

# Southern Seawater Desalination Project - Community Consultation

November 2007 – Stage 2



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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 Project, the Water Corporation engaged in research and consultation with the local communities.
- Stage 1 of the research was conducted in August 2007, providing a benchmark of community views. Following this, various communication and consultation processes were implemented to provide local residents with more information and insight regarding the Desalination Project.
- The Stage 2 follow-up research was conducted in November 2007, re-evaluating key issues such as:
  - Awareness levels
  - Support/Opposition
  - Perceived impact
  - Information sought from the Water Corporation
- The survey instrument applied in Stage 2 enabled comparisons to be made with Stage 1 findings, highlighting the impact and effectiveness of communication with the local community.

# Approach

- Telephone interviews were conducted with residents of the following areas:
  - Binningup
  - Myalup
  - Bunbury
  - Pipeline path (households along the the proposed pipeline path)
  
- Interviewing was conducted between 29<sup>th</sup> October and 7<sup>th</sup> November, with the aim of obtaining as many responses as possible in Binningup, Myalup and from residents living along the pipeline path.

Area	Stage 1 Sample Size	Stage 2 Sample Size
Binningup	88	94
Myalup	38	40
Bunbury	203	100
Pipeline	N/A	20
<b>Total</b>	<b>329</b>	<b>254</b>

Note: Residents living along the proposed pipeline path were not interviewed in Stage 1.

# Approach

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- The table below details the interviewing statistics achieved in the research.

	Binningup	Myalup	Bunbury	Pipeline path
<b>No. of households (with phone numbers available)</b>	<b>450</b>	<b>185</b>	<b>20,000 (approx.)</b>	<b>45</b>
<b>Refusals</b>	<b>42</b>	<b>7</b>	<b>136</b>	<b>10</b>
<b>Disconnected numbers / no longer in area</b>	<b>173</b>	<b>45</b>	<b>231</b>	<b>11</b>
<b>English difficulties / deaf</b>	<b>11</b>	<b>-</b>	<b>61</b>	<b>-</b>
<b>Unobtainable (several attempts made)</b>	<b>130</b>	<b>93</b>	<b>N/A</b>	<b>4</b>
<b>Sample size achieved</b>	<b>94</b>	<b>40</b>	<b>100</b>	<b>20</b>

- See appendix for full details regarding the demographic profile of each sample.

# Key Findings

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## Positive Shift in Community Views

- Since August, communication provided to the local community by the Water Corporation has been effective in informing residents and easing concerns related to the Desalination Project.
- The most notable shifts in community views over the last 3 months were:
  - A significant increase in the extent to which Binningup residents feel informed about and support the Desalination Project.
  - A slight increase in the extent to which Myalup and Bunbury residents support the Desalination Project.
  - A significant decrease in community concern regarding the possible negative impacts of the Desalination Project.
  - A significant increase in satisfaction with communication provided and opportunities given to provide feedback on the Desalination Project.
- Despite these improvements, the majority of residents would still like to receive more information regarding the proposed site, the environmental assessment process and the social impact assessment process.

# Key Findings

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## Regional Differences

- Binningup residents tend to be less supportive of the Desalination Project, compared with other residents.
  - They are also more likely to perceive that the Desalination Project will have a negative impact on the local community.
- Myalup residents tend to be the most satisfied in terms of the information and communication provided to local residents.
- Bunbury residents are more likely than other residents to perceive that the Desalination Project will have either no effect or a positive effect on the local community.
- The reasons provided by residents for supporting or opposing the Desalination Project are relatively consistent across each region.

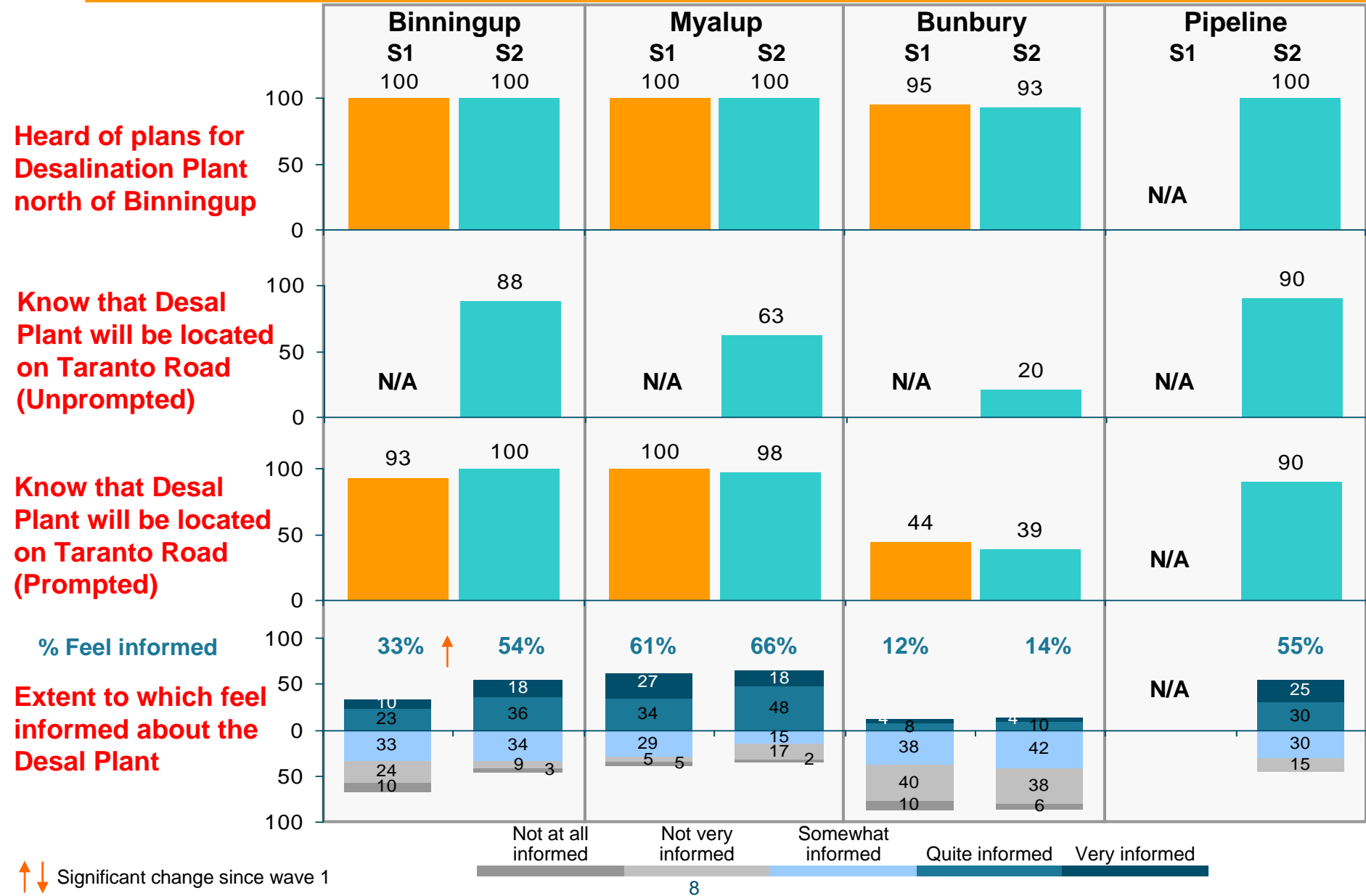
# Awareness and Support



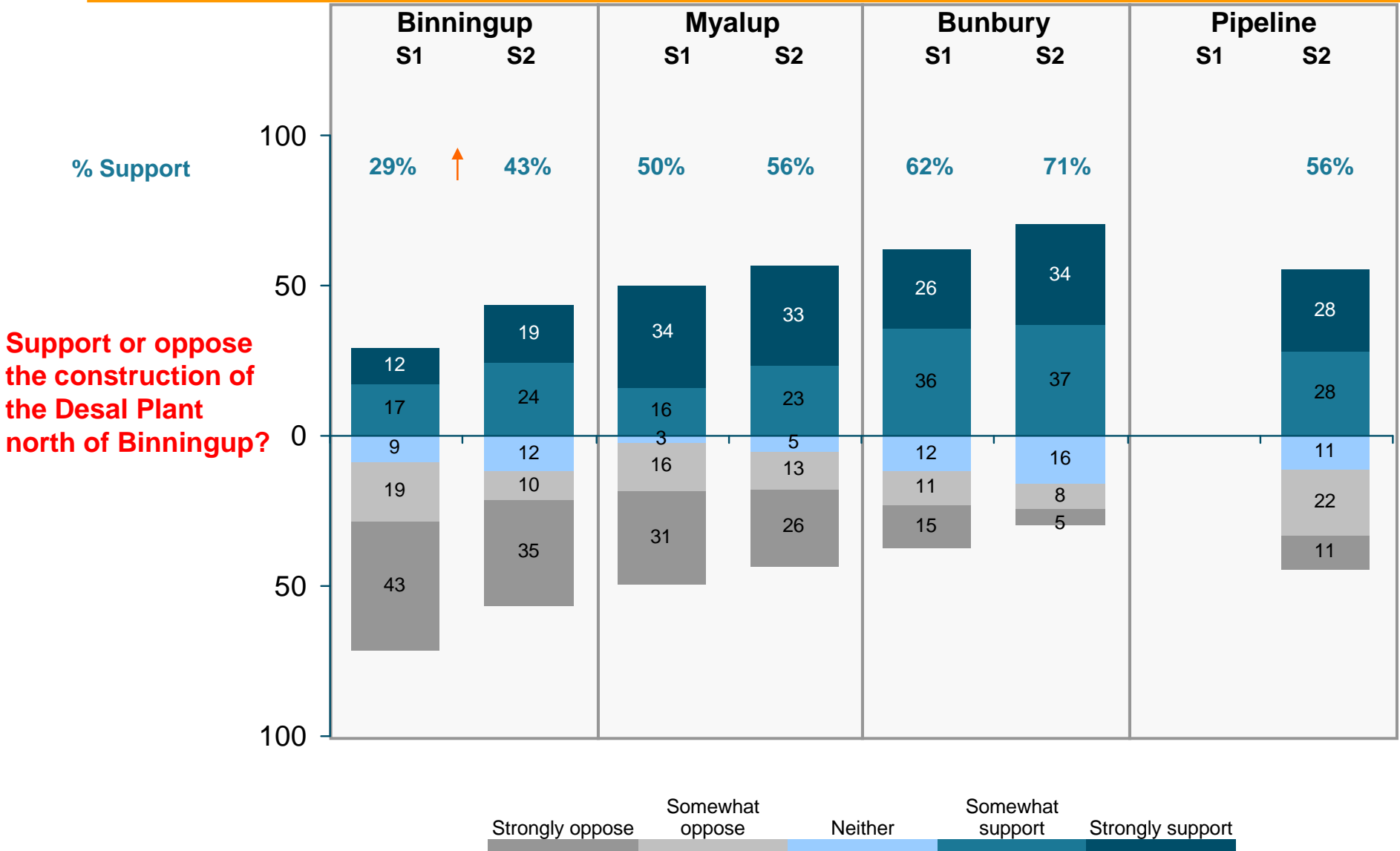
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# Awareness of the Desalination Project



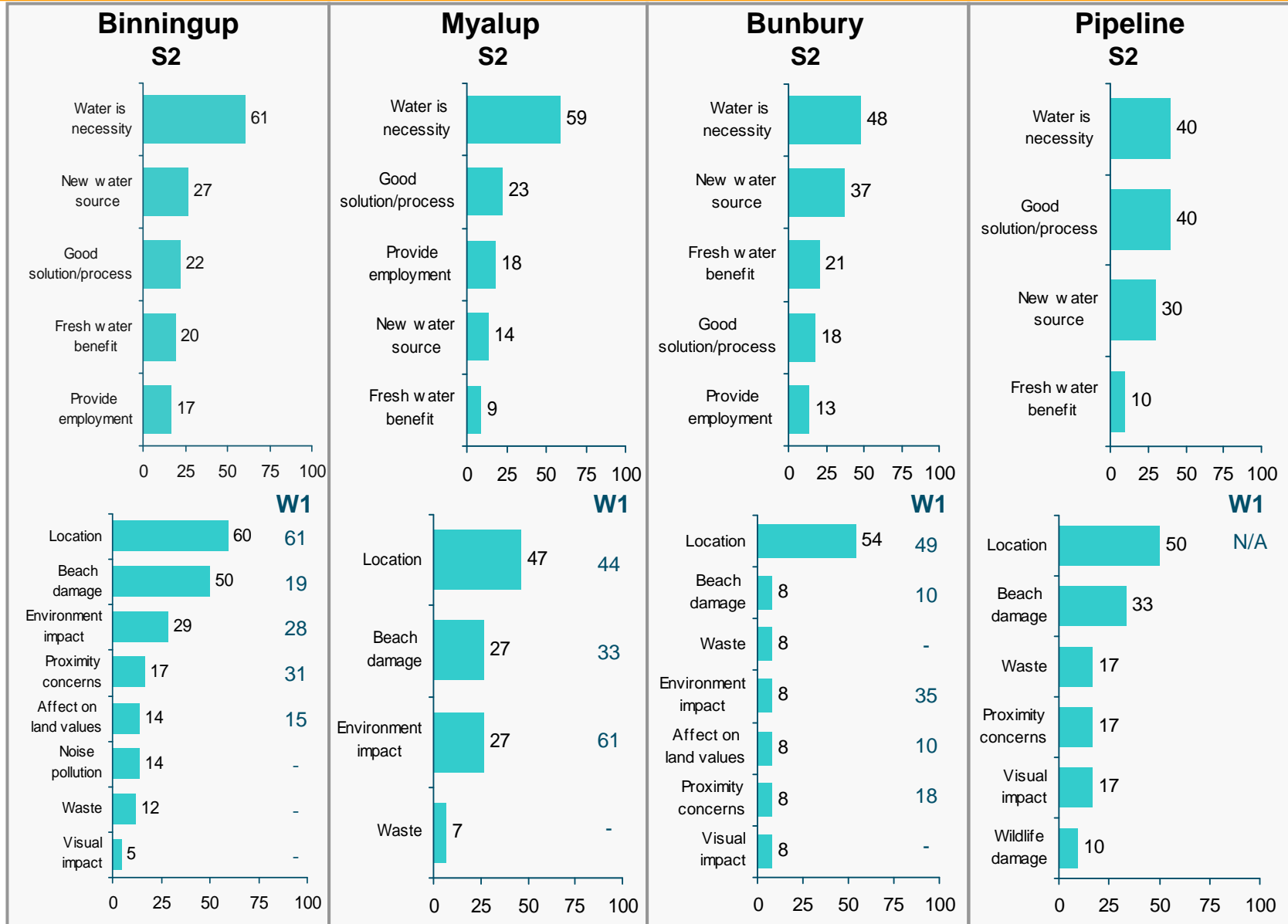
# Overall Support for the Desalination Project



