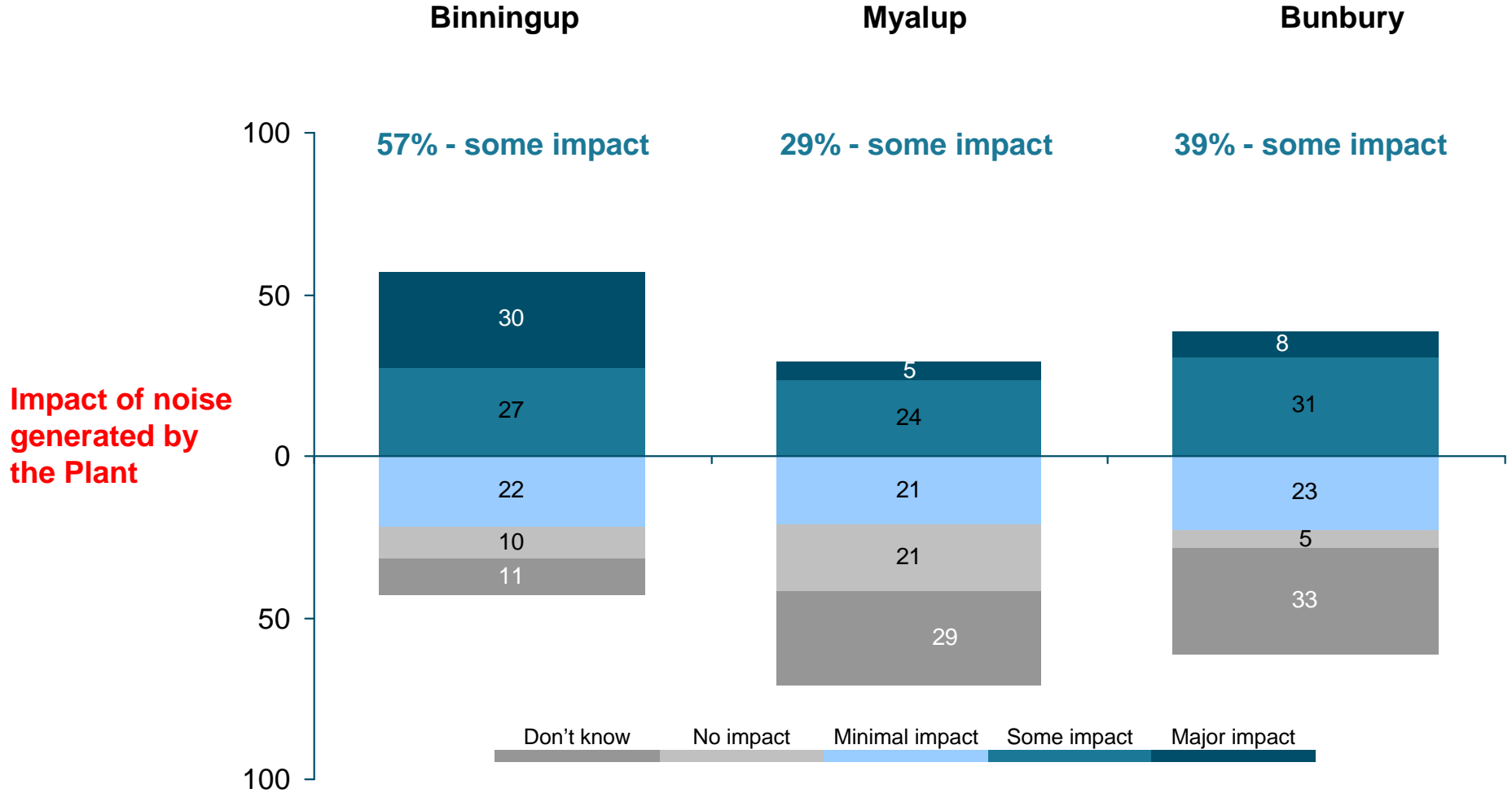
# Perceived Impact of Desalination Plant



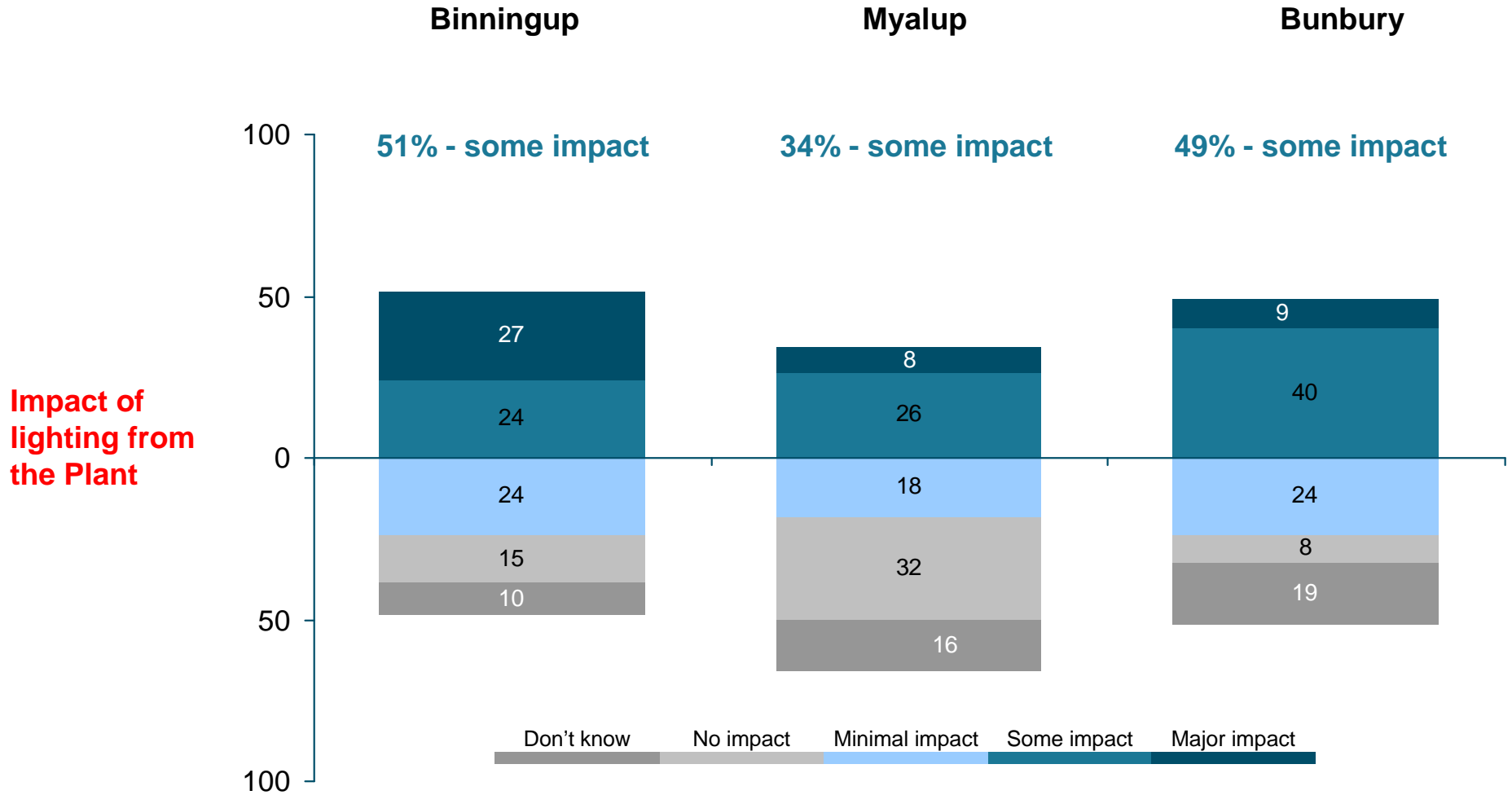
# Perceived Impact of Desalination Plant



