

ANZBP'S COMMUNITY ATTITUDES SURVEY 2020



Background

Biosolids are being increasingly used for a range of purposes including crop and pasture improvement, landscaping, land rehabilitation, road base, oil and fuel.

The existence of biosolids and opportunities for reuse are largely unknown by the general community, and, while they offer numerous environmental and economic benefits, lack of knowledge and misperceptions have the potential to cause concern and controversy.

Proactive communication of the facts on biosolids is important to allay public concerns.

ANZBP last conducted a survey to understand community attitudes to biosolids in 2010 and we would like to update our learnings by conducting a similar survey in 2020.

We conducted a competitive tender process and appointed Newgate Research to develop and run this survey.

Objectives

To obtain feedback from stakeholders and the wider community on the use and disposal of biosolids to help support our objectives and to inform communications development to address knowledge gaps and issues.

Introducing Newgate Research

Newgate Research is a market and social research firm which conducts issues, opinion and reputation research amongst senior stakeholders, influencers, the community, customers and employees.

Newgate Research is a part of Newgate Communications, which has offices in Melbourne, Sydney, Perth, Canberra, Brisbane and Adelaide.

Newgate Research has recent experience conducting research into community attitudes on biosolids for a water utility in 2019. The key objective of this research was to identify community attitudes and knowledge of biosolids and to inform development of future community communications and engagement strategies on biosolids.

Research Approach



Foundation (Oct to Nov 2019):

Workshops and conversations between Newgate and the project Steering Committee which includes representatives from ANZBP, City of Gold Coast, Watercare NZ, Melbourne Water, The Water and Carbon Group (Brisbane), the Institute of Environmental Science & Research (NZ) and Water Corporation WA.



Stakeholder Interviews (Dec 2019 to Feb 2020):

40 x 30 minute interviews with a wide range of stakeholder groups (e.g. producers, peak bodies, end users) to gain a solid understanding of their views and opinions on biosolids and the ANZBP, as well as what they want to know from the community survey.



Community Survey (Mar to April 2020):

15-minute online survey and a 20-minute computer aided telephone interview (CATI) survey with a sample of n=1200 participants from Australia and NZ, including a quota of people living in areas in close proximity to biosolids production or reuse.



Final Analysis & Reporting (Early May 2020):

A full report including communications recommendations will be provided in May.