↑↓ Significant change since wave 1

# Reasons for Support/Opposition for Desalination Project

**Reasons for Supporting**



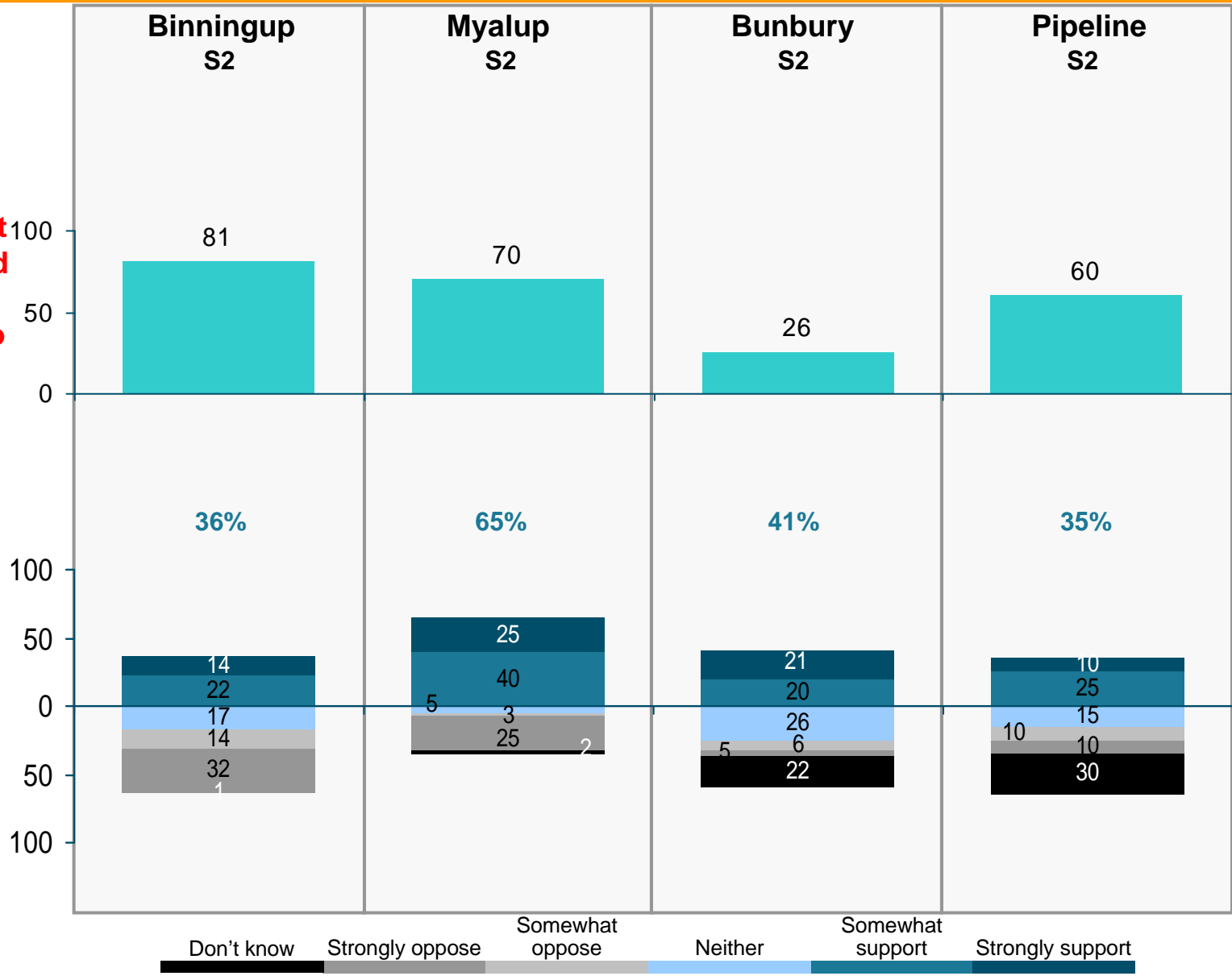
**Reasons for Opposing**

# Purchase of Additional Land

**Aware of agreement for purchase of land east of coast front property on Taranto Road**

**% Support**

**Support or oppose the use of this new land**



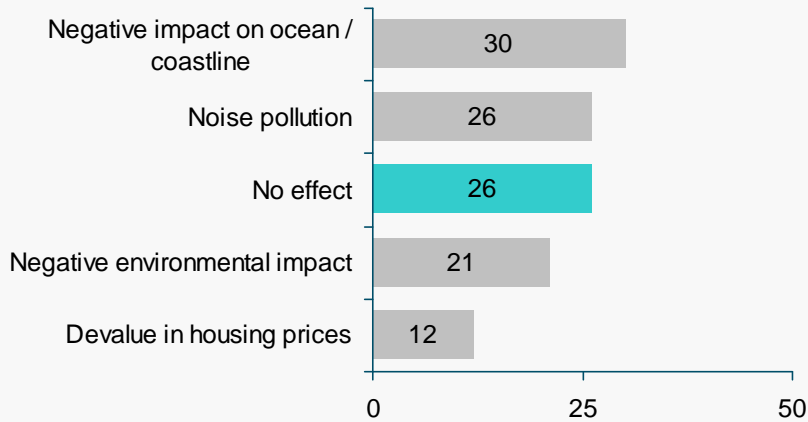
# Perceived Impact



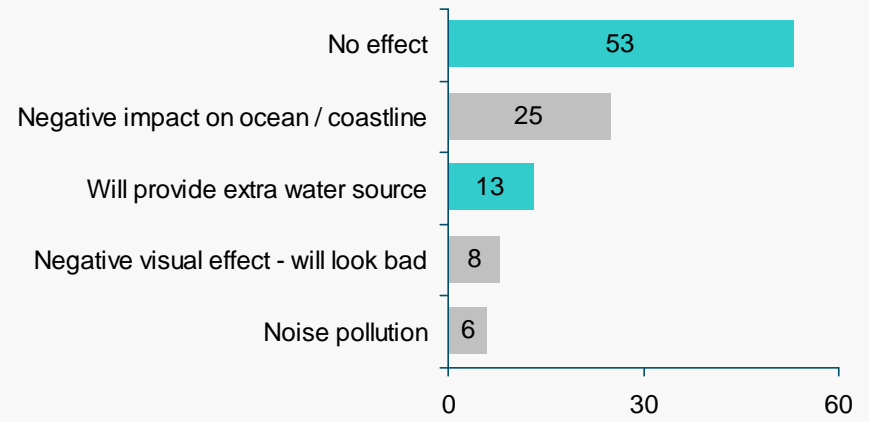
# Perceived Effects of Desalination Project

