

Community Consultation Report

Report on the community consultation
undertaken on the *Water2WATER* proposal

July 2007

Prepared By



© ACTEW Corporation Ltd

This publication is copyright and contains information that is the property of ACTEW Corporation Ltd. It may be reproduced for the purposes of use while engaged on ACTEW commissioned projects, but is not to be communicated in whole or in part to any third party without prior written consent.

CONTENTS

EXECUTIVE SUMMARY	1
1 INTRODUCTION	4
1.1 Background	4
1.2 Structure of report	5
2 CONSULTATION STRATEGY	6
2.1 Objectives	6
2.2 Consultation framework	6
2.3 Timeline and tools	7
3 CONSULTATION INVOLVEMENT	9
4 KEY ISSUES	10
5 COMMUNITY GROUP BRIEFINGS	13
5.1 Objectives	13
5.2 Participation rate	13
5.3 Results	13
5.4 Outcomes	14
6 COMMUNITY FORUMS	15
6.1 Objectives	15
6.2 Participation rate	15
6.3 Methodology	15
6.4 Results	16
6.5 Outcomes	17
7 MEDIA ANALYSIS	19
7.1 Objectives	19
7.2 Results	19
7.3 Outcomes	20
8 CONTACTS THROUGH THE PROJECT OFFICE	22
8.1 Objectives	22
8.2 Participation rate	22
8.3 Results	22
8.4 Outcomes	24
9 STAKEHOLDER BRIEFINGS	25
9.1 Objectives	25
9.2 Participation rate	25
9.3 Results	25
9.4 Outcomes	26
10 SURVEYS AND FEEDBACK FORMS	27
10.1 Objectives	27
10.2 Participation rate	27

10.3	Results	28
10.4	Outcomes	31
11	WEBSITE	32
11.1	Objectives	32
11.2	Participation rate	32
11.3	Results	32
11.4	Outcomes	33
12	CONSULTATION OUTCOMES	34
APPENDIX A	COMMUNITY GROUP INVITATION LIST	35
APPENDIX B	KEY ISSUES RAISED IN COMMUNITY BRIEFINGS	40
APPENDIX C	RAW DATA FROM COMMUNITY FORUMS	42
	Woden forum	42
	Ainslie forum	45
	Queanbeyan forum	47
APPENDIX D	PARTICIPANTS' EVALUATION OF FORUMS	49
APPENDIX E	COMMUNITY FORUMS EXIT SURVEY QUESTIONNAIRE	54
APPENDIX F	MEDIA ANALYSIS	56
APPENDIX G	ISSUES RAISED IN EMAILS	112
APPENDIX H	ISSUES RAISED IN FEEDBACK FORMS	113
APPENDIX I	ISSUES RAISED IN LETTERS	114
APPENDIX J	ISSUES RAISED BY TELEPHONE	115
APPENDIX K	STAKEHOLDER INVITATION LIST	116
APPENDIX L	RESULTS OF ORIMA RANDOM TELEPHONE SURVEY	118
APPENDIX M	ORIMA RANDOM TELEPHONE SURVEY QUESTIONNAIRE	137
APPENDIX N	INFORMATION DISPLAY SCHEDULE	142
APPENDIX O	ADVERTISING	144
APPENDIX P	FEEDBACK FORMS	145

EXECUTIVE SUMMARY

The ACT regional community appears to be open to the Water2WATER proposal, provided the following conditions are met:

- *ensuring an adequate response to the six major issues raised during the consultation; and*
 - *ensuring that a robust consultation process is a core function of any future planning and approvals process and includes all stakeholder groups.*
-

Introduction

The purpose of this document is to report on the strategy and outcomes of the three-month Water2WATER community consultation program conducted by ACTEW from March 22 to June 22, 2007.

The community consultation program was undertaken to provide the ACT Government with an informed view regarding community attitudes toward the Water2WATER proposal.

Proposal

Water2WATER was ACTEW's proposal in early 2007 to help secure the ACT's water supply by purifying Canberra's used water and adding this to the Cotter Dam which would also be enlarged. It was developed due to the severe water shortages in the ACT, following near record low inflows to reservoirs in recent years. In 2006 inflows were just seven per cent of the long term average.

The ACT Government requested ACTEW to undertake a community consultation program whilst technical studies for securing the ACT's water supply were completed. The consultation program was limited to a focus on the ACT and Queanbeyan communities' views and issues related to the Water Purification Scheme and the enlargement of the Cotter Dam. ACTEW was to report back to the ACT Government on the outcomes of the consultation. This is that consultation report.

Consultation Tools

ACTEW collected views through surveys, the Water2WATER Project Office, community meetings and forums, stakeholder meetings, local events and shopping centre displays.

In addition ACTEW reached the wider community through advertising, the Water2WATER website and media coverage of Water2WATER.

Key issues

During the community consultation program, six key issue areas emerged, each containing a number of sub issues. These issues have been individually analysed, categorised and allocated to the community consultation tools where they were identified. Two categories of issues emerged, primary issues defined as those that were consistently raised across a number of the tools and secondary issues defined as those that were raised by a single or smaller number of the tools used.

The two primary issues identified were health and planning/other options.

- *Within health the most significant sub issue raised by the community was the removal of hormones, viruses, diseases and pharmaceuticals.*
- *Within planning/other options, the most significant sub issue was expressed as “build the Tennent Dam”. The planning /other options category contained a significant number of community suggestions, indicating a high level of concern that options other than water purification have not been sufficiently investigated.*

The secondary issues identified were; cost, environment, quality assurance and government transparency.

- *Within cost, there was concern about increased water prices and the perceived higher cost of purified water over other options.*
- *Within environment, there was little detail expressed by the community, however global warming was noted as a concern.*
- *Within quality assurance the most significant sub issue was the potential for technical failure of a water purification plant.*
- *Within government transparency the community expressed a need for more community consultation and education.*

Outcomes

A random telephone survey, the only statistically valid representation of the community’s perceptions, demonstrated that 75% of the community were positive (53%) or conditionally positive (22%) towards the Water2WATER proposal.