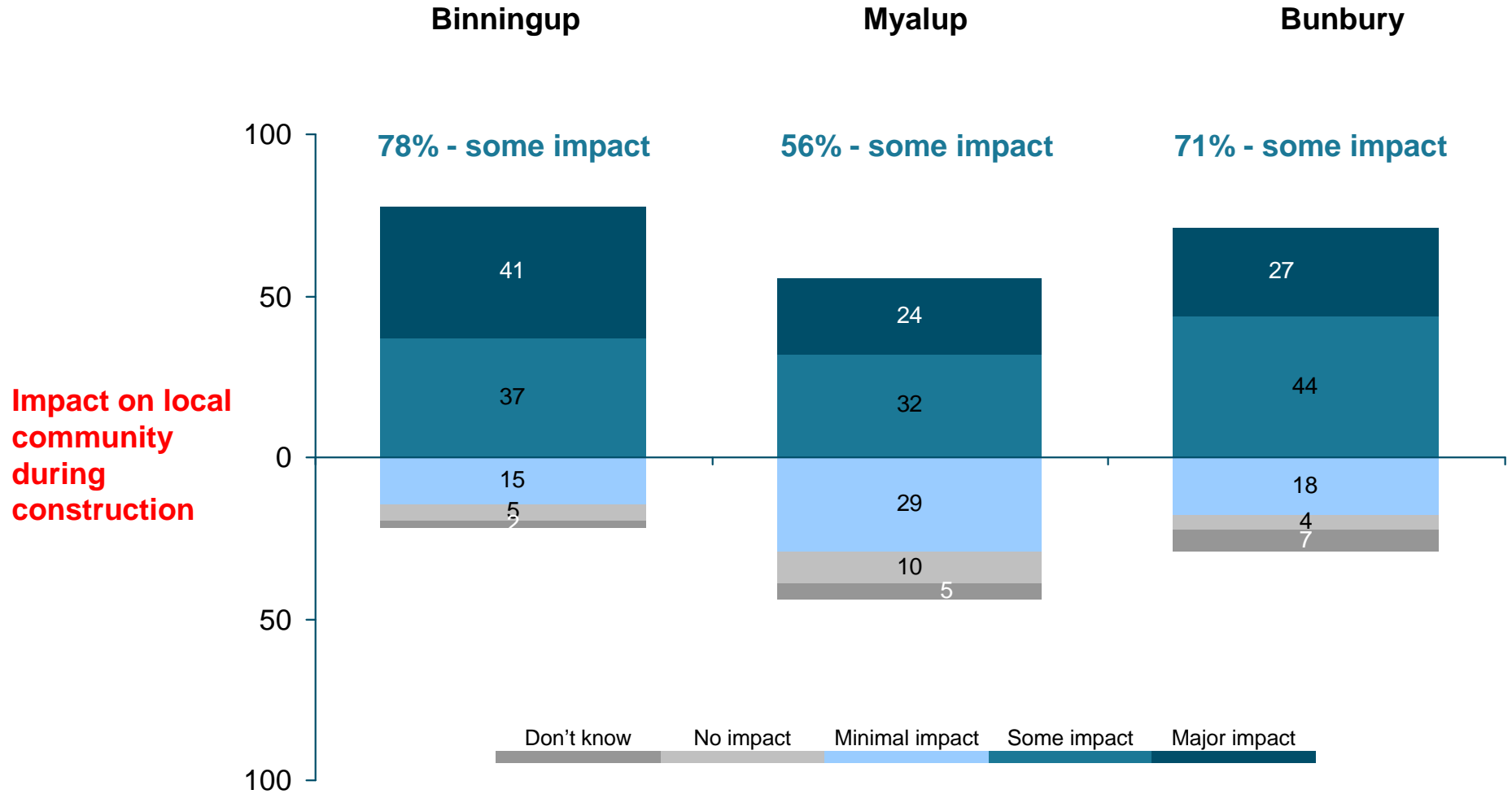
# Perceived Impact of Desalination Plant



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# Perceived Impact of Desalination Plant