## Perceived effects of the Desalination project on yourself, your household and the community

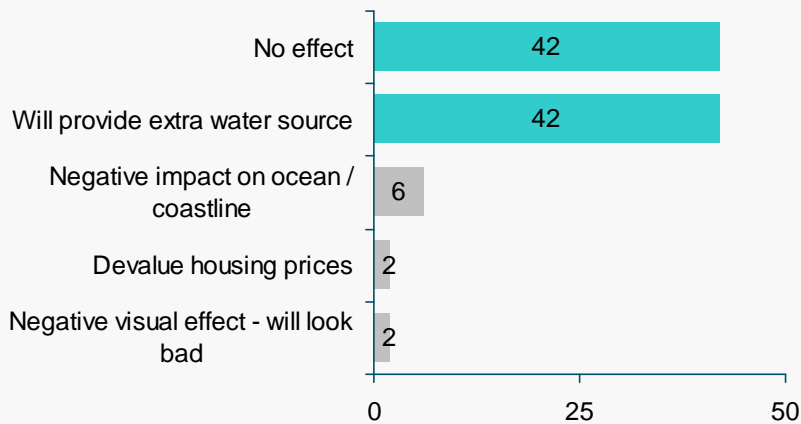
### Binningup



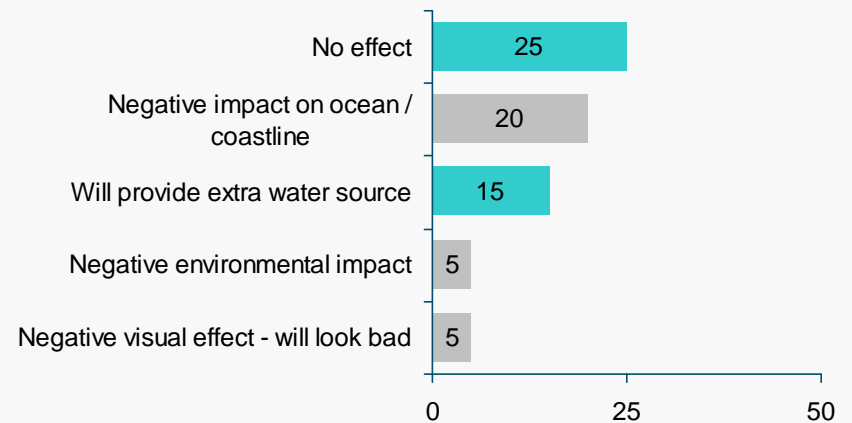
### Myalup



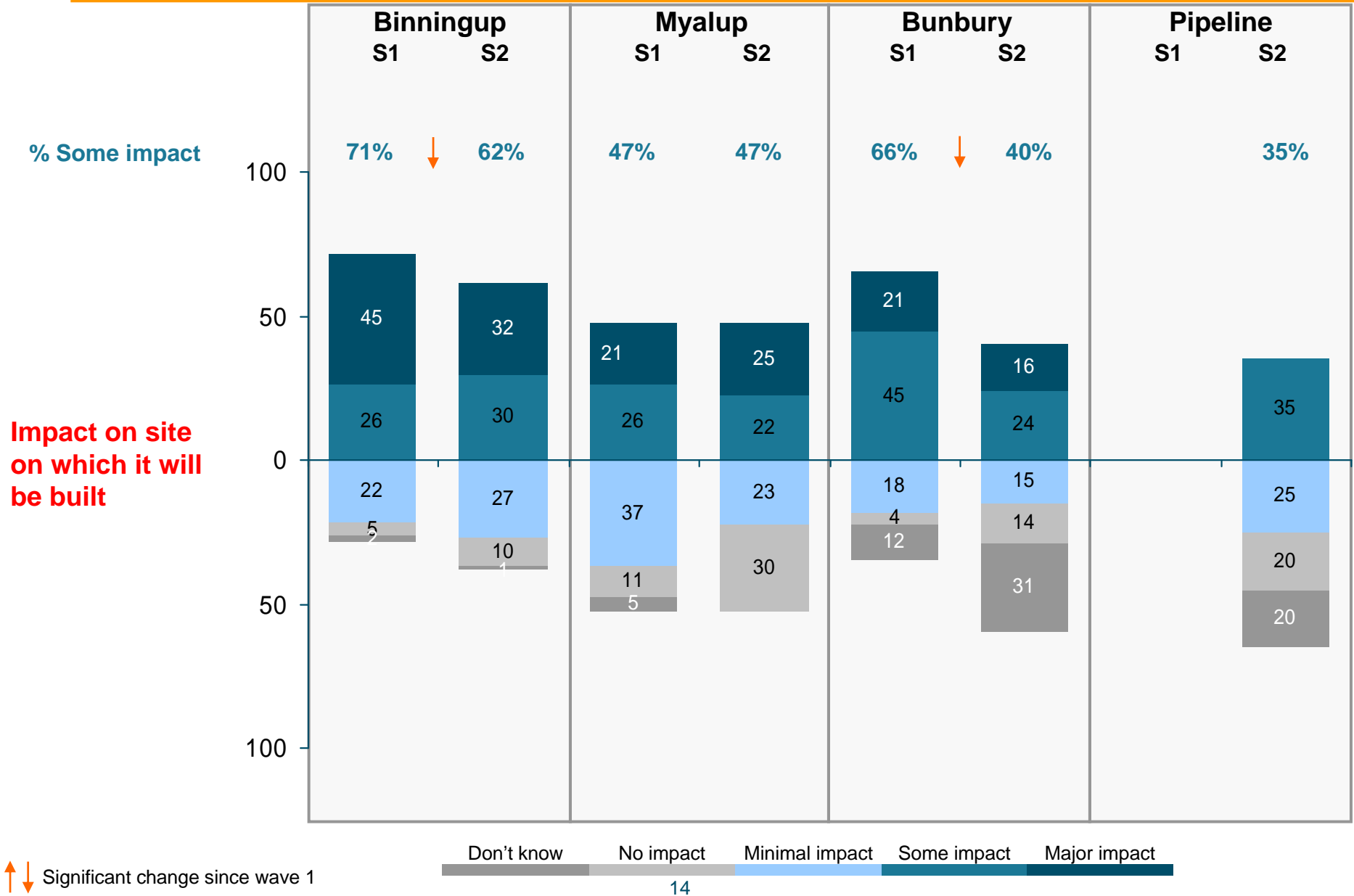
### Bunbury



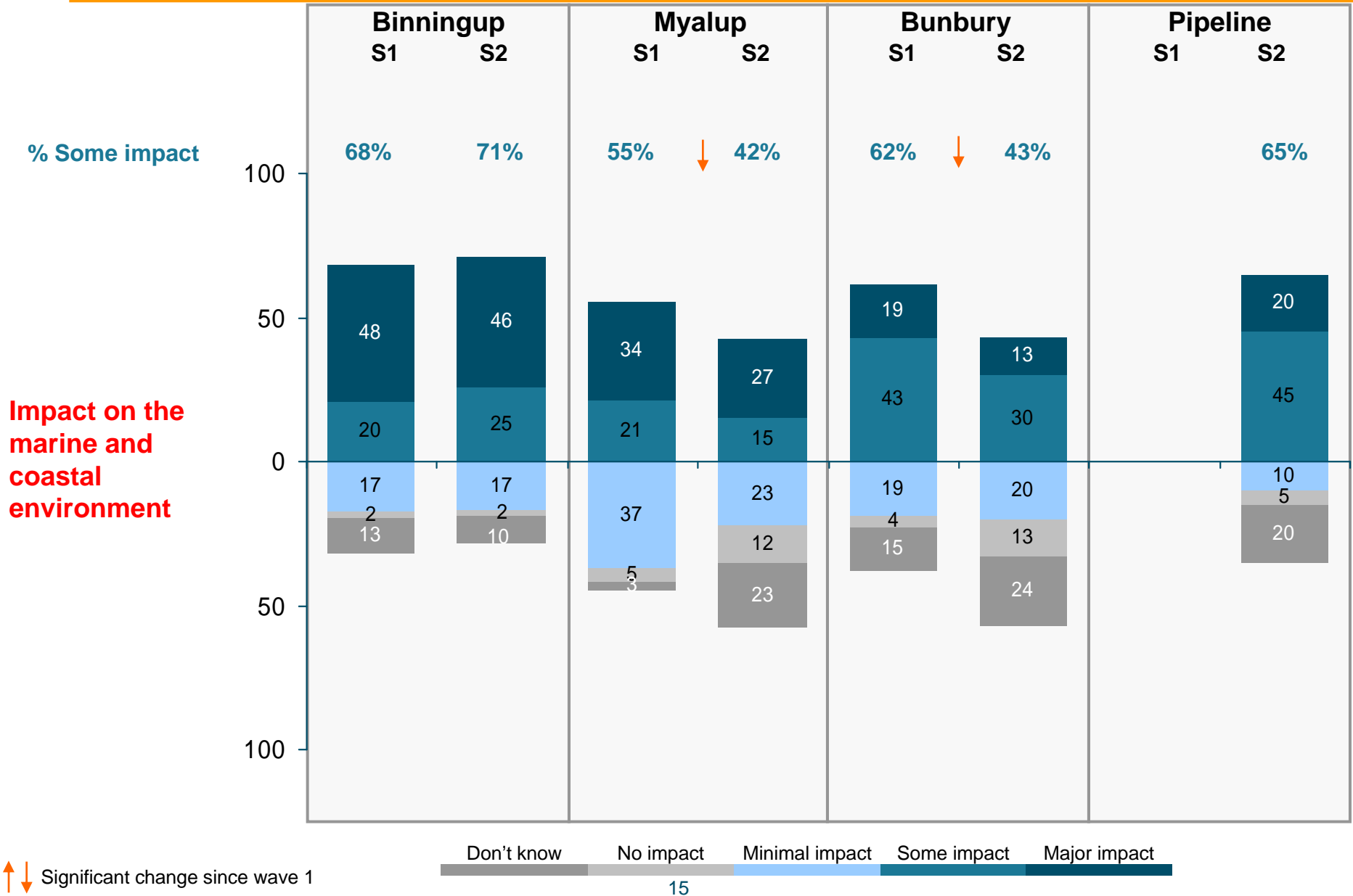
### Pipeline



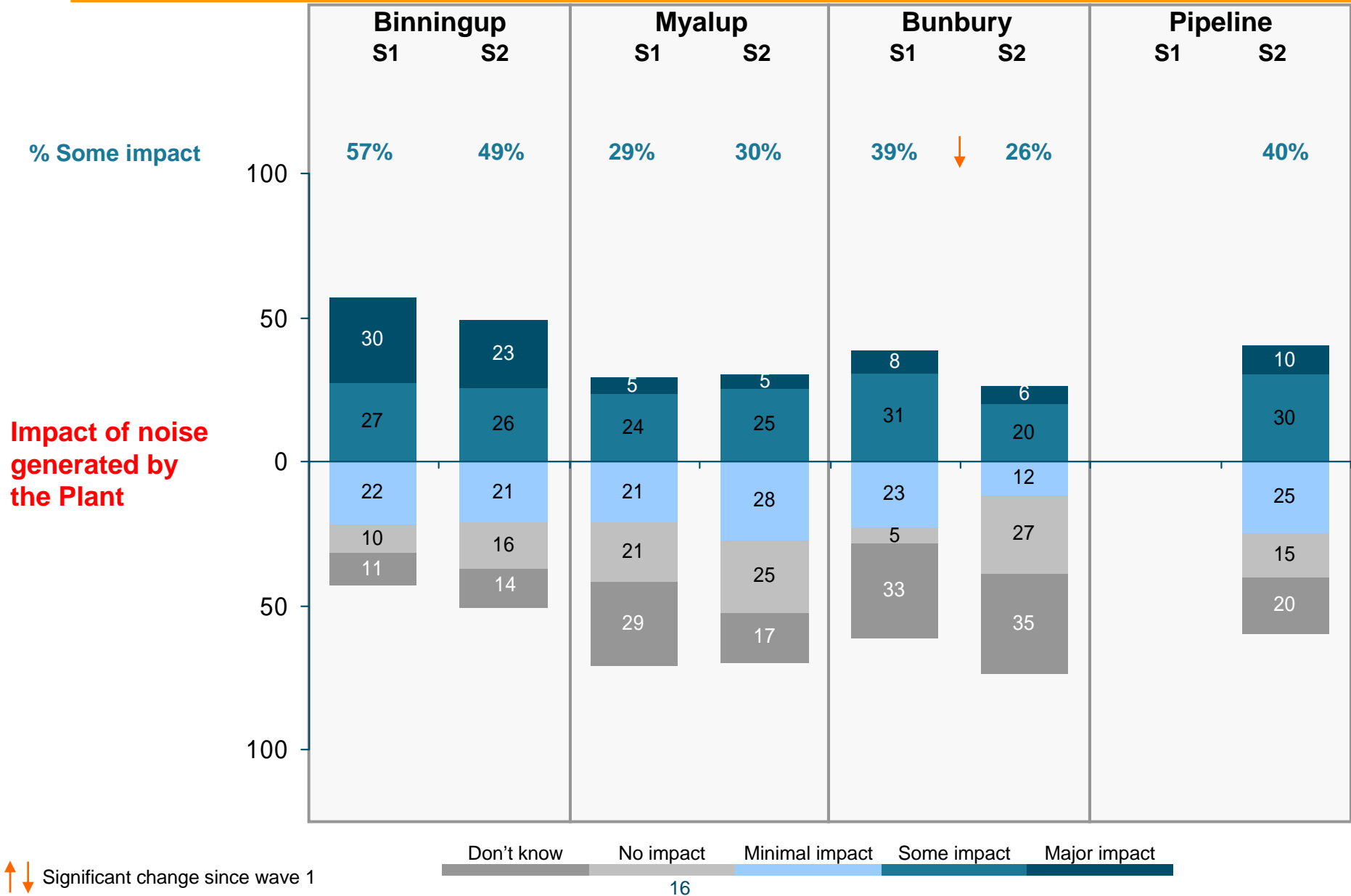
# Perceived Impact of Desalination Project



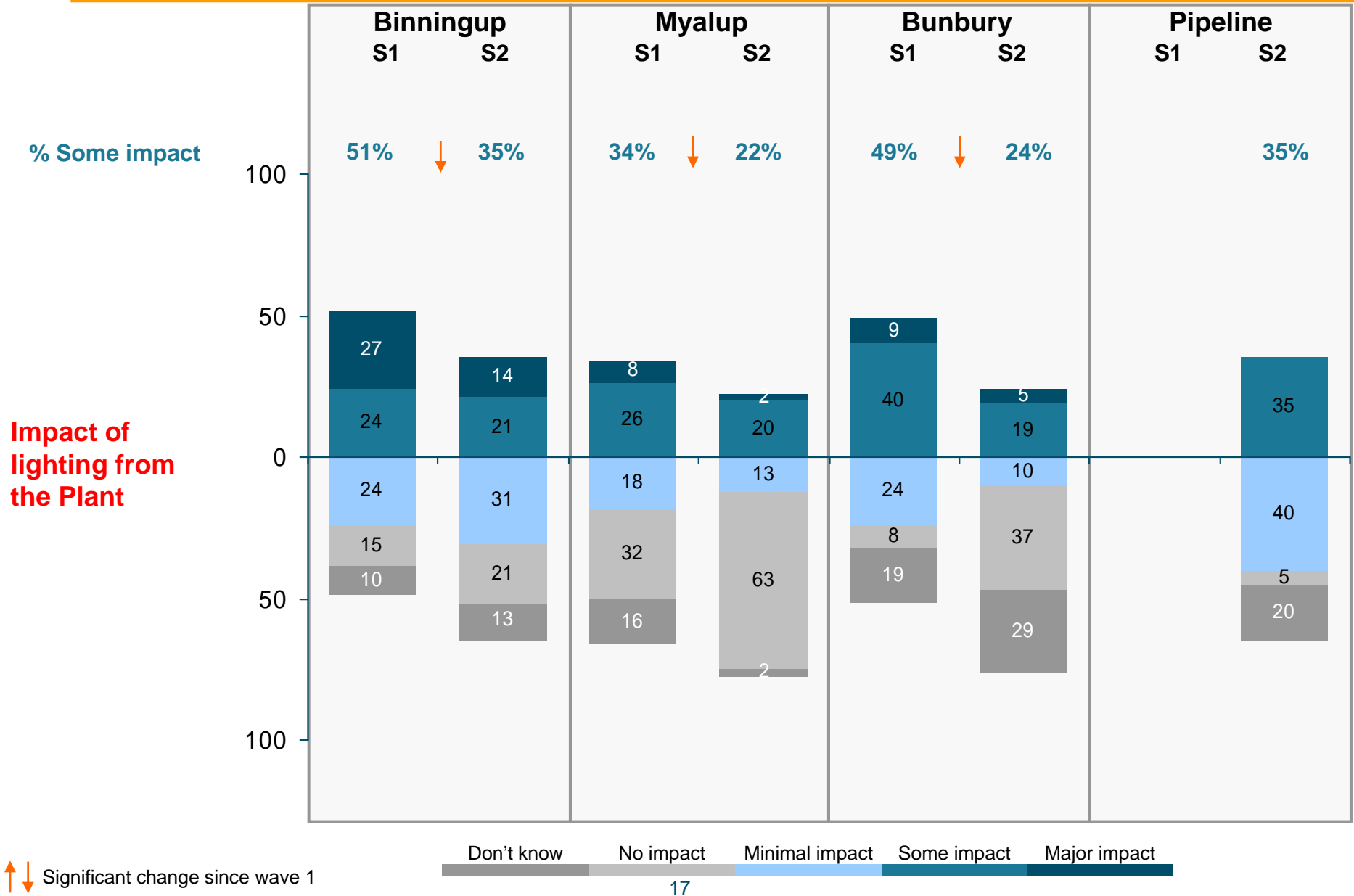
# Perceived Impact of Desalination Project