Additionally, based on the information collected through the consultation process key outcomes were:

- *More than 3700 direct contacts were made with the Water2WATER project during the consultation period*
- *The majority of people in contact with the project were positive or conditionally positive about the Water2WATER proposal. Where they had concerns, these were about health aspects and a desire to see better planning for water security in the ACT.*
- *There is not widespread community opposition to the Water2WATER proposal.*
- *There are some individuals and groups (approximately 820 contacts), particularly those actively involved through community forums, the online survey, telephone, email, and mail, who expressed dissatisfaction with the water purification component of the Water2WATER proposal. Their major issues were:*
 - *health with a focus on removal of drugs and hormones;*
 - *investigation and communication of all water supply/security options;*
 - *environmental factors, particularly climate change and global warming;*
 - *cost to the end user;*
 - *quality assurance/monitoring; and*
 - *community confidence in ACT Government and ACTEW.*

- *A significant number of individuals and groups (approximately 2300 contacts), typically those who were passively involved through community and stakeholder briefings, shopping centre displays and events, were conditionally supportive of the Water2WATER proposal. Where they had concerns, these were similar to the smaller group (820).*
- *There were 620 contacts by people who were neither positive nor negative about the Water2WATER proposal; these were classified as neutral.*
- *There are no significant geographical differences between the ACT and Queanbeyan communities' attitudes toward the Water2WATER proposal.*

In summary, the community appears to be open to the Water2WATER proposal, provided the following conditions are met:

- *ensuring an adequate response to the six major issues raised during the consultation; and*
- *ensuring that a robust consultation process is a core function of any future planning and approvals process, and includes all stakeholder groups.*

1 INTRODUCTION

1.1 Background

ACTEW has been reviewing the ACT region's water supply options for the past few years. The past three years have seen an intensive amount of work undertaken to secure ongoing water supply for the ACT community in the future.

2004

In April 2004, the ACT Government released: *Think water, act water – a strategy for sustainable water resources management*. The strategy defined actions to achieve sustainability objectives for water use in the ACT out to 2050, including to:

- increase the efficiency of water use; and
- provide a long-term reliable source of water for the ACT and region.

2005

In 2005, ACTEW produced the *Future Water Options* series of reports, which identified a range of measures necessary to secure water for the Capital Region. Recommendations included construction of a transfer pipeline from the river near Angle Crossing to Googong Dam, continued studies and annual reviews of water planning assumptions and security of supply. A community consultation program was carried out on more than 30 water supply options at this time.

This work was based upon six key assumptions:

- climate variability and climate change;
- impact of bushfires on inflows to ACT reservoirs;
- future population growth in Canberra and Queanbeyan and the possibility of servicing additional areas;
- reduction targets in per capita water use set by the ACT Government in *Think water, act water*;
- environmental flow requirements; and
- acceptable levels for the duration, frequency and severity of water restrictions during times of drought.

2006

In its 2006 annual review, ACTEW identified that there had been a fundamental change to one of these assumptions: climate variability and climate change. Based upon work by CSIRO, it was predicted that by 2030, runoff into the storages would decrease by 30 per cent, on average. Over the past six years however runoff has decreased by more than 60 per cent and by approximately 90 per cent in 2006.

2007

On 31 January 2007, the ACTEW Board of Directors decided to commit in principle to enlarging the Lower Cotter Dam to increase its storage capacity from four gigalitres to 78 gigalitres.

It also committed in principle to the further purification of water from the Lower Molonglo Water Quality Control Centre (LMWQCC) to drinking water standard. After extensive treatment at the LMWQCC, the purified water would be piped to a stream in the Lower Cotter catchment and then into the Cotter Dam to blend with the natural water. The water would then be piped from the Cotter Dam for final treatment at the Mount Stromlo Water Treatment Plant.

The Water Purification Scheme would only proceed if ACTEW was able to provide assurances to the people of Canberra that the quality of water produced would be at least equal to and most likely of an even higher standard than that which is currently available.

These projects formed the *Water2WATER* proposal.

Community education and consultation – past experiences

Over the past three years, ACTEW has undertaken two comprehensive community consultation projects, engaging the community on water supply and demand. These included the 2004-05 *Future Water Options* study of future water supply options and a three month intense consultation program prior to the introduction of Permanent Water Conservation Measures in 2006.

In developing the *Water2WATER* consultation strategy, ACTEW has also researched and considered experiences from other water purification projects, such as those in Singapore, Toowoomba in Queensland and Orange County in California. Key outcomes from these studies have been drawn on to develop this strategy.

Key ACTEW staff have undertaken visits to Singapore and the United States to investigate the potential for water re-use and examine the latest technology and experiences to input into future planning for the ACT's water security.

1.2 Structure of report

This report outlines the overarching community consultation strategy, including its objectives and communication tools.

The report then provides more detailed information on each of the tasks or activities used, with analysis of their effectiveness in informing, educating and engaging the ACT community on the *Water2WATER* proposal.

It also demonstrates the community attitudes and highlights the most significant issues raised by the community in relation to *Water2WATER*.

2 CONSULTATION STRATEGY

2.1 Objectives

The consultation program was designed to ensure that an informed, wide-ranging and robust community discussion took place on the *Water2WATER* proposal, taking into account as many views as possible, while understanding the need to find a solution for Canberra's critical water situation.

The objective was to promote the exchange of ideas and information, and understand the views of the community and stakeholders, and to inform and enhance the ACT Government's decision-making process.

Specific objectives were to:

- ensure the consultation process provided the community with access to relevant information about the proposed project;
- ensure members of the ACT community, including Queanbeyan residents, had an opportunity to raise issues, questions and concerns, and express their views and comments on the proposed project;
- provide a mechanism to respond to issues, questions and concerns raised by the community, listen to views expressed and have these views incorporated into the decision making process;
- develop consultation processes that helped to counter any misinformation and/or misunderstanding in the community about purified water in the water supply;
- arrange consultation activities in such a way that satisfied the ACT Government that the community had been comprehensively briefed, in particular on the health aspects of the proposed project;
- ensure feedback was provided to the community on the outcomes of the consultation and ACT Government decisions on the project; and
- use the intelligence gathered during this consultation period to inform the long term education and engagement program that ACTEW may implement if the project goes ahead.

2.2 Consultation framework

The ACT Government requested ACTEW to undertake a community consultation program whilst technical studies for securing the ACT's water supply were completed. The consultation program was limited to a focus on the ACT and Queanbeyan communities' views and issues related to the Water Purification Scheme and the enlargement of the Cotter Dam. ACTEW was to report back to the ACT Government on the outcomes of the consultation. ACTEW committed to undertake the activities associated with the program according to the following principles:

- assist the ACT Government in its commitment to build on its partnerships with the community and foster the interest and community participation that is the heart of *Building Our Community – The Canberra Social Plan*¹;
- develop the program in cooperation with the ACT Government; and
- undertake activities in a manner that is consistent with the ACT Government's consultation policy and protocol, as expressed through *Your Guide to Engaging with the Community – ACT Government Community Engagement Manual*².