# Communication and Information



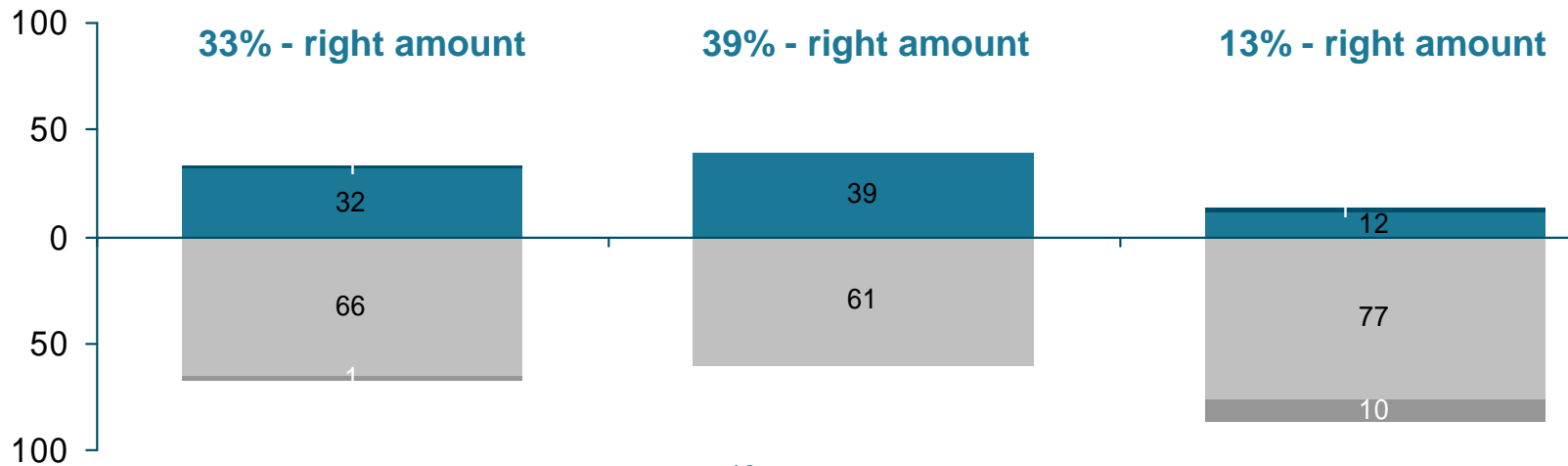
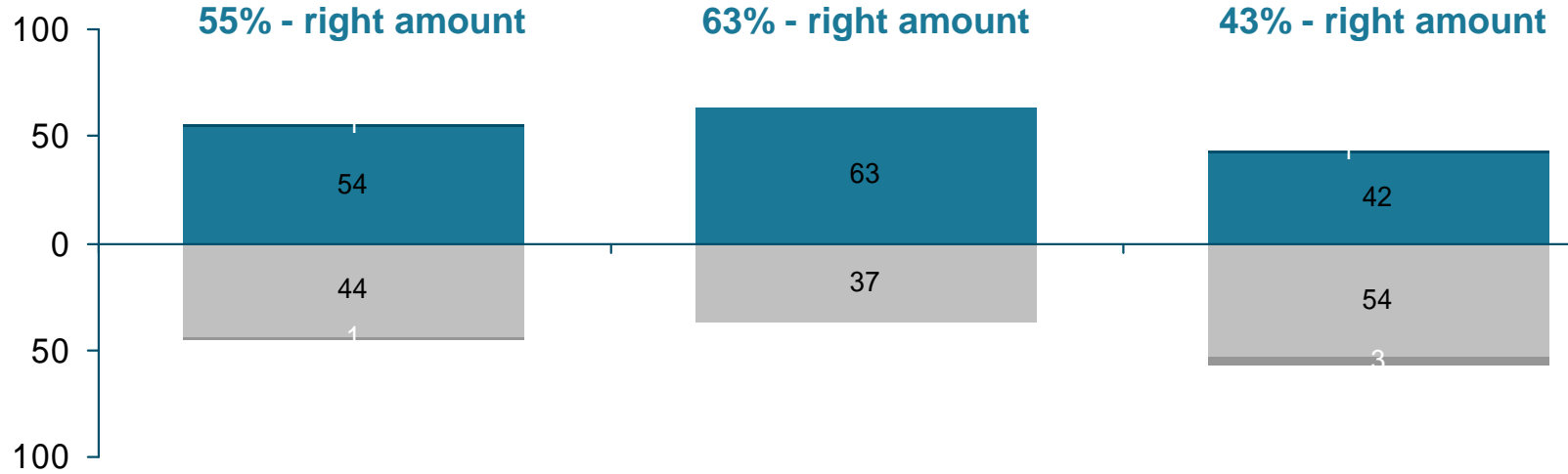
# Amount of Information Seen/Hheard