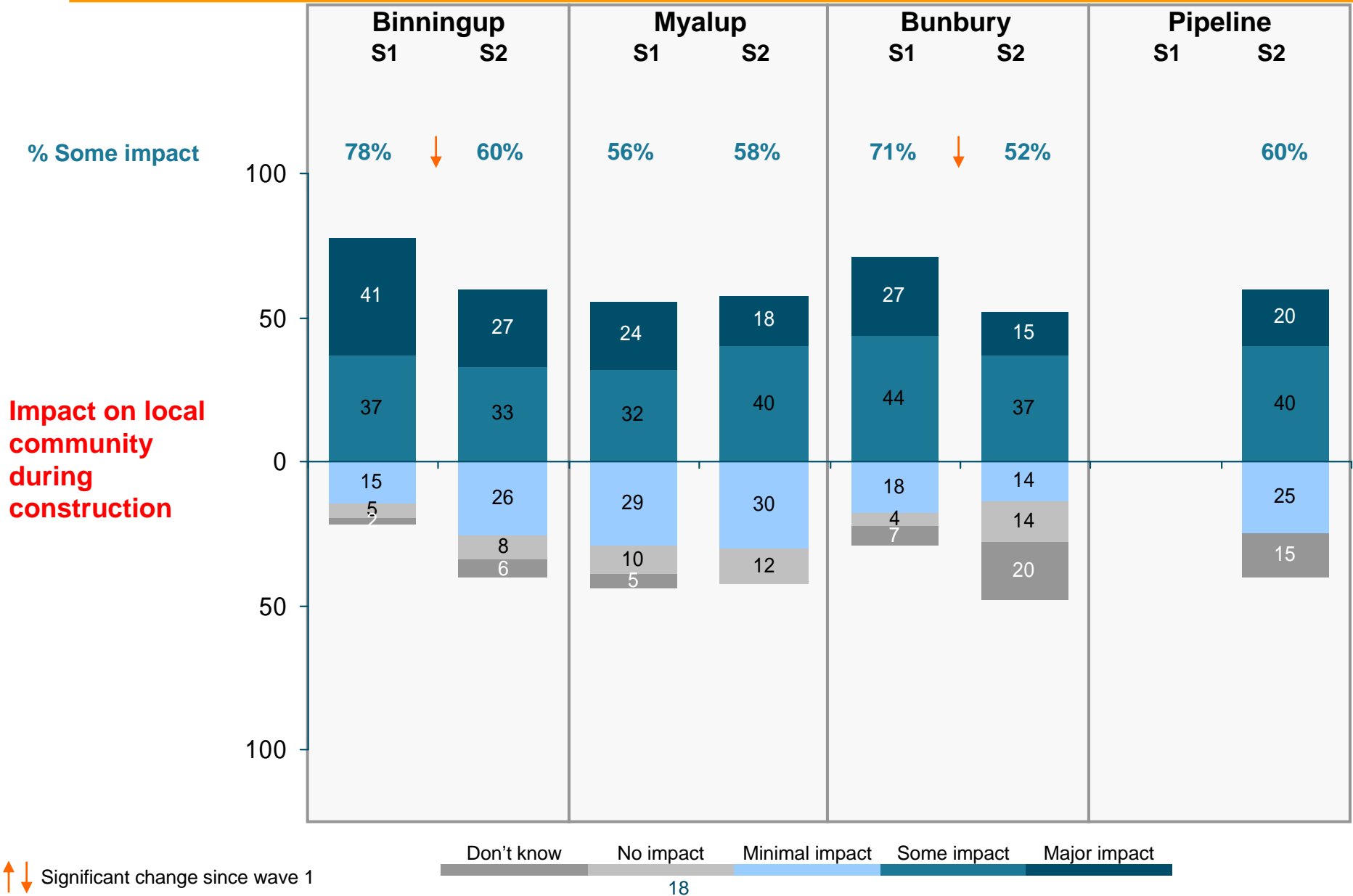
# Perceived Impact of Desalination Project



# Perceived Impact of Desalination Project



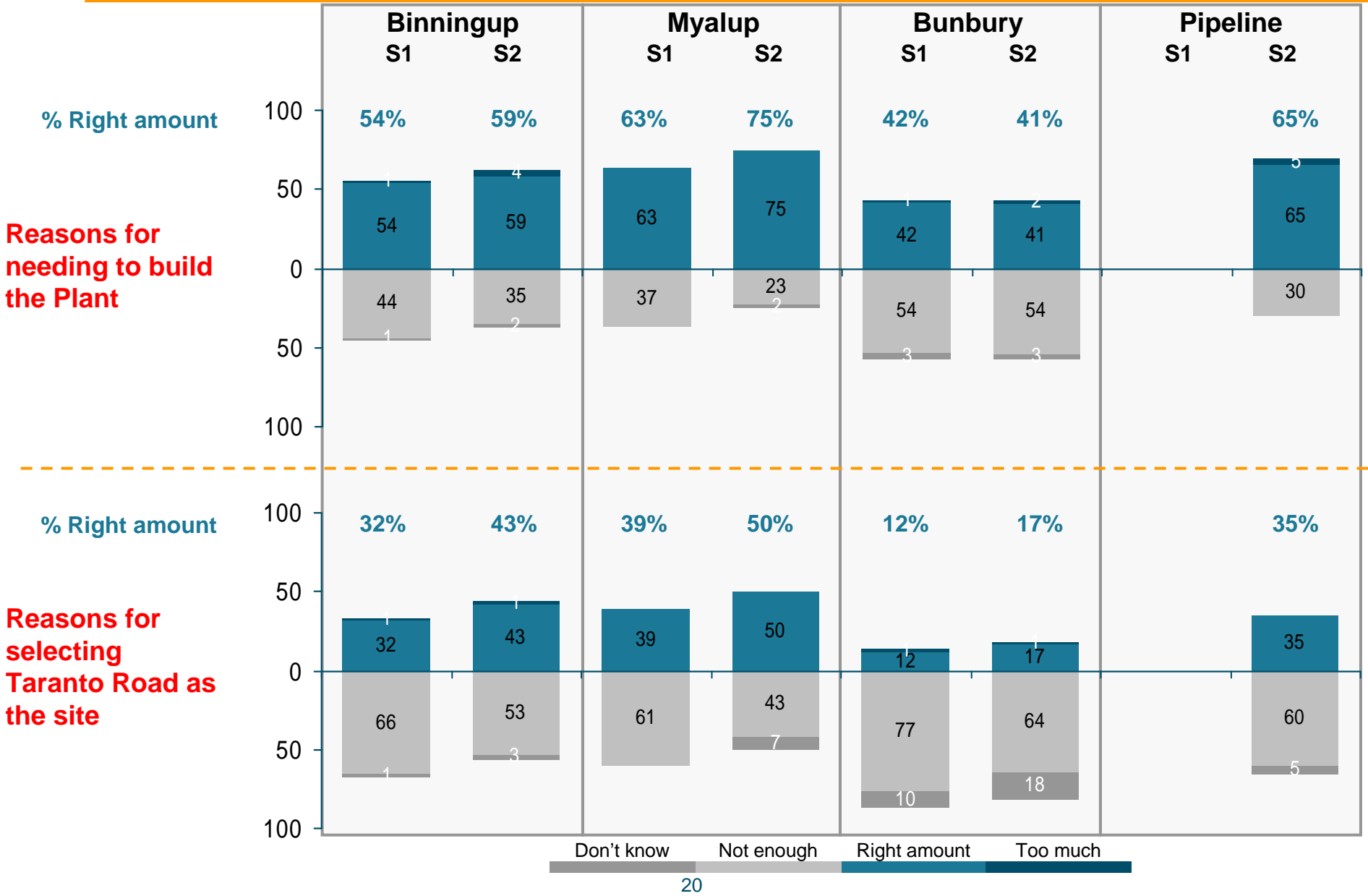
# Perceived Impact of Desalination Project



# Communication and Information

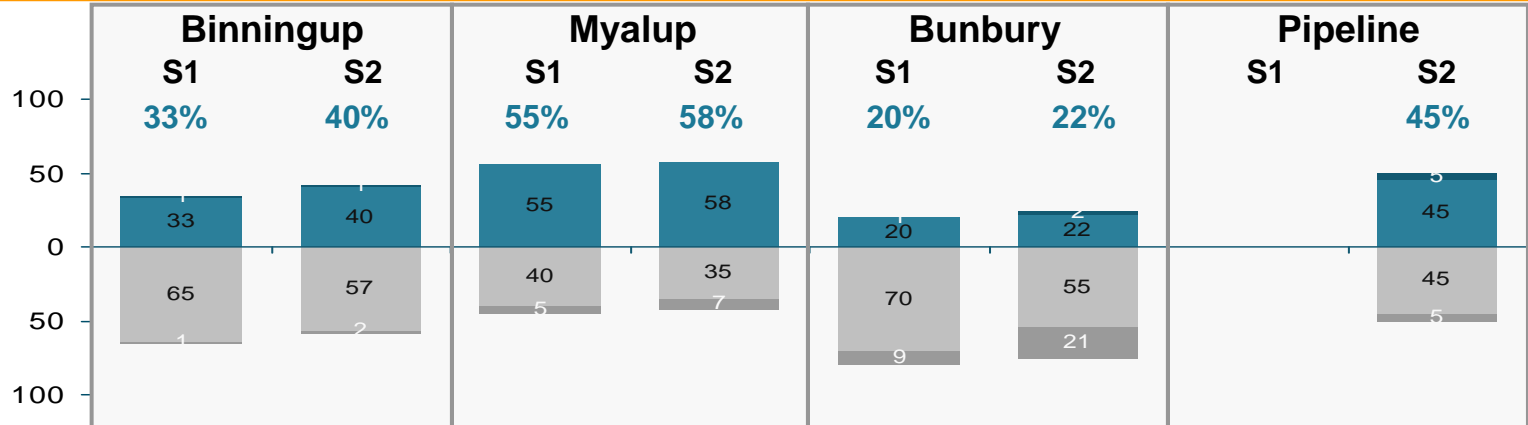


# Amount of Information Seen/Hheard

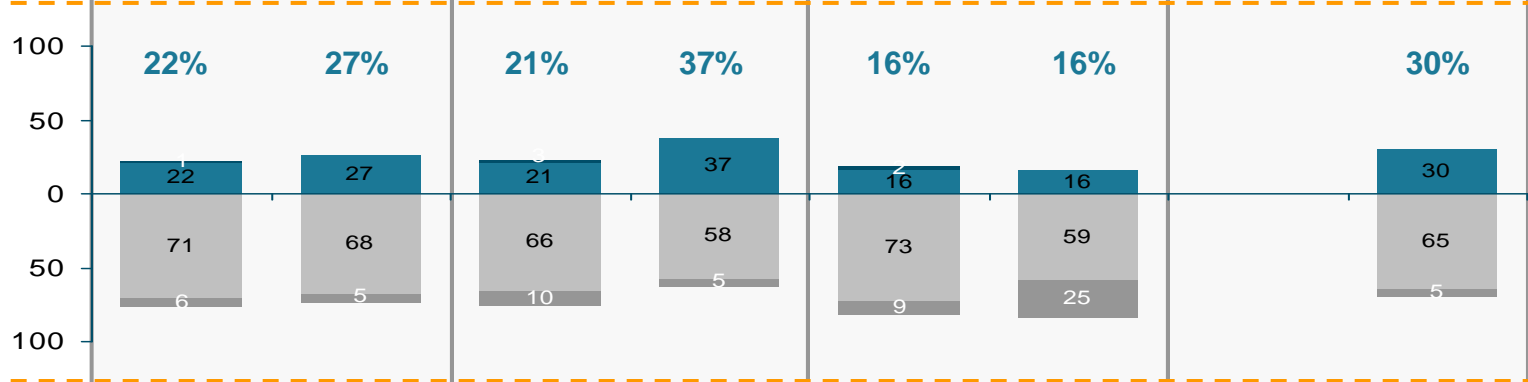


# Amount of Information Seen/Hheard

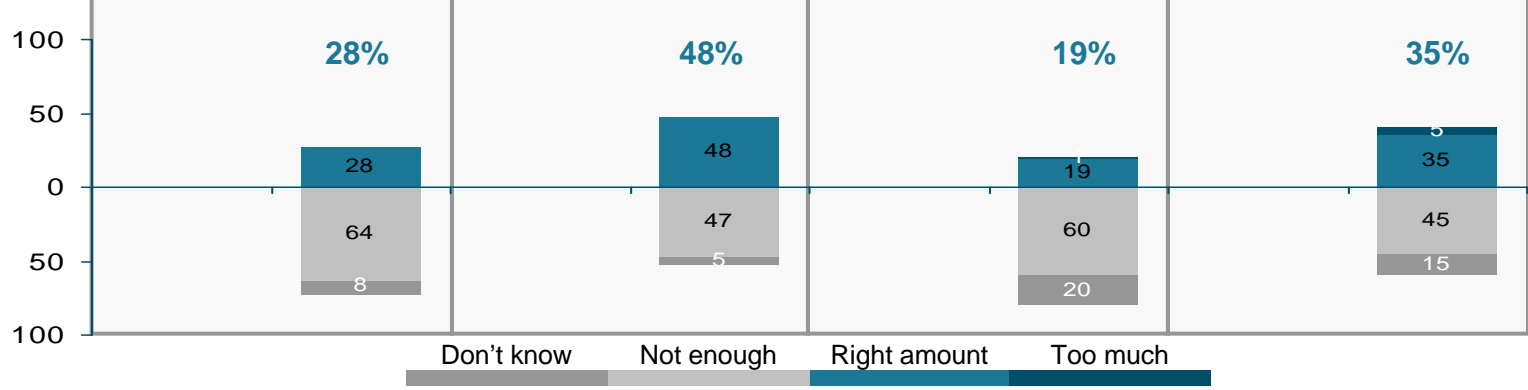
**% Right amount Opportunities for community involvement and the consultation process**