The program applied to:

- the ACT and Queanbeyan communities;
- ACT Government;
- ACTEW; and
- ActewAGL and other contractors and consultants that may work on the project.

Expert panel on health

The ACT Government established an Expert Panel on Health, which was Chaired by Emeritus Professor Ian Falconer AO, Hon Visiting Fellow, Pharmacology, Faculty of Medical Sciences, University of Adelaide, Senior Consultant, Cooperative Research Centre for Water Quality and Treatment, and Vice President, Conservation Council of SE Region and ACT.

The Expert Panel comprises four members, one of whom is Dr Katja Mikhailovich, Discipline Head – Community Studies, School of Education and Community Studies at the University of Canberra. Dr Mikhailovich was briefed on the community consultation strategy and was an observer at key activities such as the community forums and community briefings.

2.3 Timeline and tools

The ACT Chief Minister announced the commencement of the *Water2WATER* community consultation program on World Water Day, March 22, 2007. The consultation program ran from March 22, 2007 to June 22, 2007.

The table below outlines the tools, their purpose and timeframe, used in the consultation program.

Table 1 *Water2WATER* community consultation tools

Tool	Purpose	Timeframe
Advertising and editorial	<ul style="list-style-type: none"> ▪ Promote consultation timeframe, events, displays, surveys, forums etc. ▪ Explain aspects of the project. ▪ Gather feedback. 	Ongoing throughout the consultation period

¹ Australian Capital Territory Government (2004). *Building Our Community – The Canberra Social Plan*. Chief Minister's Department.

² Australian Capital Territory Government (2005). *Your Guide to Engaging with the Community. ACT Government Community Engagement Manual*. Department of Disability, Housing and Community Services.

Tool	Purpose	Timeframe
Community briefings	<ul style="list-style-type: none"> ▪ Introduce project to stakeholders. ▪ Explain consultation program. ▪ Gather feedback. 	Ongoing throughout consultation period
Community meetings / forums	<ul style="list-style-type: none"> ▪ Provide opportunity for the community to debate issues. ▪ Provide greater depth of understanding on project. ▪ Gather feedback. 	May 29 (Woden) May 30 (Ainslie) and June 14 (Queanbeyan)
Information Display (staffed) at events and shopping centres	<ul style="list-style-type: none"> ▪ Introduce project. ▪ Explain consultation program. ▪ Gather feedback. 	Ongoing throughout the consultation period.
Information kits	<ul style="list-style-type: none"> ▪ Introduce project. ▪ Provide information on consultation program. ▪ Provide mechanism for feedback via feedback form. 	Ongoing throughout the consultation period. Distributed via displays, events, briefings, meetings and post.
Online survey	<ul style="list-style-type: none"> ▪ Provide the community with the opportunity through self selection to express views on the project. 	May 11 – June 22, 2007
Project contact centre and call centres	<ul style="list-style-type: none"> ▪ Provide access points for community and other stakeholders to request information and provide feedback. 	Ongoing throughout the consultation period.
Random telephone survey	<ul style="list-style-type: none"> ▪ Collect representative data on community views around the project and water supply security. 	May 1– 5, 2007
Targeted stakeholder meetings	<ul style="list-style-type: none"> ▪ Introduce project. ▪ Explain consultation program. ▪ Gather feedback. 	Ongoing throughout the consultation period.
Website	<ul style="list-style-type: none"> ▪ Provide up to date information on project. ▪ Keep community informed throughout process. ▪ Provide community with a feedback mechanism. 	Ongoing throughout the consultation period.

3 CONSULTATION INVOLVEMENT

More than 3700 direct contacts were made with the *Water2WATER* project, through a number of communication tools, as shown in the table below.

Table 2 Community involvement

Tool/activity – engagement	Groups involved	Individuals involved
Targeted stakeholder meetings	18	172
Info Display (staffed) at events and shopping centres	21 events	1689
Community briefings	19	757
Random telephone survey	n/a	350
Online survey	n/a	330
Phone calls received	n/a	110
Emails received	n/a	189
Letters received	n/a	13
Community forums (three)	n/a	130
Total involved		3740

In addition, ACTEW reached the wider community through advertising and media coverage of the *Water2WATER* proposal. The level of advertising and media coverage is shown below:

Table 3 Advertising and media coverage

Tool/activity – information	Number of items
Press advertising	85 ads
Radio advertising	258 ads
Television advertising	201 ads
Media coverage	502 reports
Information kits distributed	1095
Total of information	2141
Website	5000 hits
Information brochure distributed	ACT and Queanbeyan households

4 KEY ISSUES

During the community consultation program, six key issue areas emerged from the community, each containing a number of sub issues. These issues have been individually analysed, categorised and attributed to the community consultation tools where they were identified. Two categories of issues emerged, primary issues defined as those that were consistently raised across a number of the tools and secondary issues defined as those that were raised by a single or smaller number of the tools used.

The two primary issues identified were health and planning/other options and the secondary issues identified were; cost, environment, quality assurance and government transparency.

The issues and sub-issues are listed in the table below.

Table 4 Summary of issues of concern to the community

Key issues	Random telephone	Online survey	Community brief	Stakeholder brief	Community forum	Shopping centres/events	Email	Telephone	Mail	Feedback forms
Health	x	x	x	x	x	x	x	x	x	x
Removal of hormones, viruses, diseases, pharmaceuticals	x	x	x		x	x	x	x	x	x
Wastes from hospitals		x								x
Drinking sewage, bodily fluids							x	x		x
Planning /other options	x	x	x		x	x	x	x	x	x
Build Tennent Dam		x	x		x	x	x	x	x	x
Demand management	x		x		x					
Rainwater tanks	x					x	x			x
Explore more options					x					
Grey water usage		x				x	x			
Environmental flows		x			x		x	x	x	
Seek water from Tantangara Dam					x					
Desalination		x				x	x	x		