**Binningup**

**Myalup**

**Bunbury**

Don't know    Not enough    Right amount    Too much



# Amount of Information Seen/Hheard

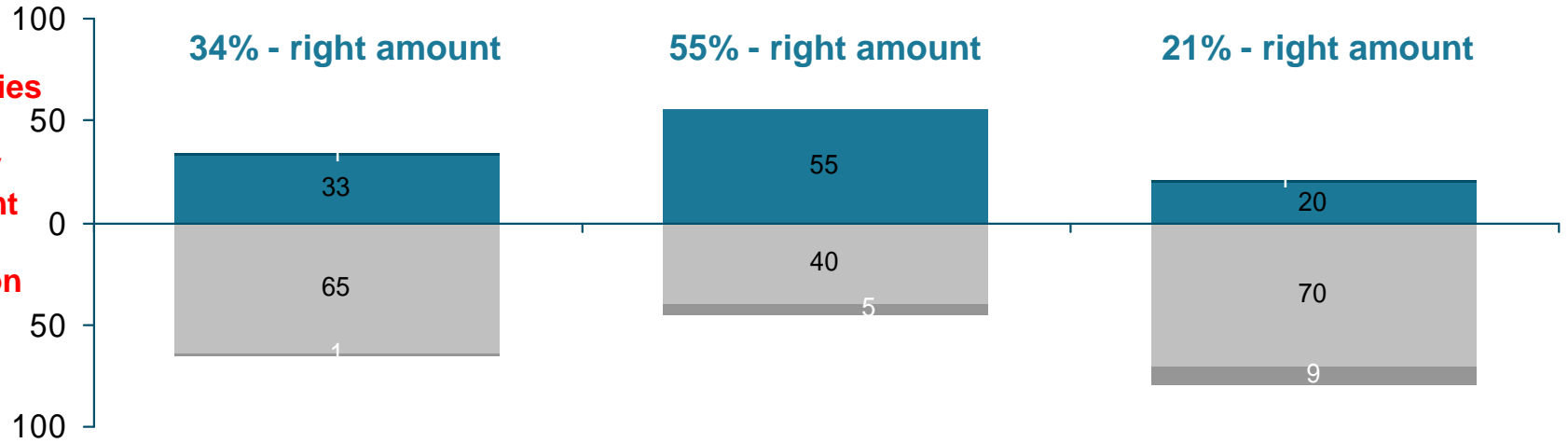
**Binningup**

**Myalup**

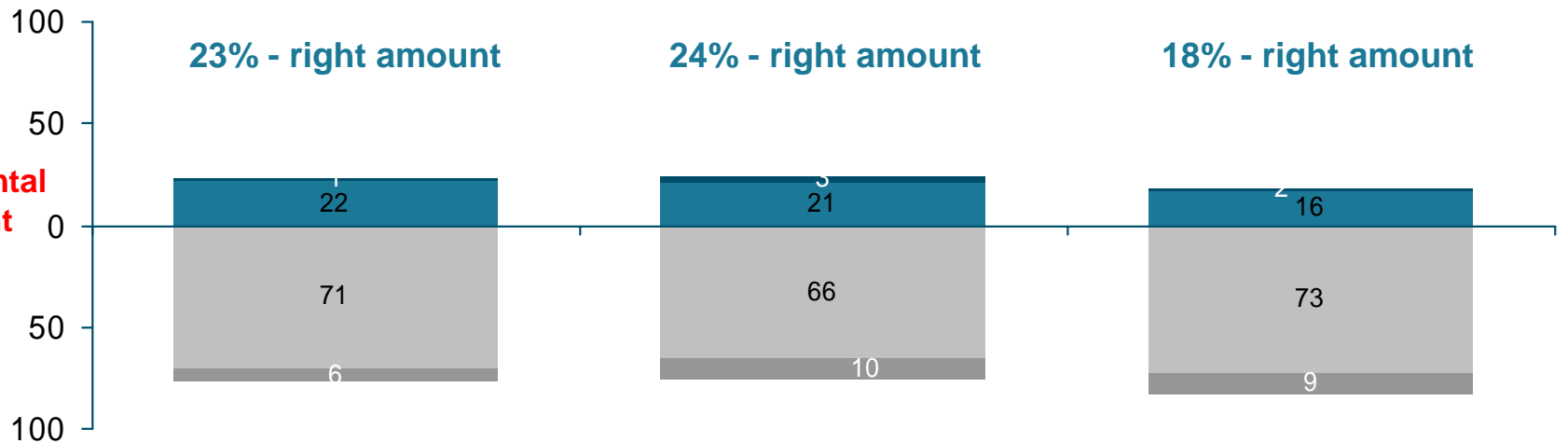
**Bunbury**

Don't know    Not enough    Right amount    Too much

**Opportunities for community involvement and the consultation process**



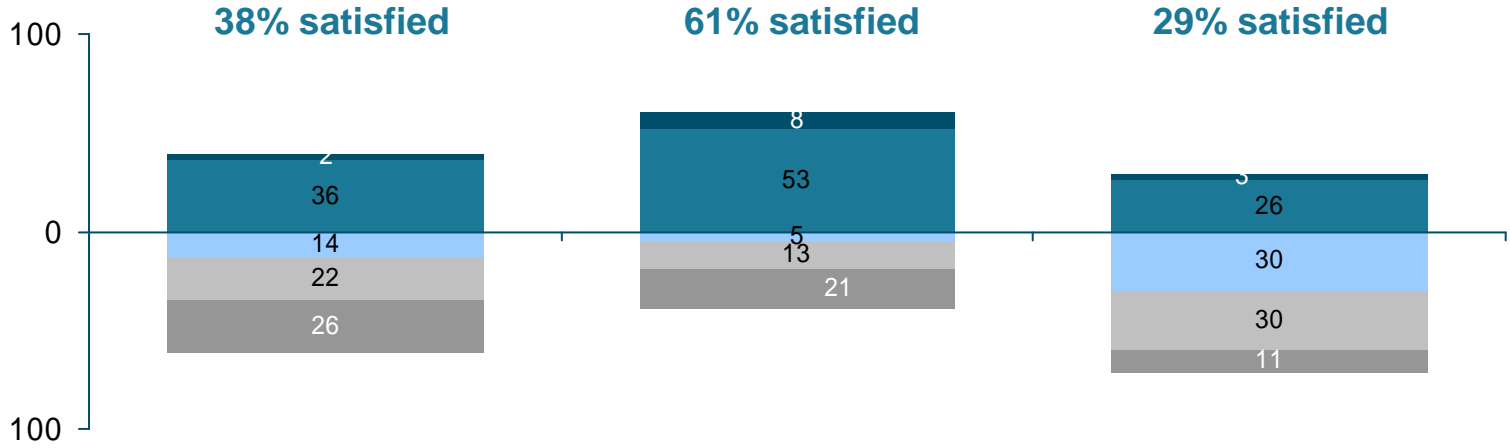
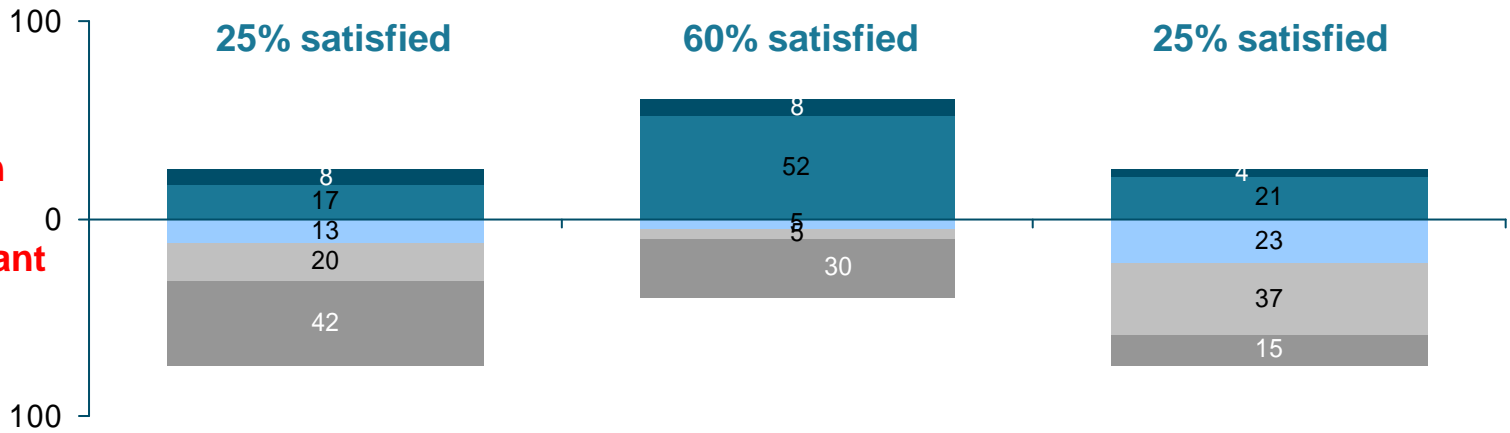
**Environmental Assessment process**