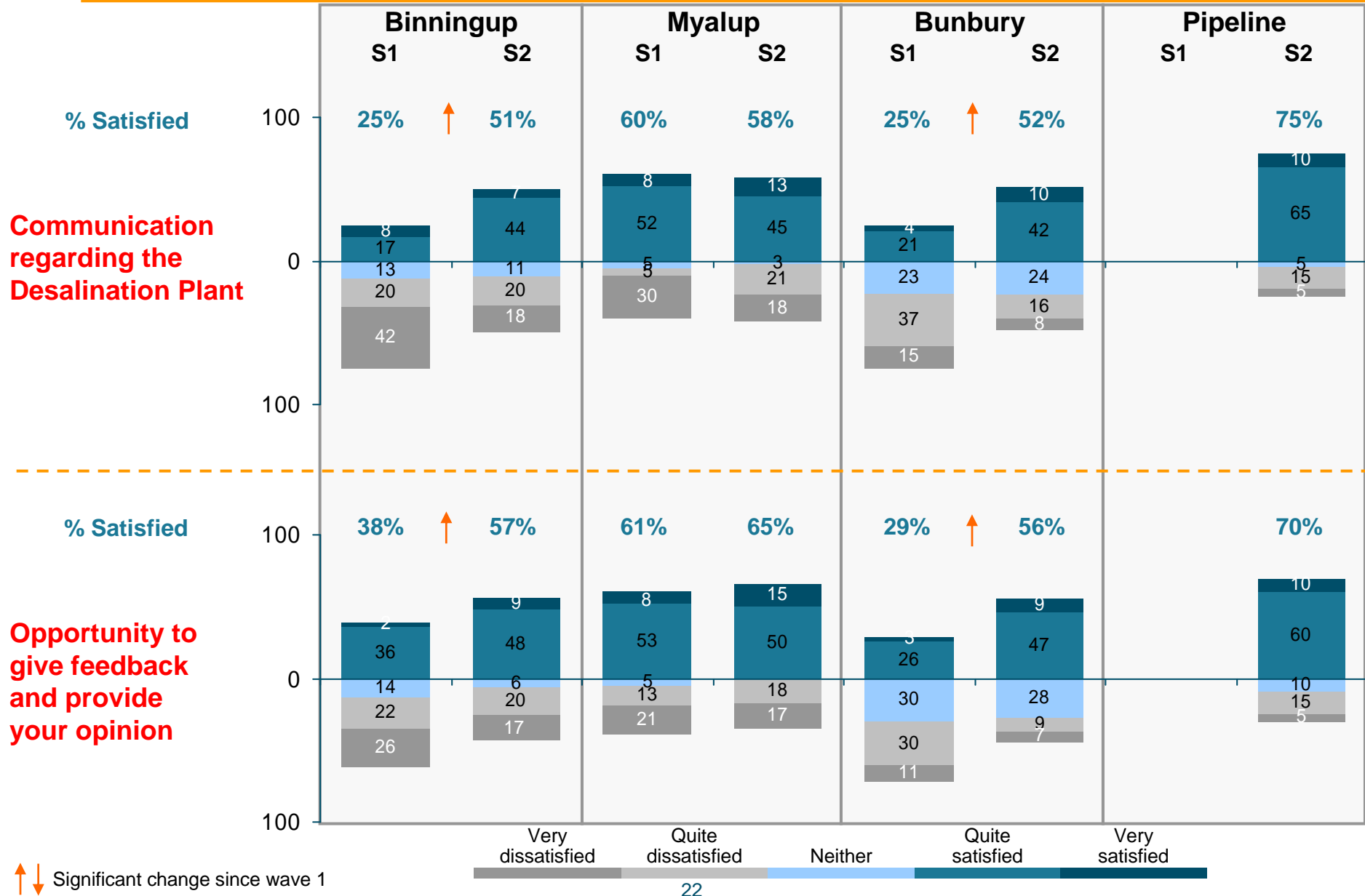
**% Right amount Environmental assessment process**



**% Right amount Social impact assessment process**

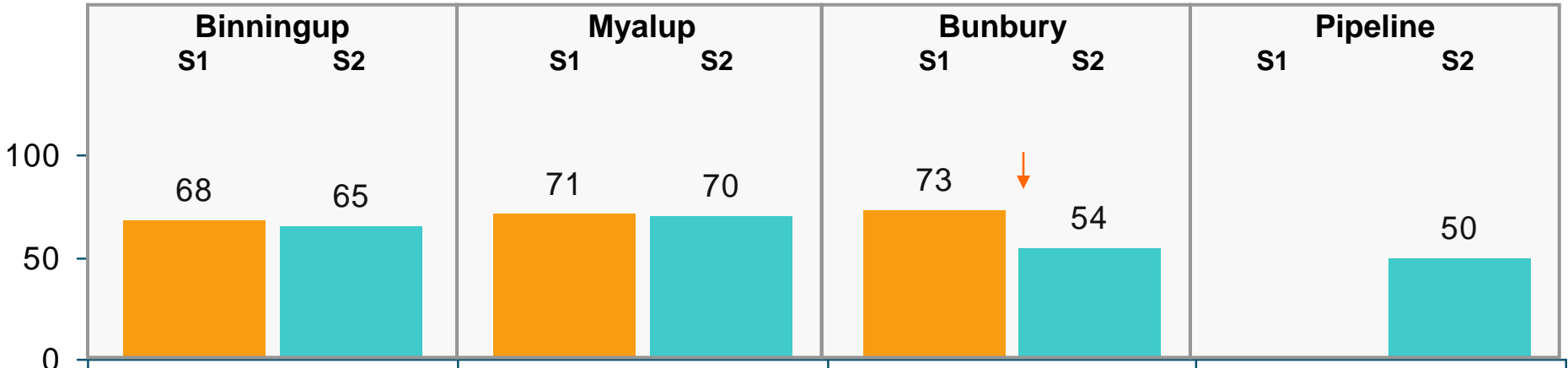


# Satisfaction with Communication Opportunities

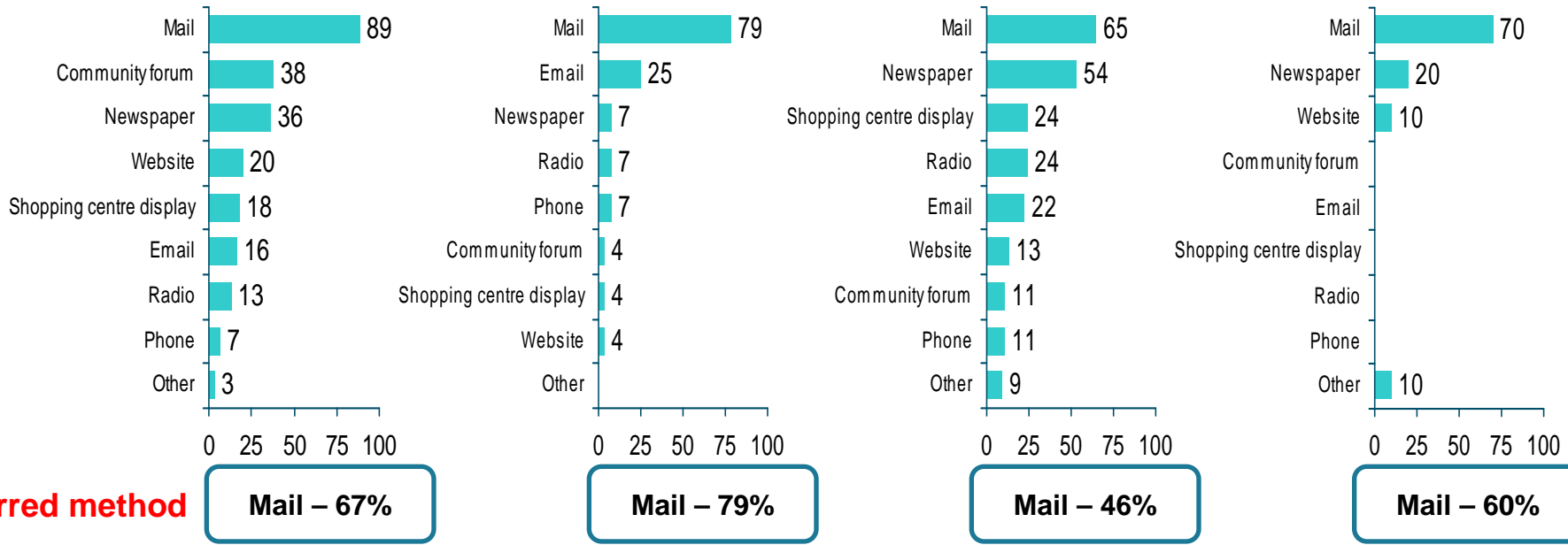


# Effective Communication Channels

**% who would like to receive more communication and information regarding the Desal Plant**



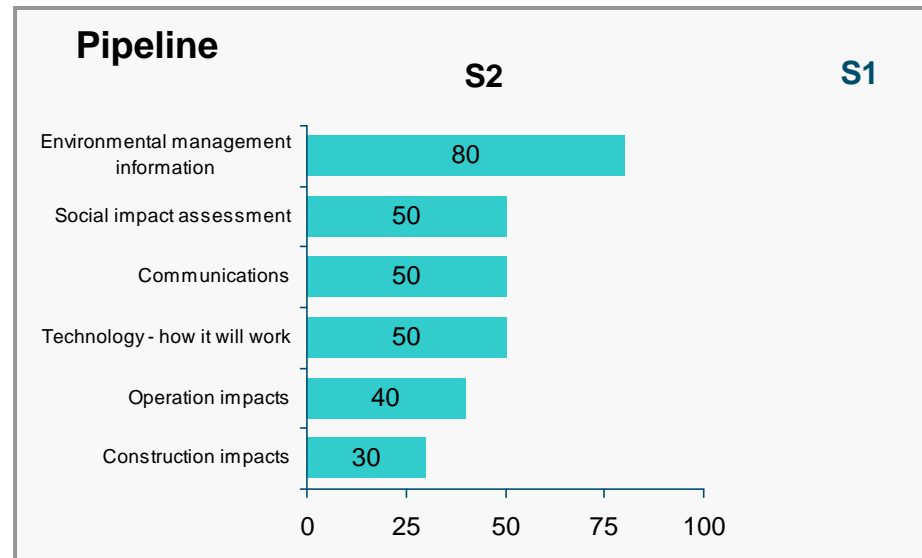
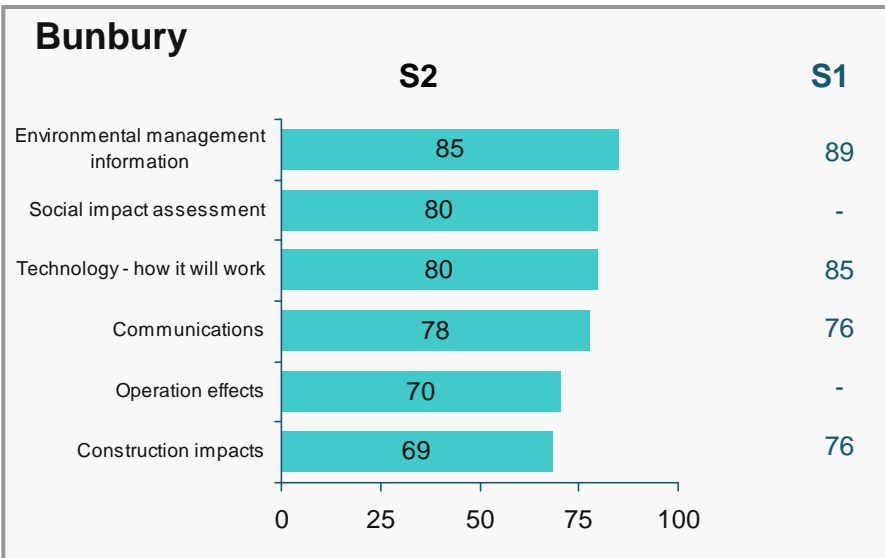
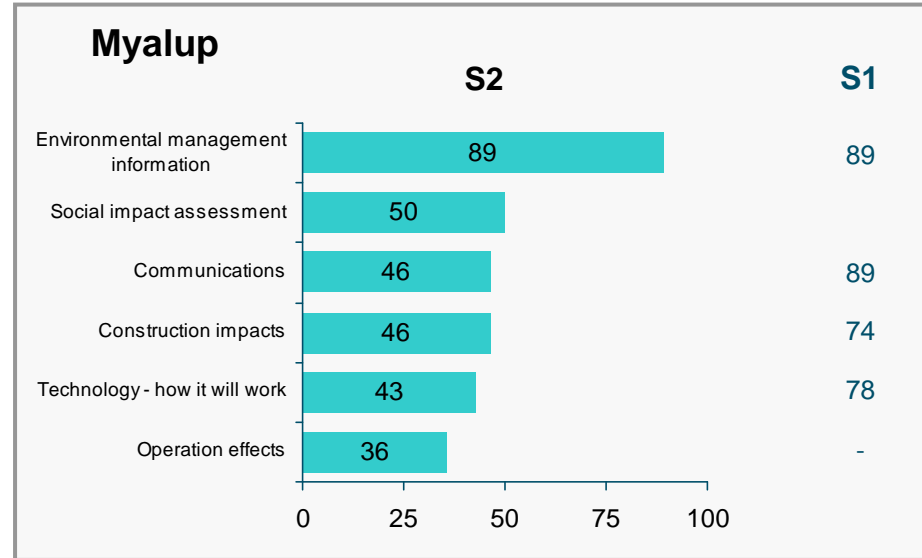
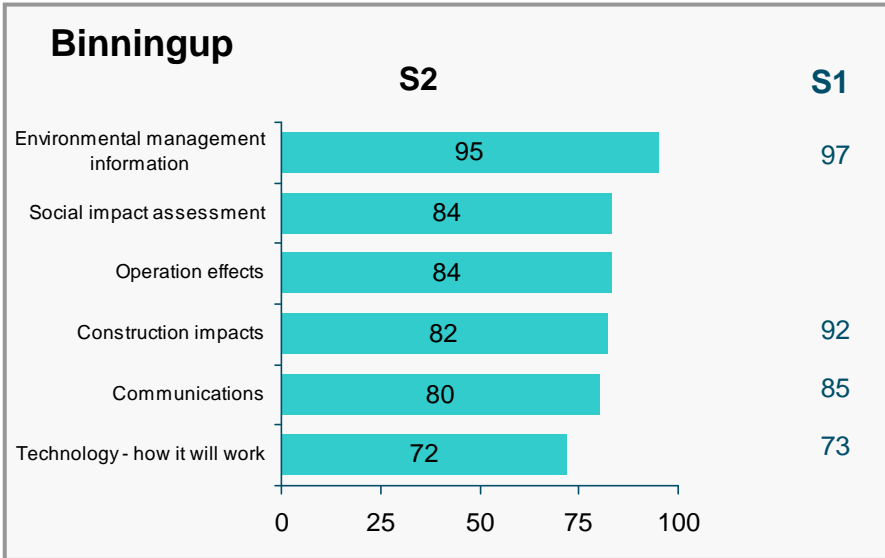
**Good ways for the Water Corporation to communicate with the community**