Key issues	Random telephone	Online survey	Community brief	Stakeholder brief	Community forum	Shopping centres/events	Email	Telephone	Mail	Feedback forms
Storm water usage		x			x					x
Too much emphasis on W2W					x					
Timing – urgency to do it now		x					x	x		x
Consideration of population growth			x							
Separate pipes							x			x
Environment		x	x	x	x	x	x	x	x	
Energy required		x				x				
Climate change/global warming		x	x		x	x				
Disposal of salt			x							
Contamination of catchment							x	x	x	
Cost		x	x		x	x				
Increased water prices						x	x	x	x	x
More expensive than other options					x	x	x	x	x	
Quality assurance	x	x				x				
Technical failure	x		x			x	x	x	x	x
Safety standards	x	x								
Human error in operations and maintenance	x				x					
Government transparency		x			x					
Community consultation/education program			x		x		x	x	x	
ACTEW conflict of interest					x					
Govt made up its mind		x								
More information							x	x		
Lack of trust							x			

The key issue analysis involved a review of all issues raised by the community across all the tools. These were collated according to frequency and category. The higher the frequency within each tool and the higher the frequency across the range of tools, the higher the ranking.

The issues analysis also took into consideration the nature of the community's engagement in each tool, and the numbers of people engaged. For example, where people completed the self-selected online survey, they were viewed as active participants in the process, as distinct from people who opportunistically engaged at shopping centres and events, who were viewed as passive participants. The full list of issues raised is included in the appendices.

5 COMMUNITY GROUP BRIEFINGS

5.1 Objectives

The community briefings were held to:

- provide community members with an opportunity to gain a greater understanding of the project;
- provide community members with an opportunity to raise issues of concern;
- reach large numbers of the community in a face-to-face setting;
- respond to issues of concern directly to community members; and
- gather feedback on community support for the project.

5.2 Participation rate

ACTEW invited 150 community groups to receive a briefing on the project. 19 groups responded and within those, 757 people received a briefing from an ACTEW representative.

5.3 Results

ACTEW representatives gauged the level of interest, the number of questions, and whether the feedback was positive or negative.

Of the community briefings, ACTEW representatives found the majority of people at the community briefings to be positive and accepting of the project with some concerns, and a small minority of people at community briefings to be more negative about the project. It was noted that there was a high level of interest at all briefings, with constructive questioning and debate. Participants in the community briefings seemed, to ACTEW staff, to have a high level of satisfaction with the briefings.

Of the issues for concern, noted at all briefings but only recorded at the last nine briefings, health and planning were the most prominent with concerns also about environment and cost.

Table 5 Issues of concern – community briefings

Issue	Sub issues
Health	<ul style="list-style-type: none"> ▪ Removal of hormones, viruses, pharmaceuticals.
Planning/options	<ul style="list-style-type: none"> ▪ Build Tennent Dam. ▪ Demand management. ▪ Consideration of population growth.
Environment	<ul style="list-style-type: none"> ▪ Climate change/global warming. ▪ Disposal of salt.
Cost	None specified
Quality Assurance	Technical failure

5.4 Outcomes

The relatively small number of community groups requiring a briefing indicates that the project may not have been of interest or a high priority for many groups. It may also indicate that many groups had full agendas for the three month consultation period. However it is suggested that if the community groups were very interested or concerned, there may have been more respondents to ACTEW's invitation for briefings.

Of the meetings held, ACTEW representatives recorded that the majority of meetings were, on balance, positive or neutral.

While it is difficult to make a qualitative analysis of the project's acceptance or otherwise given the anecdotal evidence from ACTEW representatives, it appears that there is a general level of acceptance of the project if the issues of health and planning, quality assurance and environment are addressed.

Community consultation objectives assessment

The community briefings met all the objectives except one: reach large numbers of the community in a face-to-face setting.

6 COMMUNITY FORUMS

6.1 Objectives

The purpose of the *Water2WATER* community forums was to provide the community with the opportunity to participate in the debate on the proposal and to record their views for consideration by the ACT Government as part of its community consultation program. The forums were widely promoted to maximise the opportunity for members of the community to participate.

Specific objectives were:

- to provide a process that helped to develop informed views about the project and its impacts;
- to provide a structured discussion that allowed people to debate their views;
- to formally capture a wide cross section of community views and values about the project, and its impacts;
- to continue to demonstrate the ACT Government's commitment to informing and involving the community in the decision to proceed or not with the *Water2WATER* proposal; and
- to track changes in community views from an uninformed position to one where information has been provided.

6.2 Participation rate

The forums were widely advertised in all local newspapers in the two weeks leading up to the events, as well as on an ACTEW television advertisement for three days prior to the Woden and Ainslie forums.

- 59 people attended the Woden forum.
- 53 people attended the Ainslie forum.
- 18 people attended the Queanbeyan forum.

6.3 Methodology

Participants at the forums heard from Dr Maxine Cooper, Chair of the Water Security Taskforce for the ACT Government, Emeritus Professor Ian Falconer, AO, Chair of the Expert Panel on Health and Dr Gary Bickford ACTEW Project Director, Water Security. This information session was followed by a facilitated session of questions from the community as a whole group.

Following this session, the forum participants were broken into smaller groups where they were able to workshop their key issues surrounding the project. These small groups then presented their prioritised issues to the whole forum, at which point all participants undertook a prioritisation session of the issues.

Participants were surveyed at the conclusion of the forums about their views on *Water2WATER* and their perceptions of the forums' usefulness. 85% of participants completed or partially completed the survey.

6.4 Results

The participants at the three forums were in general opposed to adding purified water to the ACT's drinking water system.

It should be noted that attendance at these events was by registration and participants were, in general, attending to voice their concerns about the project. The table below indicates participants' level of concern before they attended, whether these concerns were addressed, and if the forum was useful to them.

Table 6 Participant evaluation – community forums

Forum	Concerns before attending		Concerns addressed by forum		Found the forum useful	
	Yes	No	Yes	No	Yes	No
Woden	50	3	8	30	40	2
Ainslie	31	7	16	16	36	2
Queanbeyan	14	4	7	7	17	0
Total	95	14	31	53	93	4
Percentage of yes/no respondents	87%	13%	37%	63%	96%	4%

The most significant concern among the participants centred on:

- comprehensive and proper planning;
- consideration of the other options;
- health aspects;
- environmental aspects and cost, in total and to the water user; and
- lack of trust in the ACT Government and ACTEW.

These are collated in the table below.