# Satisfaction with Communication Opportunities

**Binningup Myalup Bunbury**

Very dissatisfied    Quite dissatisfied    Neither    Quite satisfied    Very satisfied



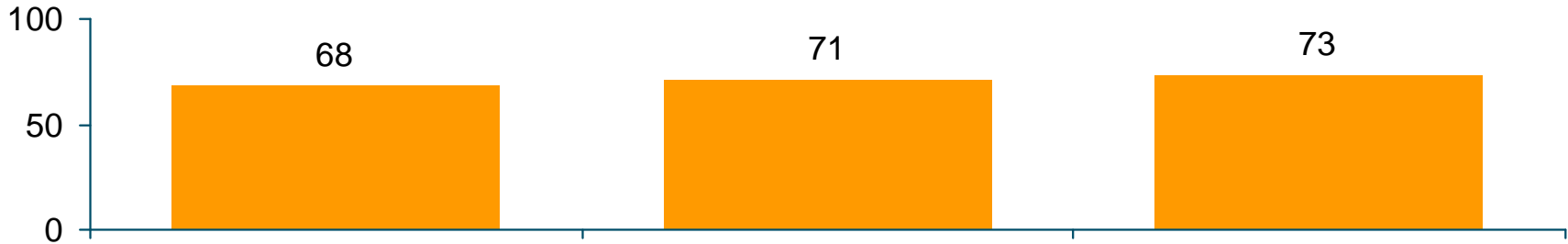
# Effective Communication Channels

## Binningup

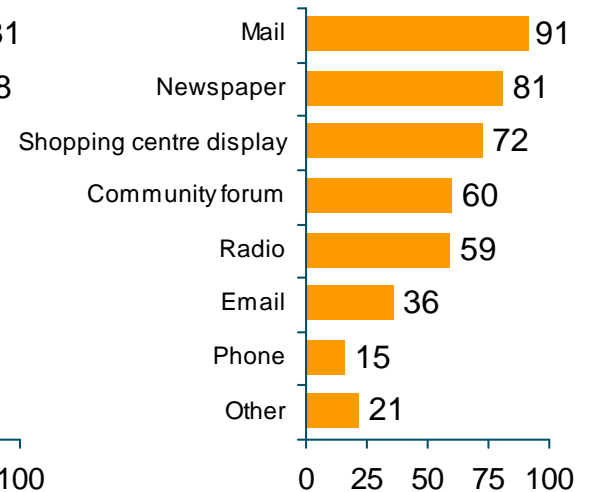
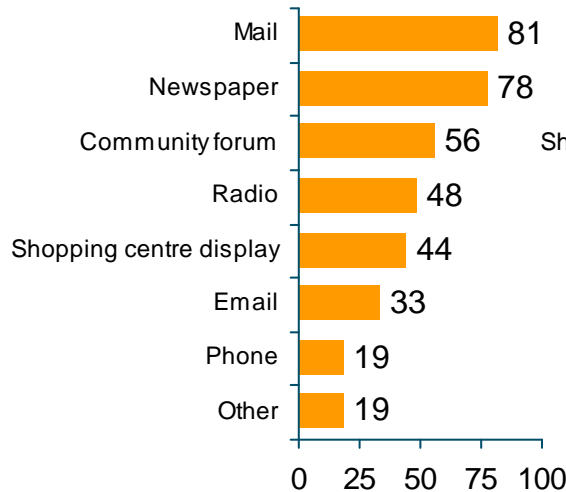
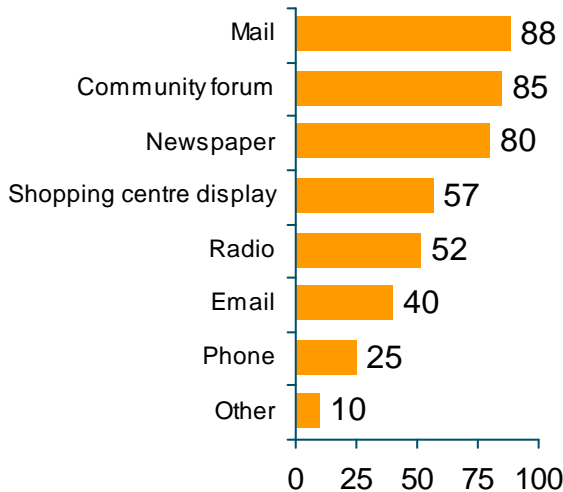
## Myalup