↑ ↓ Significant change since wave 1

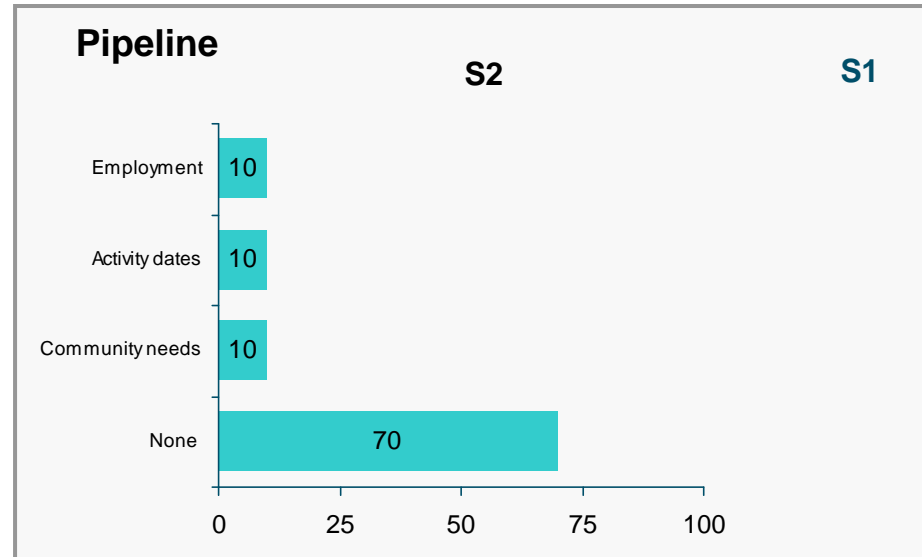
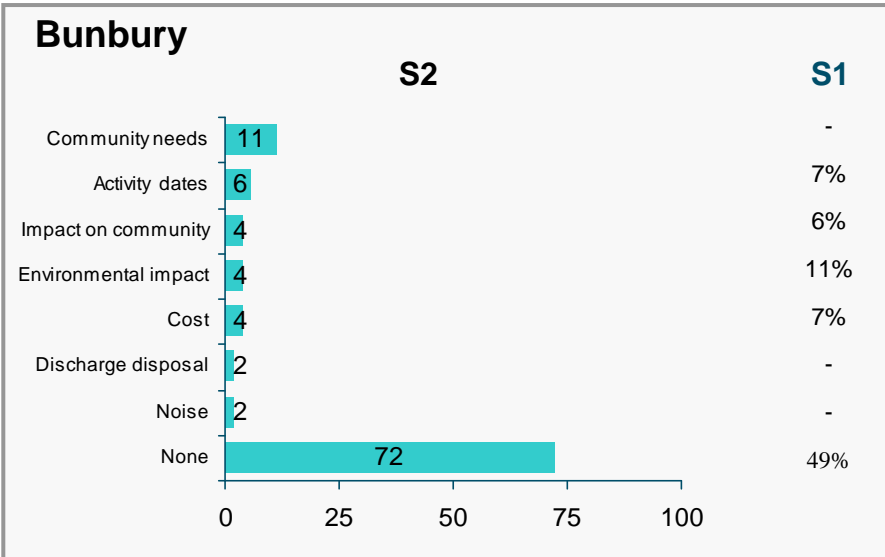
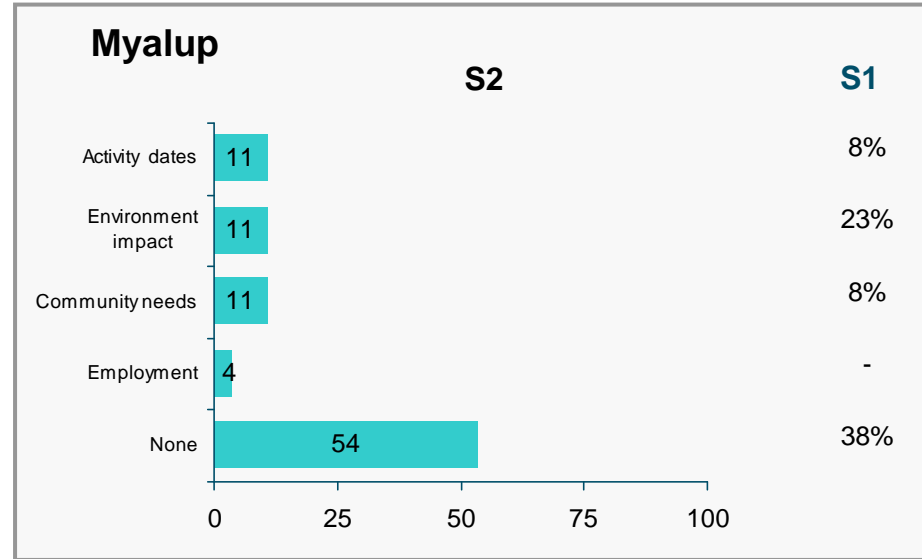
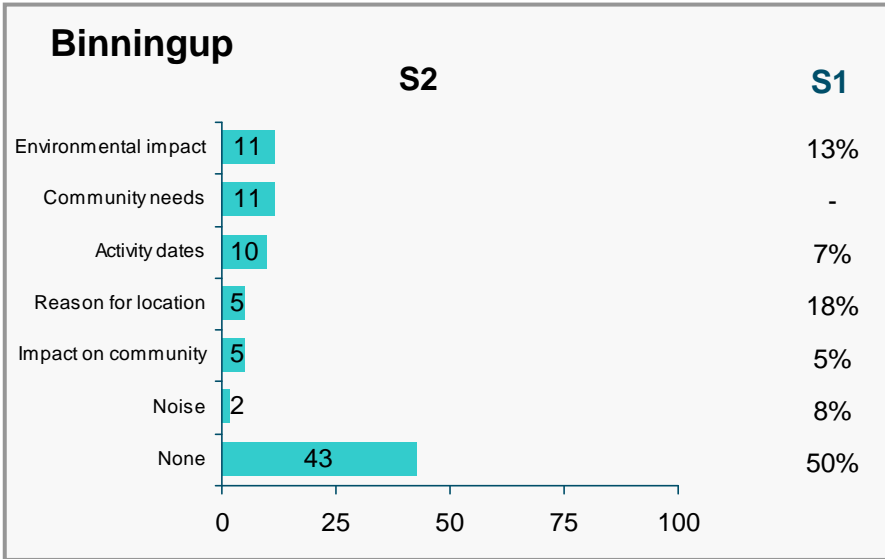
# Specific Information Sought

Would like information about the Desalination Project in the following areas:



# Other Information Sought

What other information residents would like regarding the Desalination Project



# Appendix

## - Respondent Profile

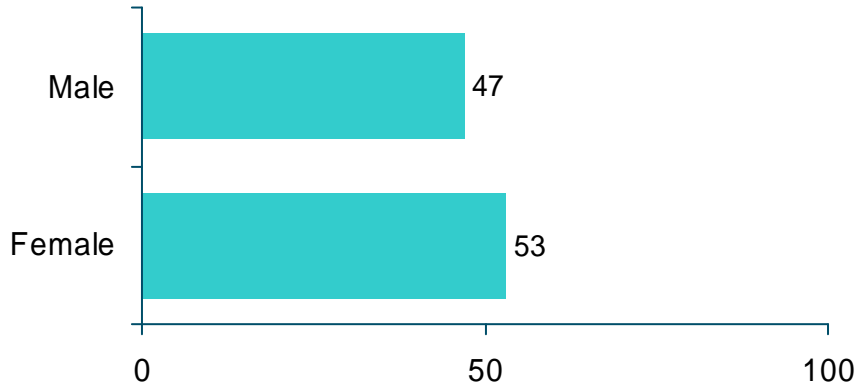


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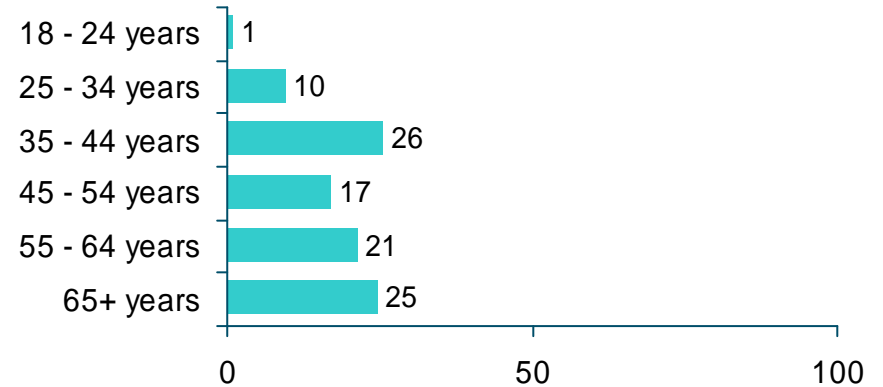
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# Respondent Profile - Binningup