Table 7 Issues of concern – community forums

Issues	Sub issues	Woden	Ainslie	Queanbeyan
Health	Health	x		x
	Removal of hormones, viruses, pharmaceuticals		x	

Issues	Sub issues	Woden	Ainslie	Queanbeyan
Planning/options	Explore more options	x	x	x
	Build Tennent Dam		x	
	Demand management	x	x	x
	Seek water from Tantangara	x		
	Too much emphasis on <i>Water2WATER</i>	x		
	Guarantee water for all/water security	x		x
	Environmental flows		x	
Environment	Environment	x		x
	Energy required	x		
	Climate change/global warming	x		
	Sustainability	x		
Cost	Increased water prices			
	More expensive than other options	x		
	Cost transparency	x	x	
Quality Assurance	Technical failure			
	Monitoring			x
Government Transparency	Government performance	x		
	More information required/community education	x	x	
	Accountability		x	
	ACTEW conflict of interest	x		

6.5 Outcomes

Due to the limited numbers of people who attended it cannot be concluded that a wide cross section of the community's views were captured. However the issues of concern are similar to those received through other consultation tools. Participants at the community forums were generally opposed to the project, but despite this, were positive about being involved in the consultation process.

The forums also demonstrated that a small number of people who had concerns before attending the forums had these concerns addressed at the forum.

- About 75 per cent of survey respondents at Woden felt the forum was useful.

- About 90 per cent of survey respondents at Ainslie felt the forum was useful.
- About 95 per cent of survey respondents at Queanbeyan felt the forum was useful.

This indicates the importance of forums as part of community consultation in future planning and should be considered in any ongoing community consultation on future water security in the ACT.

Community consultation objectives assessment

The forums met all the stated objectives except one; to formally capture a wide cross section of community views and values about the project, and its impacts.

7 MEDIA ANALYSIS

7.1 Objectives

ACTEW has recorded the media activity surrounding the project, throughout the consultation period. The objectives were to:

- Understand the nature of media concern;
- Counter misinformation about the *Water2WATER* project; and
- Record views expressed by the public about the *Water2WATER* project.

During the consultation period there were 502 media reports about the *Water2WATER* project.

7.2 Results

ACTEW engaged CARMA, a *Media Monitors* company, to provide two analysis reports on the press and broadcast media in relation to the ACTEW *Water2WATER* proposal. The first report covered the period 30 January 2007 to 16 April 2007. The second report covered the period 17 April 2007 to 10 June 2007.

During the combined period – from 30 January to 10 June, the following results were found:

- 131 print articles from ACT media outlets were analysed.
- 371 broadcast summaries from ACT media outlets were analysed.

Broadcast summaries also included 69 summaries from various news programs broadcast on ABC 666 Canberra, which were syndicated to Radio National and 2CA within the ABC.

See the following table for details of the media coverage.

Table 8 Key media metrics

	30/01/07-16/04/07	17/04/07-10/06/07	Combined period
Total volume	341	161	502
Press volume	63	68	131
Average favourability (press only)	51.4%	51.1%	N/A
Broadcast volume	278	93	371
Leading story focus (mentions)	Recycling Process (229)	Recycling process (87)	N/A
Leading issue (mentions)	Consultation (108)	Water release from rivers and dams (33)	N/A

	30/01/07-16/04/07	17/04/07-10/06/07	Combined period
Leading spokesperson (mentions)	Jon Stanhope, ACT Chief Minister (69)	Jon Stanhope, ACT Chief Minister (20)	N/A
Leading messages (mentions)	Drinking Recycled Water is Safe and Acceptable (13)	Drinking Recycled Water is Risky (7)	N/A
Leading bylines (mentions)	Markus Mannheim, Canberra Times (5)	Graham Downie Canberra Times (9)	N/A
Leading compere (mentions)	Tony Delroy, Nightlife ABC 666 Canberra (51)	Alex Sloan, ABC 666 Canberra (12)	N/A

The CARMA methodology uses systematic multi-variate analysis designed to determine likely impact and effects of articles based on:

- the media in which they appeared;
- position (eg front page, front section, etc);
- size or length;
- prominence (including mention in headlines or photos);
- issues discussed;
- sources quoted; and
- messages communicated in the articles (favourable and unfavourable).

A cumulative score; the CARMA ‘favourability rating’ is calculated and expressed on a 0–100 scale where 50 is neutral.

7.3 Outcomes

The CARMA favourability rating indicates that news articles, opinion pieces and editorial comments were predominantly neutral or favourable to ACTEW.

Letters to the Editor, which constituted 44 per cent of all press coverage in the first period and 40 per cent in the second period, remained predominantly unfavourable to the proposal.³

This suggests that opposition to the project is somewhat entrenched by some of the more proactive members of the general public.⁴

The media coverage analysis mirrors the results found through other communication tools; that the passive participants in the consultation process are on balance, conditionally supportive of *Water2WATER* and that the active participants are on balance, negative toward the project.

³ CARMA Asia Pacific Report to ACTEW Corporation 17.04.07-10.06.07

⁴ CARMA Asia Pacific Report to ACTEW Corporation 17.04.07-10.06.07

The ACT media audiences have received conditionally positive media messages from media outlets and have received negative messages communicated through Letters to the Editor from active participants in the process.

Objectives assessment

The media strategy component of the consultation program met all the stated objectives.

8 CONTACTS THROUGH THE PROJECT OFFICE

8.1 Objectives

ACTEW has established a project office, including a call centre with the following objectives:

- provide access points for community and other stakeholders to request information; and
- provide feedback to the community on their questions.

8.2 Participation rate

During the consultation period, the following contact was made to the project office and call centre phone 02 6248 3563:

Table 9 *Water2WATER* project office community contact

Contact method	Numbers
Phone	110
Email	189
Post (letter)	13
Sub total	312
Shopping Centres	9 centres
Community Events	12 events
Sub total of people spoken with at information displays	1689
Total contact	2001

8.3 Results

Email, phone and post

Throughout the consultation period, the contact made with the project office via telephone, email and post was generally of a negative nature with many people indicating concerns about the *Water2WATER* project. The following excerpt from one fortnightly report from the project office, demonstrates the concern and sentiment of community members contacting the project.

‘Concerns have been predominately health based, particularly in regards to removal of hormones, chemicals and other microscopic contaminants.

Respondents have also questioned whether the project and the associated costs are necessary and have discussed alternatives such as reduced environmental flows and limiting water available downstream for farming and irrigation.’