## Bunbury

**Would like to receive more communication and information regarding the Desal Plant**



**Good ways for the Water Corporation to communicate with the community**



**Preferred method**

**Mail – 38%**

**Mail – 63%**

**Mail – 50%**

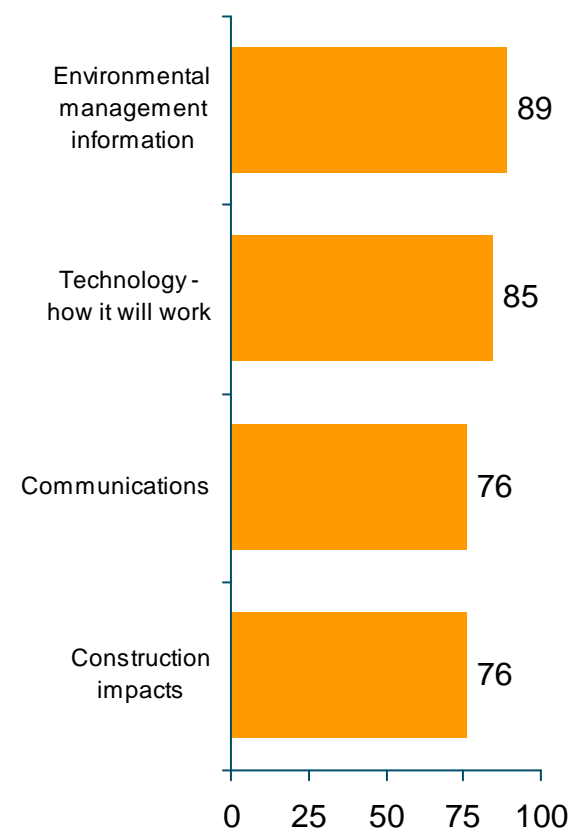
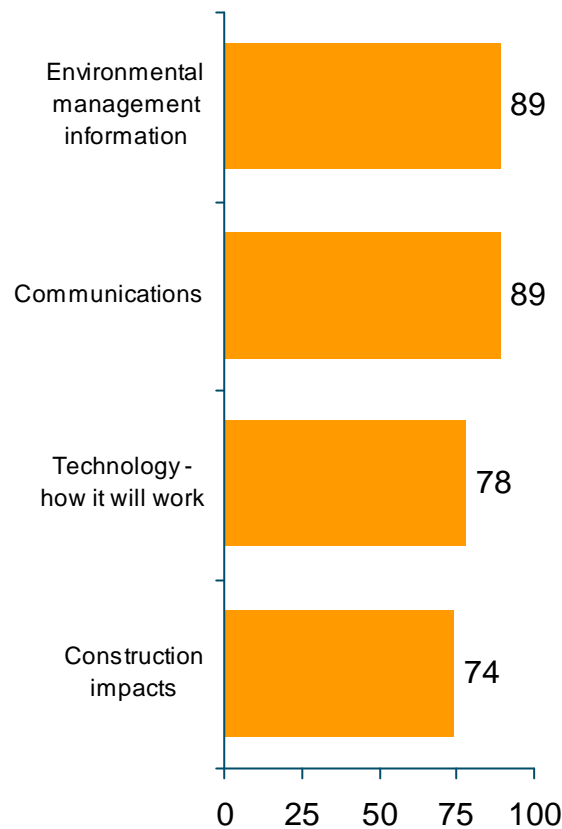
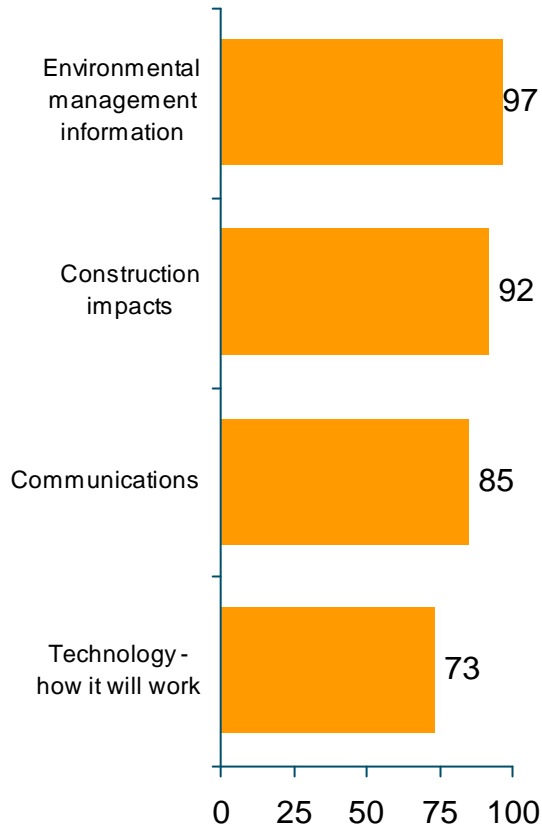
# Specific Information Sought