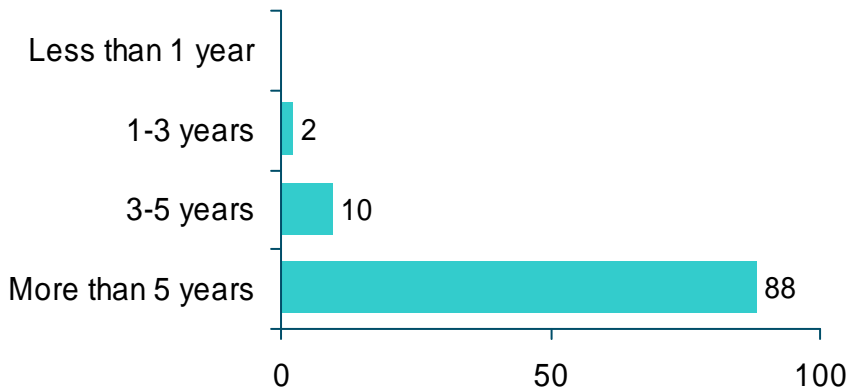
## Gender



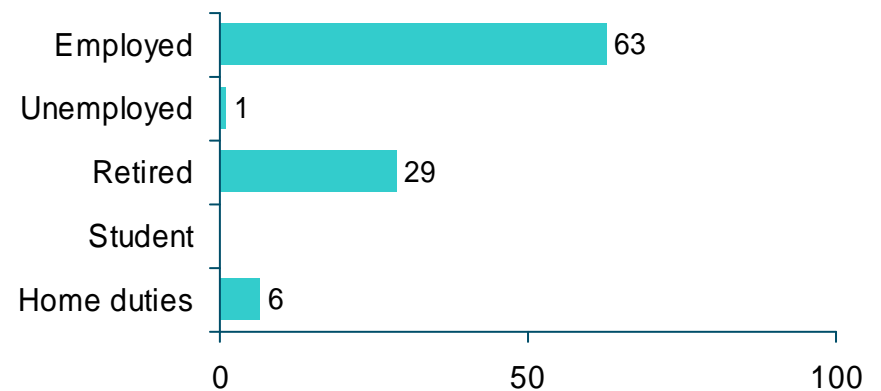
## Age



## Time lived in area



## Employment status

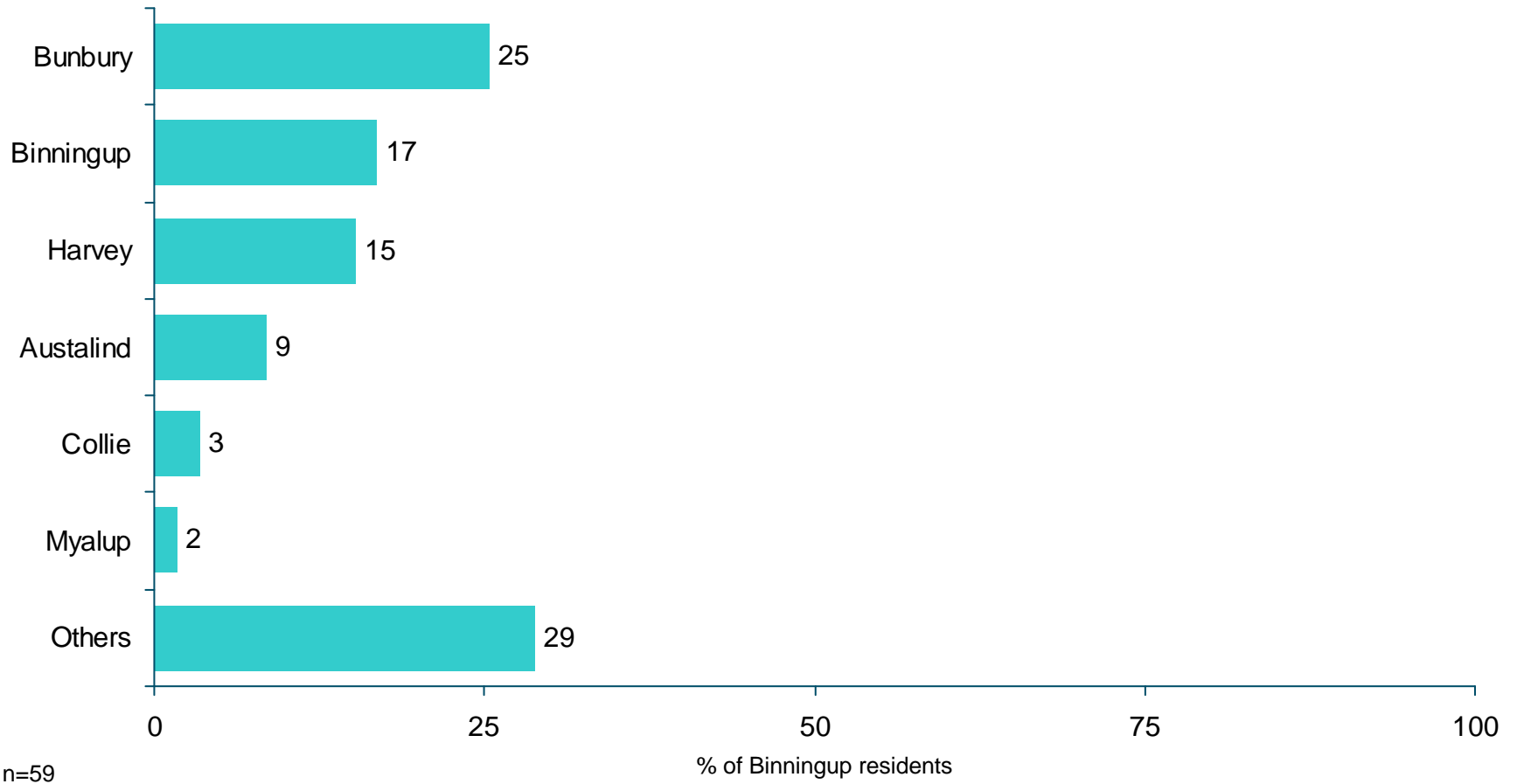


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%

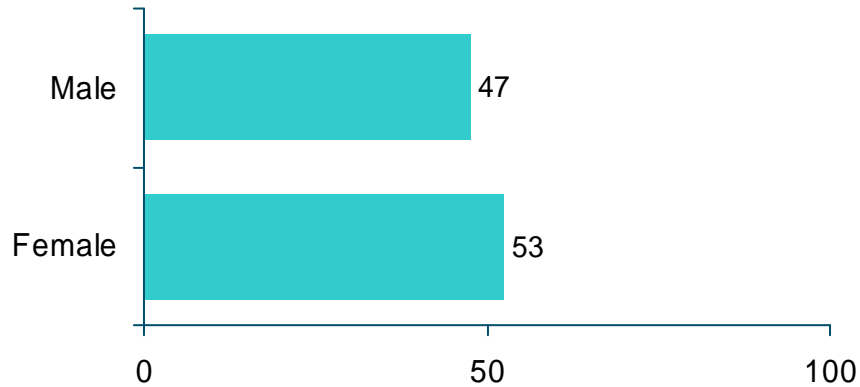
# Suburb of Employment - Binningup

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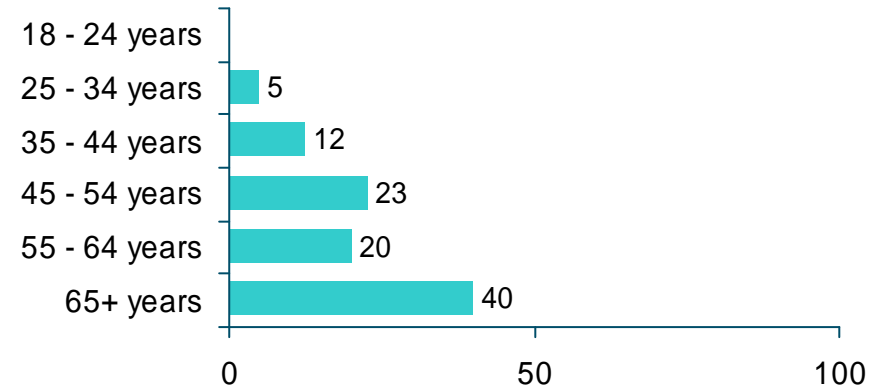


# Respondent Profile - Myalup

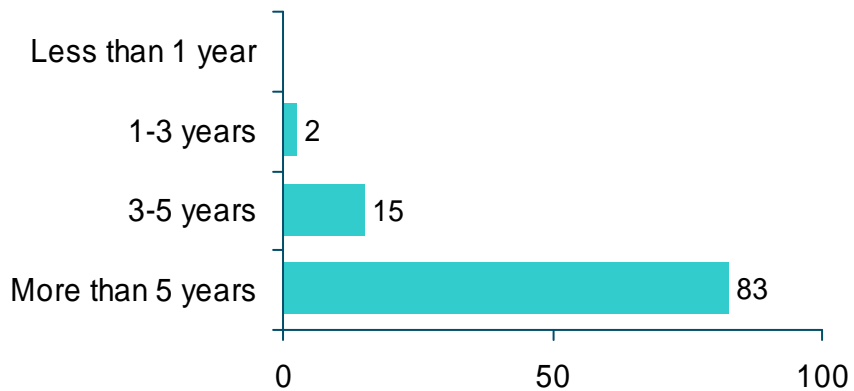
## Gender



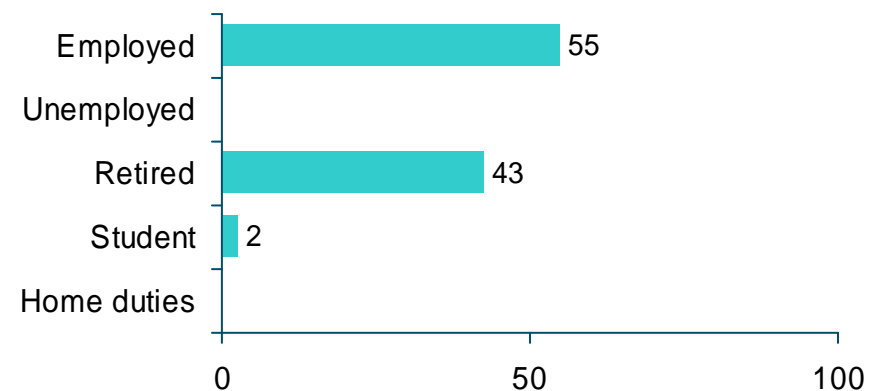
## Age



## Time lived in area



## Employment status

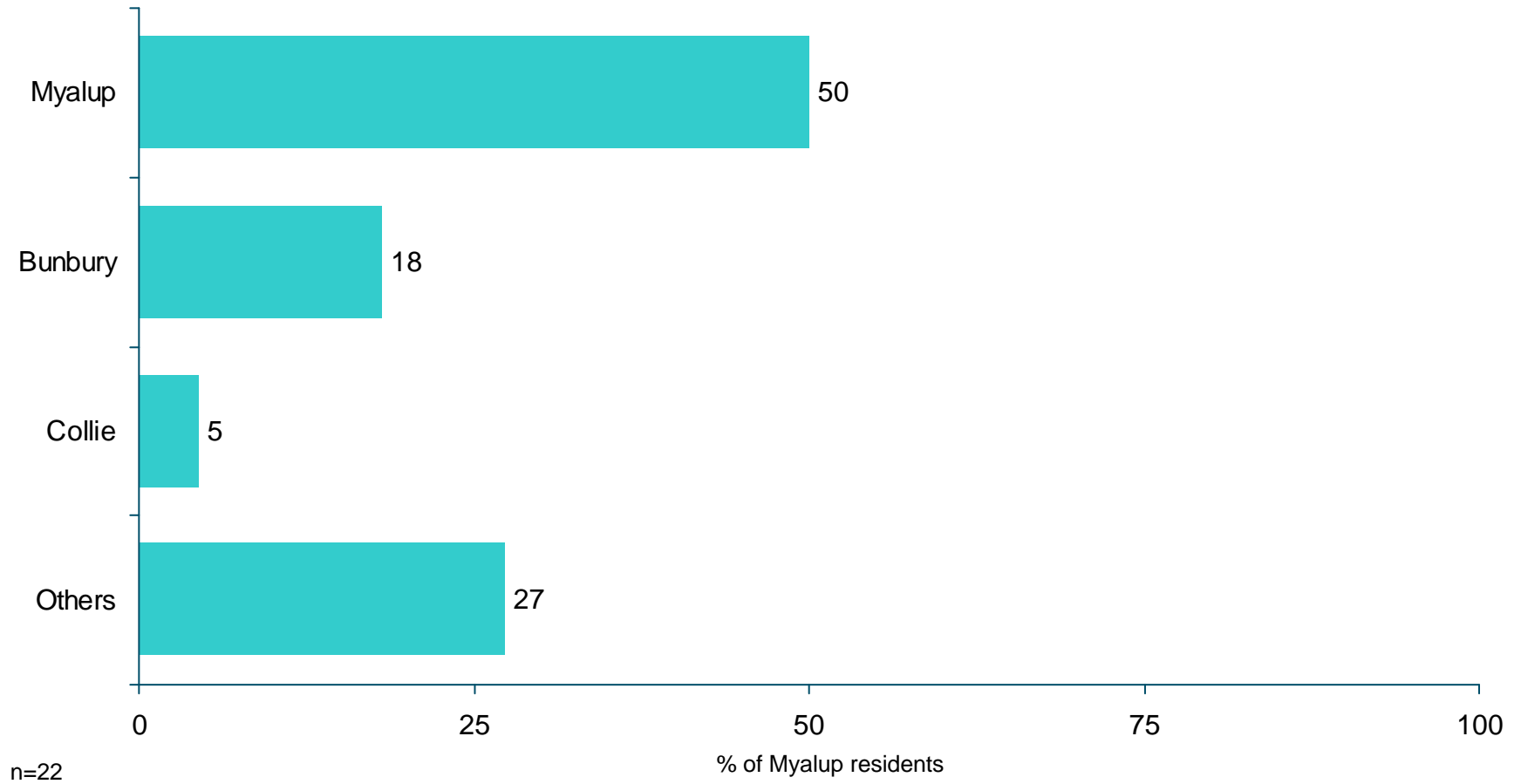


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%

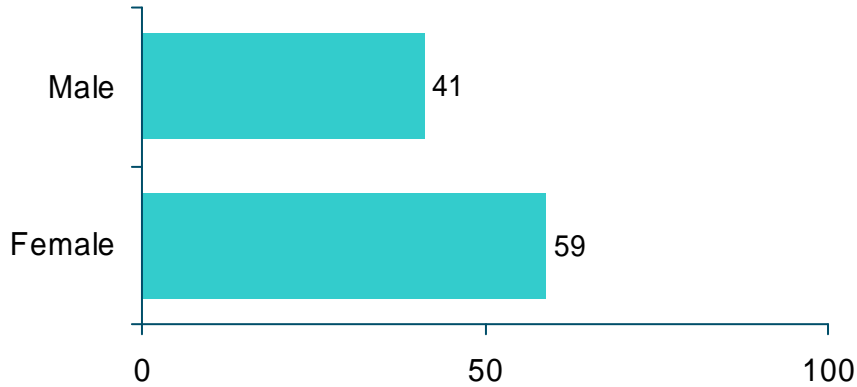
# Suburb of Employment - Myalup

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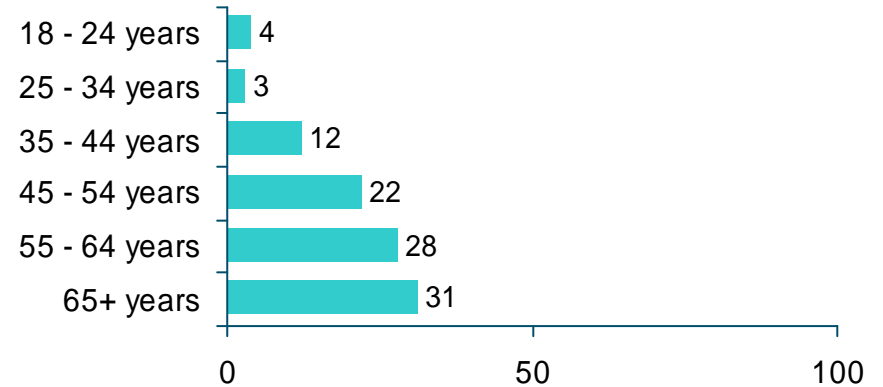