Information Displays

Information displays at shopping centres and community events were well patronised by people who opportunistically approached the *Water2WATER* information stand.

ACTEW staff manned the displays and tabulated a list of verbal responses into three categories; positive, neutral and negative. The results are as follows:

Table 10 Community attitudes to *Water2WATER* – information displays

Community attitude	Number	Percentage
Positive	923	54.6%
Neutral	571	33.8%
Negative	195	11.5%
Total	1689	100%

There may have been some people who saw advertising for the displays and visited the shopping centre or event to specifically attend the *Water2WATER* stand. This would likely account for a small percentage of the total numbers. In that case, results could be seen as somewhat representative of the community.

Table 11 Issues of concern – email, post and phone

Issues	Sub issues
Health	<ul style="list-style-type: none"> ▪ Removal of hormones, viruses, pharmaceuticals.
Planning/other options	<ul style="list-style-type: none"> ▪ Tennent Dam. ▪ Environmental flows.
Environment	<ul style="list-style-type: none"> ▪ Contamination of catchment.
Cost	<ul style="list-style-type: none"> ▪ Increased water prices. ▪ More expensive than other options.
Quality Assurance	<ul style="list-style-type: none"> ▪ Technical failure.
Government Transparency	<ul style="list-style-type: none"> ▪ Consultation/education program.

8.4 Outcomes

Where people have had an active interest in the project and have been concerned about its aspects, they have taken the initiative to contact the project office via telephone, email and mail about the project to voice their concerns.

Where the *Water2WATER* project office has arranged displays at community events and shopping centres they have reached members of the public who have not taken an active interest in the project. These members of the community, when made aware of the project, have been generally positive, or conditionally positive.

This appears to reflect that the majority of the community are either ambivalent, positive, or conditionally positive, and that those who are negative, may not be representative of the wider community.

Community consultation objectives assessment

The project office met all its objectives.

9 STAKEHOLDER BRIEFINGS

9.1 Objectives

The stakeholder briefings were held to:

- introduce the project;
- explain the community consultation program;
- gather initial feedback; and
- identify any issues, concerns, and acceptance of the proposal and feed these views back into the community consultation process.

9.2 Participation rate

ACTEW invited 41 stakeholder groups to a briefing on the project and 18 responded. Of those that responded, 172 people received a briefing from an ACTEW representative.

9.3 Results

Stakeholder briefings included government departments, industry groups and individuals. Of the briefings held, ACTEW representatives recorded general acceptance of the project, as it was described to the stakeholders.

It was noted by ACTEW representatives that stakeholders accepted ACTEW's assurances that community issues of concern would be addressed, principally in health and environment.

All stakeholders, except one were generally positive about the project provided issues of community concern were addressed by ACTEW.

Table 12 Stakeholder meetings – issues of concern

Issues	Sub issues
Health	Address community concerns
Environment	Address community concerns

9.4 Outcomes

Stakeholders agreed that the community's interests and concerns were a prime driver in the project becoming a success and supported ACTEW's efforts to address community concerns. Many stakeholders were representing specific sections of the community and therefore were cautious about supporting the project in advance of community sentiment being expressed.

While it is difficult to make a qualitative analysis of the project's acceptance or otherwise given the anecdotal evidence from ACTEW representatives, it appears that there is a general level of acceptance of the project among stakeholders if the community's' concerns are addressed.

Community consultation objectives assessment

The stakeholder briefings met all the objectives.

10 SURVEYS AND FEEDBACK FORMS

10.1 Objectives

ACTEW undertook the following surveys:

- a stratified random telephone survey of 350 households conducted by ORIMA Research;
- a self-selected online survey available on the *Water2WATER* website; and
- collection of feedback forms at shopping centre displays and community events.

The telephone survey was designed to capture views that were representative of the ACT community. That is, to enable the findings to be extrapolated to the broader community. The research objectives were to:

- gauge community awareness of the water situation in the ACT region;
- gauge the community's reaction to the water purification project and understand any reservations; and
- gauge the preferred method(s) of reaching out to the community at large.

The purpose of the online survey and feedback forms was to provide an opportunity for all members of the community and interest groups to have input and express their views on the *Water2WATER* proposal. In contrast to the telephone survey, the online survey and feedback forms were designed to be inclusive rather than representative. Therefore the findings are treated as stand-alone observations and provide a valuable insight into key concerns of interested parties.

10.2 Participation rate

Stratified random sample telephone survey

350 households were interviewed as part of the stratified random sample telephone survey, to enable a statistically valid analysis. The ORIMA Research survey provides a high level of statistical precision: plus or minus five percentage points at the 95 per cent confidence level. This means that if, for example, 75 per cent of households support a statement, one can be 95 per cent confident that if the whole ACT population were interviewed, the proportion likely to support that statement would lie between 70 per cent and 80 per cent.

The telephone survey was designed to produce estimates that can be reliably extrapolated to represent the views of ACT households.

Online survey

330 people self selected to complete the online survey. Of these, 22 completed a paper copy of the survey at a *Water2WATER* information display at an event or shopping centre. ACTEW staff then entered these onto the online survey.

Feedback forms

279 people completed feedback forms at the *Water2WATER* displays at regional shopping centres and community events.

10.3 Results

Telephone survey

Based on the description provided to respondents about the *Water2WATER* proposal, three quarters of respondents (75 per cent) indicated that their initial reaction was either positive (53 per cent) or conditionally positive (22 per cent). While ten per cent had a neutral reaction, ten per cent had a negative reaction and five per cent had a conditionally negative reaction.

- Respondents who indicated a positive but conditional reaction were primarily concerned about health issues and pointed out that more needed to be done in terms of planning to address the water situation.
- Respondents who indicated a neutral reaction felt not enough information was provided and that they were concerned about the health issues.
- Respondents who indicated a negative but conditional reaction generally had concerns about the health impact and quality of the water.

Table 13 Telephone survey results – community attitudes to *Water2WATER*

Initial reaction	Total	Percentage
Positive	185	53%
Positive but conditional	77	22%
Neutral	35	10%
Negative but conditional	18	5%
Negative	35	10%
Total	350	100%

The issues of concern noted in the survey are outlined in the table below:

Table 14 Telephone survey – issues of concern

Issues	Sub issues
Health	<ul style="list-style-type: none"> ▪ Removal of hormones, viruses, pharmaceuticals
Planning/options	<ul style="list-style-type: none"> ▪ Demand management ▪ Rainwater tanks
Quality Assurance	<ul style="list-style-type: none"> ▪ Technical failure ▪ Safety standards ▪ Human error in operations and maintenance

Online Survey

People who were interested in the project completed the survey on line on the *Water2WATER* website. Some people who visited an information display at an event or shopping centre also completed the survey.