## Binningup

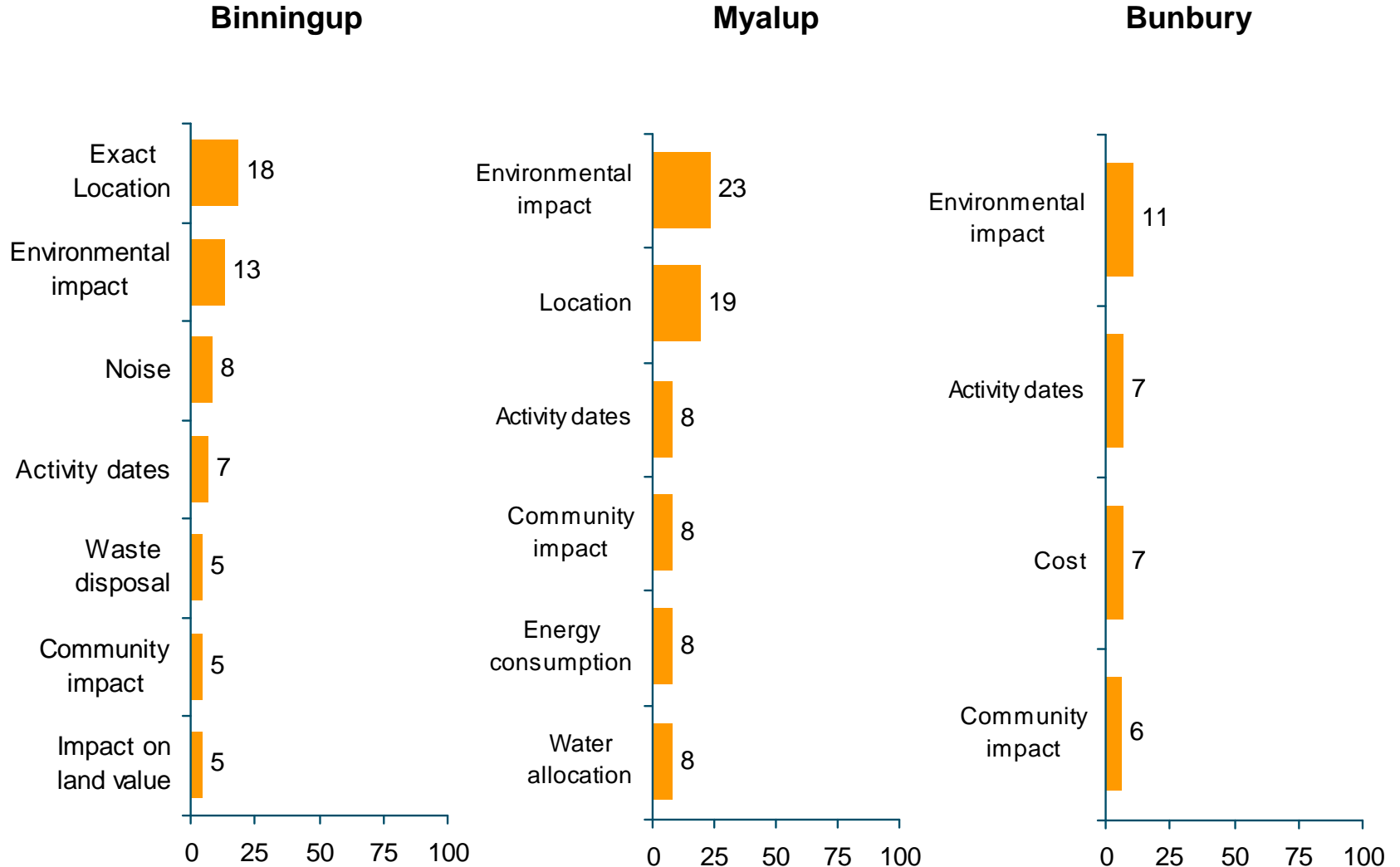
## Myalup

## Bunbury

**Would like information regarding the Desalination Plant in the following areas**



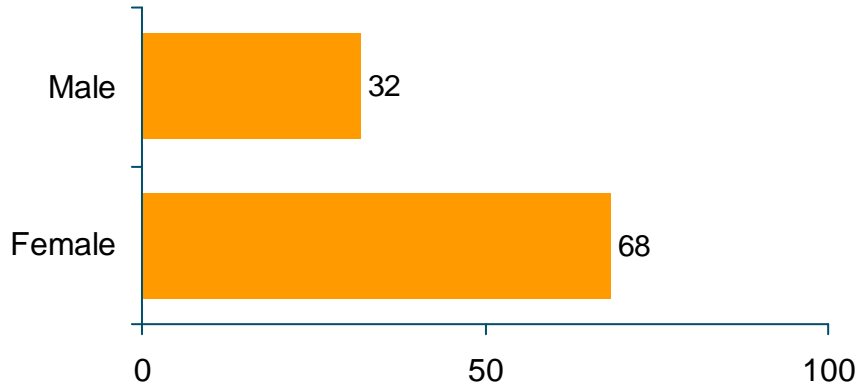
# Other Information Sought



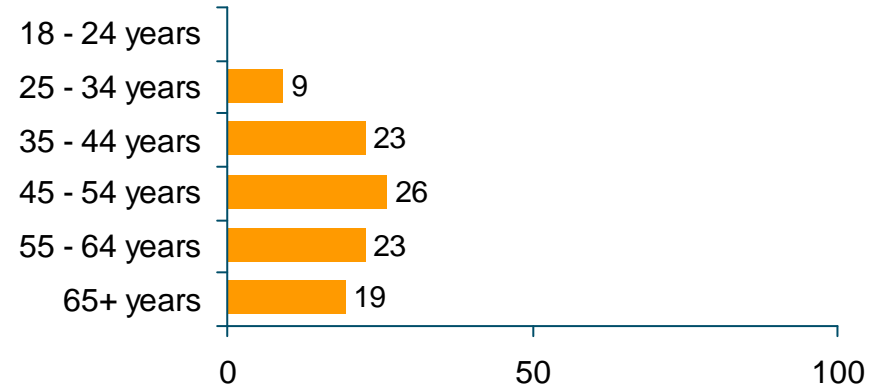
# Respondent Profile

# Respondent Profile - Binningup

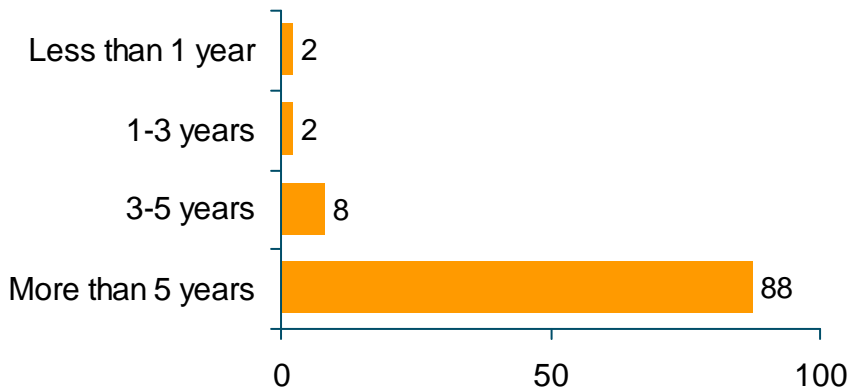
## Gender



## Age



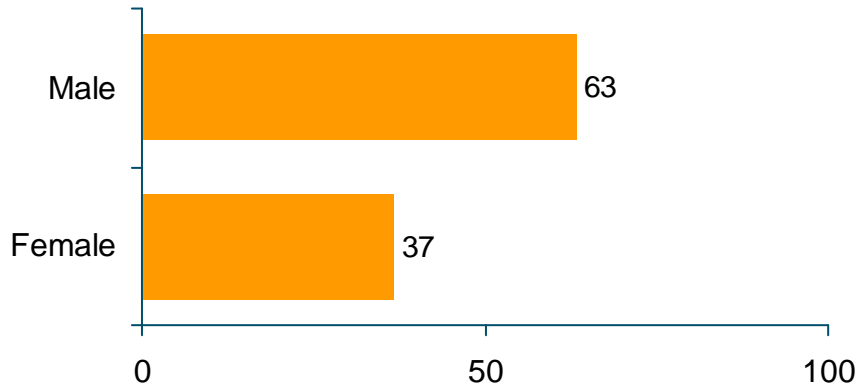
## Time lived in area



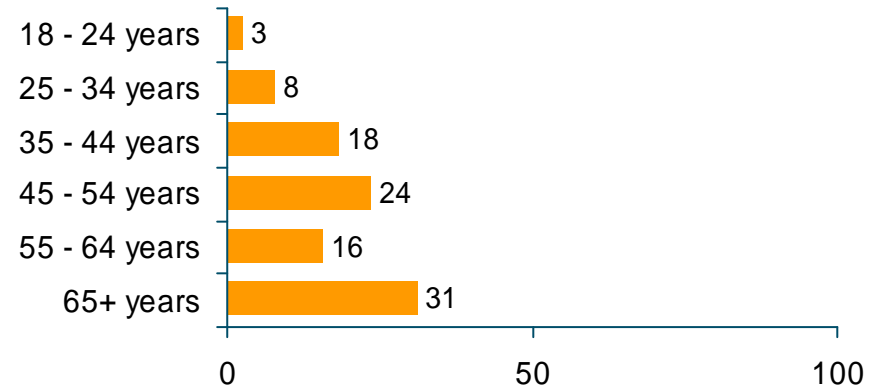