# Respondent Profile - Bunbury

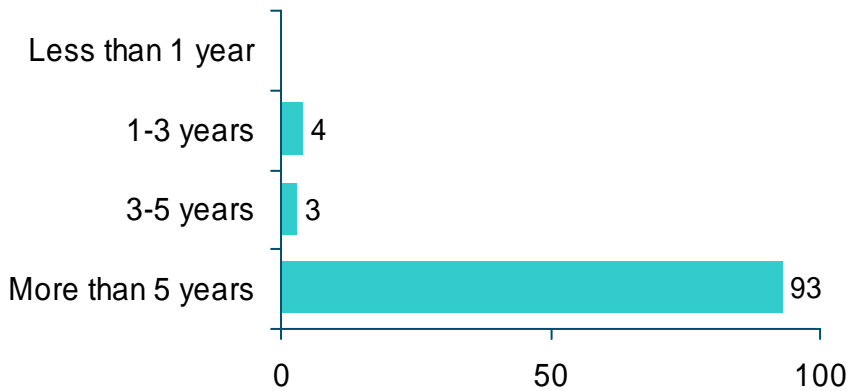
## Gender



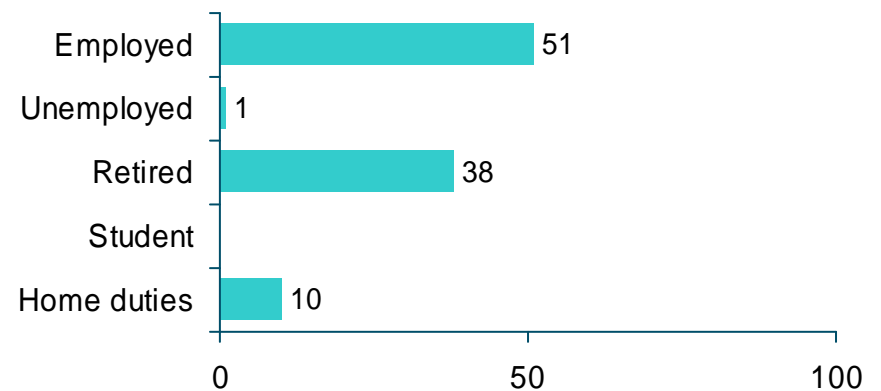
## Age



## Time lived in area



## Employment status

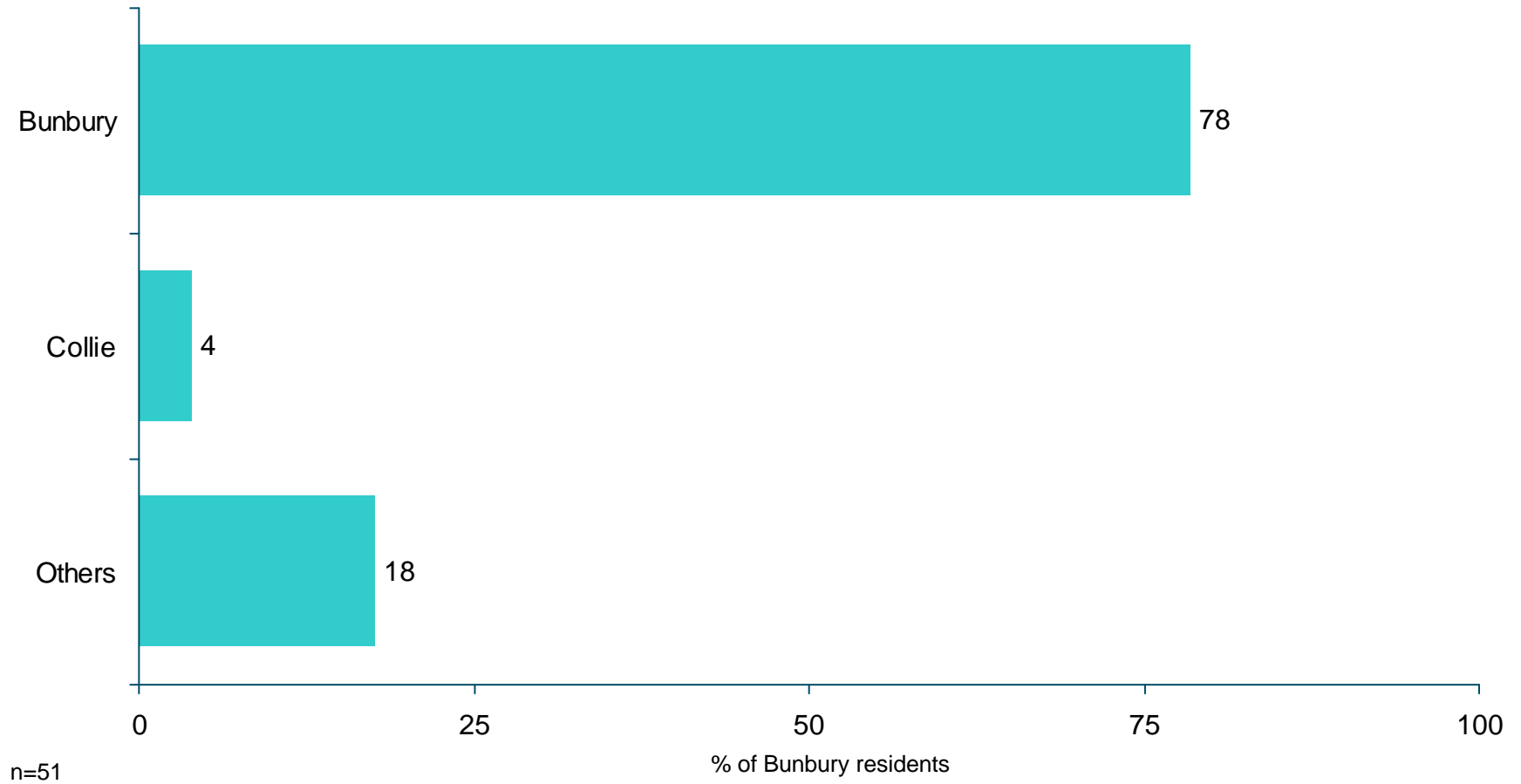


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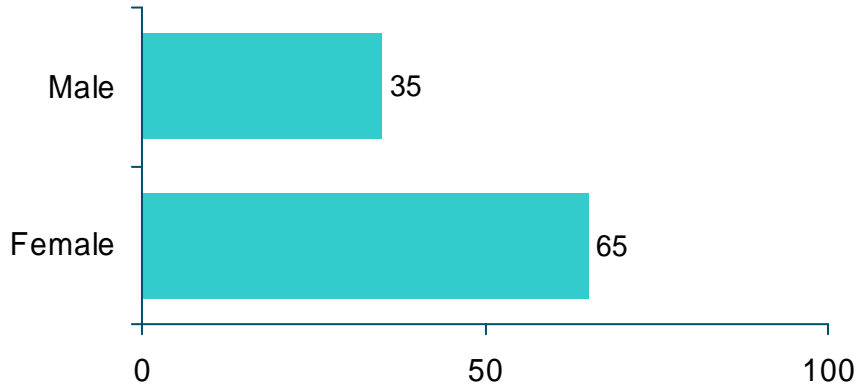
# Suburb of Employment - Bunbury

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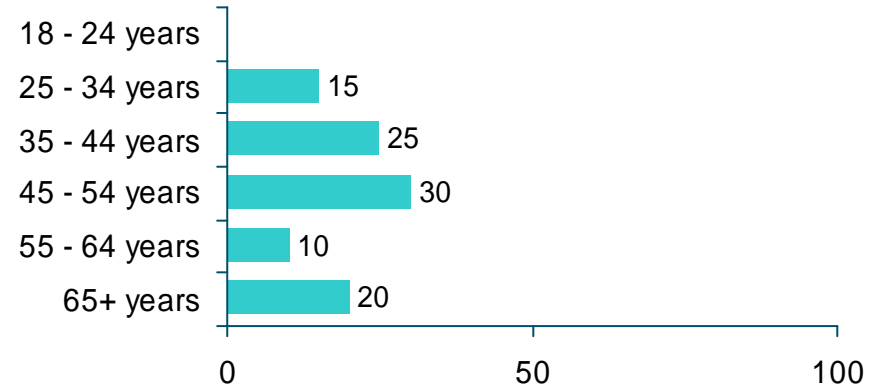


# Respondent Profile - Pipeline Path

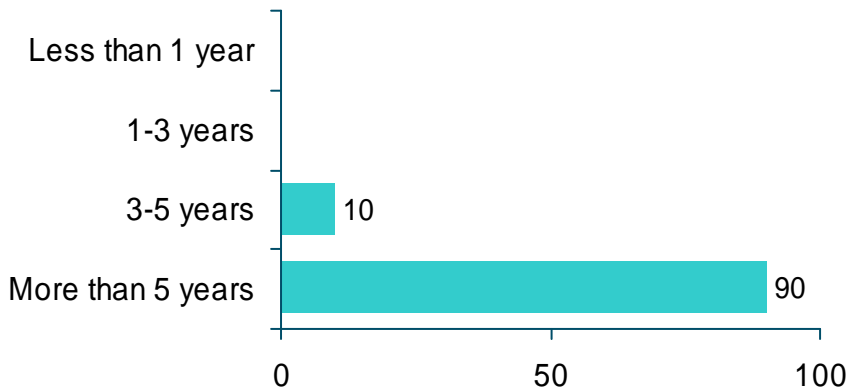
## Gender



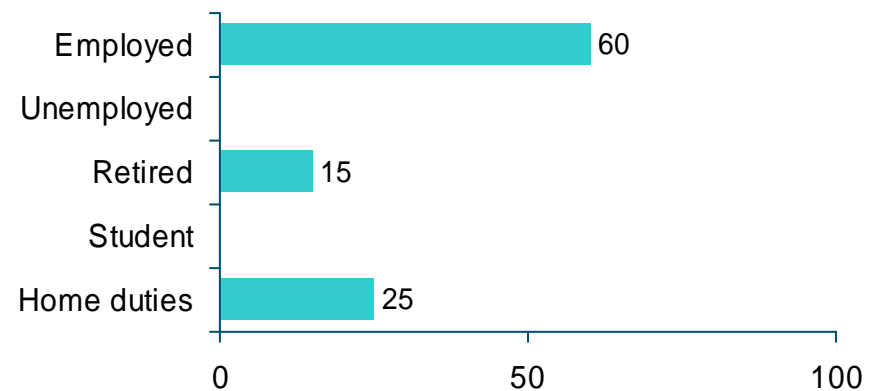
## Age



## Time lived in area



## Employment status

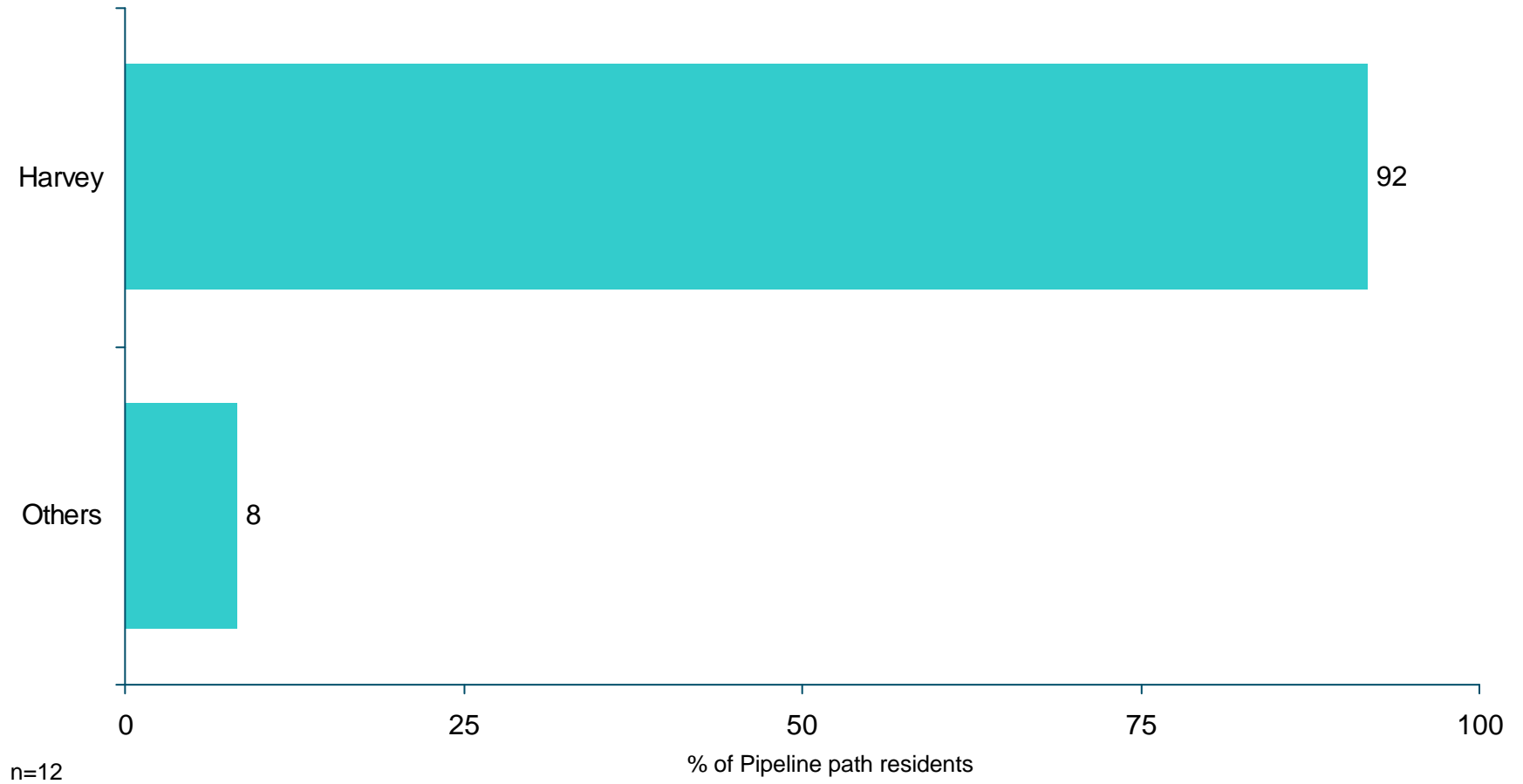


n=20

%

# Suburb of Employment - Pipeline Path

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# Binningup Desalination - Community Research

November 2007 – Stage 2



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