Based on the information that people had received about *Water2WATER* on the website and from a range of other sources, 41 per cent said their initial reaction was positive, and 15 per cent described their initial reactions as positive but conditional. Four per cent said their initial reaction was neutral, ten per cent had a negative but conditional initial reaction, and 30 per cent had a negative initial reaction. Whilst the results from the online survey were less supportive of the *Water2WATER* proposal than the telephone survey, the findings demonstrate that people are more likely to be in favour of the proposal than not.

The issues identified by those people who completed the survey were:

Table 15 Online survey results – issues of concern

Issues	Sub issues
Health	<ul style="list-style-type: none"> ▪ Removal of hormones, viruses, pharmaceuticals ▪ Wastes from hospitals ▪ Diseases such as giardia
Planning/options	<ul style="list-style-type: none"> ▪ Grey water usage ▪ Build Tennent Dam ▪ Environmental flows ▪ Desalination ▪ Stormwater usage ▪ Timing – do it now
Environment	<ul style="list-style-type: none"> ▪ Energy required ▪ Climate change/global warming
Cost	None specified
Quality Assurance	Safety standards
Government Transparency	Govt made up its mind

Feedback forms

The questions on the feedback forms did not specifically ask whether people were supportive of the *Water2WATER* proposal but rather left it open for people to provide any comment they wished.

However, in the comments field of the forms, people did write supportive and non supportive comments.

ACTEW staff read each feedback form and grouped them, as much as possible, into positive, negative and neutral categories. The responses were then reviewed by an independent consultant to confirm the appropriateness of the comments into the allocated categories. The table below illustrates the final observations.

Table 16 Community attitudes to *Water2WATER* – feedback forms

Date	Total	Community Attitude to <i>Water2WATER</i>		
		Positive	Neutral	Negative
23/3/07 – 25/3/07	26	19	6	1
29/3/07 – 4/4/07	48	30	7	11
5/4/07 – 24/4/07	14	7	4	3
25/4/07 – 08/5/07	114	53	35	26
09/05/07 – 22/5/07	15	7	3	5
23/05/07 – 05/06/07	46	29	10	7
06/06/07 – 21/06/07	16	6	3	7
Total	279	151	68	60
Percent of total	100%	54%	24%	22%

The table below provides an overview of the concerns identified in the feedback forms.

Table 17 Feedback forms – supportive and non supportive comments and issues

Issues	Negative	Supportive	Sub issues
Health	35	1	<ul style="list-style-type: none"> ▪ Removal of hormones, viruses, pharmaceuticals.
Planning/options	33	13	<ul style="list-style-type: none"> ▪ Build Tennent Dam. ▪ Rainwater tanks. ▪ Grey water usage ▪ Desalination.
Environment	8	0	<ul style="list-style-type: none"> ▪ Energy required. ▪ Climate change/global warming.
Cost	13	3	<ul style="list-style-type: none"> ▪ Increased water prices. ▪ More expensive than other options.
Quality Assurance	4	0	Technical failure
Government Transparency	1	0	Not enough information
Total	94	17	

10.4 Outcomes

Telephone survey

The majority of people surveyed (75%) were positive or conditionally positive about the *Water2WATER* proposal, however they did have concerns about health aspects and wanted to see better planning for water security in the ACT.

It is concluded from the telephone survey that the majority of households would be supportive or conditionally supportive about the project, and that addressing the issues of health and planning would be key to their acceptance of the project.

Online survey

The online surveys were completed by 330 people by two methods; online via the website and paper copy at information displays at shopping centres and community events.

Those who completed the survey on line were deemed to have an active interest in the project, demonstrated by their access of the website and motivation to complete the survey. Those who completed the survey at the information displays were deemed to have a more passive interest in the project, as they may have visited the information stand opportunistically while shopping or at a community event.

The range of concerns raised by participants in the online/paper surveys and telephone surveys were similar.

This would indicate that among people who are actively or passively interested in the project, that there is reasonable support provided issues of concern are addressed.

Feedback forms

It is presumed that in general, people who approached the displays did so opportunistically, rather than because they had a strong positive or negative view about the project, although there may have been some people who saw advertising for the displays and visited the shopping centre or event to specifically attend the *Water2WATER* stand. The nature of the questions and the subjective categorisation, make it difficult to categorically say that 54 per cent were positive, however it is suggested that the majority of people who completed the feedback forms were not opposed to the project, but still had some concerns.

Again, ACTEW would need to address health, planning/options, cost and environment issues to strengthen support for the proposal.

Community consultation objectives assessment

All objectives were met.

11 WEBSITE

11.1 Objectives

ACTEW developed a *Water2WATER* website for the community consultation period, with the following objectives:

- provide up to date information on project; and
- keep community informed throughout process.

The website was updated as follows:

- responding to community feedback;
- providing answers to frequently asked questions registered on the website;
- providing answers to frequently asked questions at community briefings and forums;
- providing case studies of water purification projects in other locations;
- providing copies of briefings and presentations made to community groups;
- providing information on other options considered for securing Canberra's water supply;
- further refinement of options in regard to the treatment technologies; and

The website was extensively promoted in all press, radio and television advertising.

11.2 Participation rate

5369 hits were recorded on the website during the consultation period.

11.3 Results

Considerable effort was put into promoting the website and ensuring it was kept up to date. The following table demonstrates the pages that were accessed by visitors to the site. A unique visitor to the site may access more than one page.

Table 18 *Water2WATER* website – page registrations

Web Page	Number of viewings
<i>Water2WATER</i> home page	5369
Introduction	1521
Frequently Asked Questions	1705
Expert Panel	1301

Web Page	Number of viewings
Global Experiences	1228
Get Involved	1663
Information Kit	1070
Publications	161
Contact	1089
Future Water Options (link)	3823
Total pages accessed	18930

11.4 Outcomes

Community consultation objectives assessment

The website achieved its objective to provide up to date information on the project, evidenced by the regular updates and addition of relevant information. This is also evidenced by the majority of visits to the Frequently Asked Questions page, which changed on a regular basis as more questions were being asked by the community through other communication tools.