n=88

# Respondent Profile - Myalup

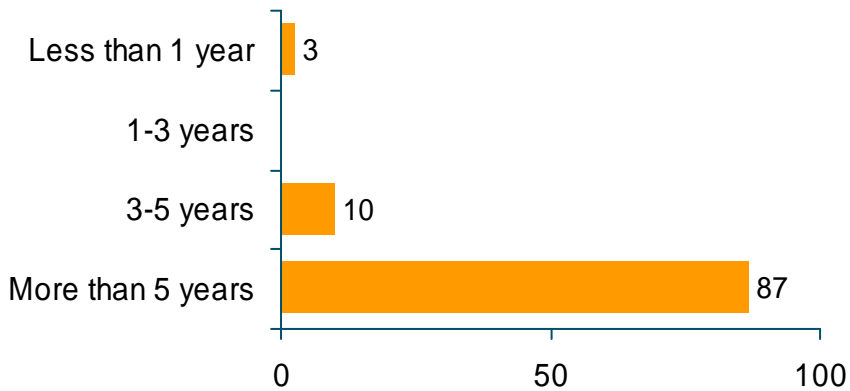
## Gender



## Age



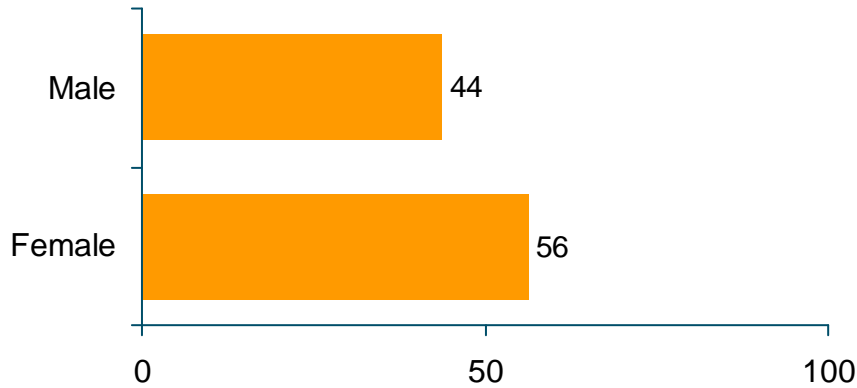
## Time lived in area



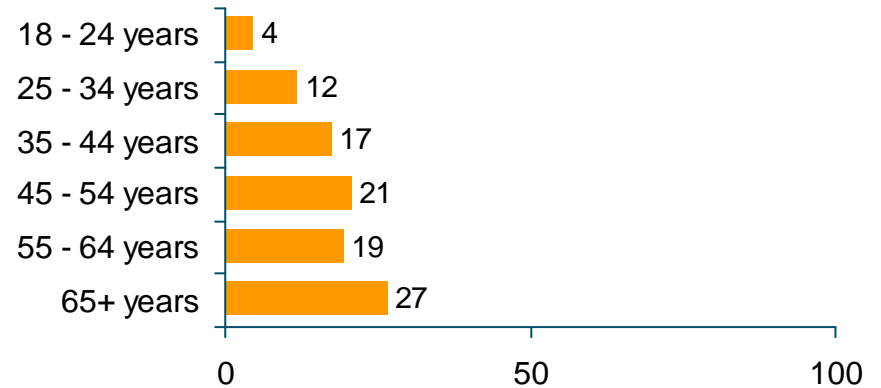
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# Respondent Profile - Bunbury

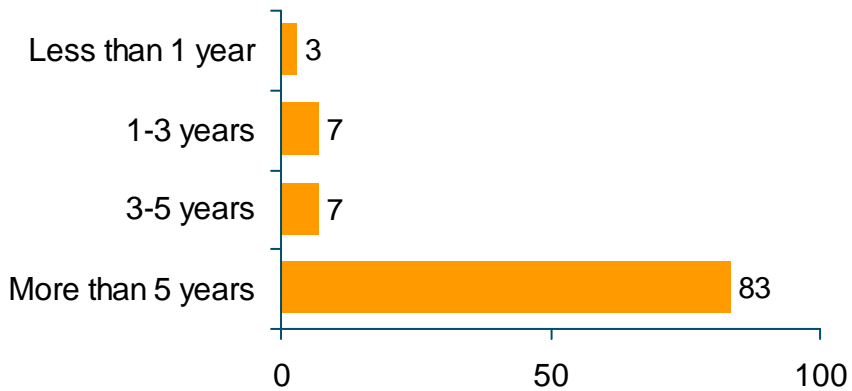
## Gender



## Age



## Time lived in area



(n=203)

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