12 CONSULTATION OUTCOMES

A random telephone survey, the only statistically valid representation of the community's perceptions, demonstrated that 75% of the community were positive (53%) or conditionally positive (22%) towards the *Water2WATER* proposal.

Additionally, based on the information collected through the consultation process key outcomes were:

- More than 3700 direct contacts were made with the *Water2WATER* project during the consultation period
- The majority of people in contact with the project were positive or conditionally positive about the *Water2WATER* proposal. Where they had concerns, these were about health aspects and a desire to see better planning for water security in the ACT.
- There is not widespread community outrage regarding the *Water2WATER* proposal.
- There are some individuals and groups (approximately 820 contacts), particularly those actively involved through community forums, the online survey, telephone, email, and mail, who expressed dissatisfaction with the water purification component of the *Water2WATER* proposal. Their major issues were:
 - health with a focus on removal of drugs and hormones;
 - investigation and communication of all water supply/security options;
 - environmental factors, particularly energy usage;
 - cost to the end user;
 - quality assurance/monitoring; and
 - community confidence in ACT Government and ACTEW.
- A significant number of individuals and groups (approximately 2300 contacts), typically those who were passively involved through community and stakeholder briefings, shopping centre displays and events, were conditionally supportive of the *Water2WATER* proposal. Where they had concerns, these were similar to the smaller group (820).
- There were 620 contacts by people who were neither positive nor negative about the *Water2WATER* proposal; these were classified as neutral.
- There are no significant geographical differences between the ACT and Queanbeyan communities' attitudes toward the *Water2WATER* proposal.

In summary, the community appears to be open to the *Water2WATER* proposal, provided the following conditions are met:

- ensuring an adequate response to the six major issues raised during the consultation; and
- ensuring that a robust consultation process is a core function of any future planning and approvals process and includes all stakeholder groups.

APPENDIX A COMMUNITY GROUP INVITATION LIST

#	Community Group (shaded groups participated in a briefing)
1	ACT for Trees
2	ACT Forests Camping & Recreation
3	Apex Club of Tuggeranong
4	Apex Club of Weston Creek
5	Association of Apex Clubs of Australia Canberra
6	Australian Capital Region Development Council
7	Australian Conservation Foundation
8	Australian Ethical Investment/Centre for Australian Ethical research
9	Australian Landcare Council
10	Australian Native Plants Society Canberra Region
11	Belconnen Community & Youth Centre
12	Belconnen Community Council
13	Belconnen Community Service
14	Belconnen High School
15	Burra Community Association
16	Cactus and Succulent Society in the ACT Inc
17	Calwell Neighbourhood Centre
18	Canberra & South East Region Environment Centre Inc
19	Canberra Bushwalking Club
20	Canberra Business Council
21	Canberra Organic Growers Society Inc
22	Canberra Two Day Walk Inc
23	Chapman Residents Action Group
24	Chisholm Community House
25	City Residents Association
26	Combined Probus Club (Canberra North)
27	Combined Probus Club (Cooleman)
28	Confederation of ACT Industry
29	Conservation Council of the South East Region & Canberra
30	Conservation Volunteers Australia
31	Council on the Ageing ACT

32	Country Women's Association – Canberra Evening Branch
33	Deep Ecology Support Group
34	Downer Community Association
35	Dunlop Environment Volunteers
36	Early Risers Toastmasters Civic
37	Family Bushwalkers Inc
38	Field Naturalists Association of Canberra
39	Friends of Early Canberra
40	Friends of Googong
41	Friends of Grasslands
42	Friends of Mount Painter
43	Friends of Tidbinbilla
44	Garran Community Association
45	Ginninderra Catchment Group
46	Green Corridors Inc
47	Greening Australia ACT & SE NSW Inc
48	Guides Australia ACT Region
49	Gungahlin Community Council Inc
50	Gungahlin Community Network
51	Gungahlin RSL and Neighbourhood Day Club
52	Gungahlin Social Capital Committee
53	Gungahlin Youth Service
54	Horticultural Society of Canberra
55	Housing Services (ACT)
56	Indigenous Business Australia
57	Indigenous Land Corporation
58	Kosciuszko Independent Scientific Committee
59	Lake Burley Griffin Cruises
60	Law Society of the ACT
61	Legacy Club of Canberra
62	Lions Branch Club Jerrabomberra
63	Lions Club - Canberra Brindabella
64	Lions Club - Canberra Burley Griffin
65	Lions Club - Canberra City
66	Lions Club - Canberra Fyshwick
67	Lions Club - Canberra Ginninderra
68	Lions Club - Canberra Kambah
69	Lions Club - Canberra Lake Tuggeranong

70	Lions Club - Canberra Queanbeyan
71	Lions Club - Canberra Valley
72	Lions Club - Canberra Woden
73	Lions Club - Gungahlin
74	Lions Club of Canberra Belconnen
75	Lions Club of Canberra Brindabella Inc
76	Master Plumbers Drainers & Gasfitters Assoc of ACT
77	Melba Community Hall - Nellie Hall
78	Molonglo Catchment Group
79	Monaro Conservation Society
80	Multicultural Business Chamber of Australia
81	Murray Darling Basin Commission
82	Namadgi Lions Club
83	Namadgi Toastmasters
84	National Environmental Law Association
85	National Equestrian Centre
86	National Parks & Wildlife Service
87	National Parks Association of the ACT
88	National Trust
89	Nature and Society Forum
90	Network for Plant Conservation
91	New residents of Canberra 'Living in Canberra'
92	Ngunnawal Land Council
93	Ngunnawal Neighbourhood Centre
94	North Canberra Community Council
95	NSW Rural Fire Service Queanbeyan District
96	Oakhill Corporation
97	Onder Community House
98	Pearce Community Centre
99	Plantation Timber Association of Australia Limited
100	Property Council of Australia
101	Queanbeyan Business Council
102	Queanbeyan Lions Club
103	Queanbeyan Toastmasters
104	Recfish Australia
105	Rotary Club Canberra North
106	Rotary Club - Woden Daybreak
107	Rotary Club Belconnen

108	Rotary Club Canberra - Burley Griffin
109	Rotary Club Canberra - Weston Creek
110	Rotary Club Canberra City
111	Rotary Club Canberra Fyshwick
112	Rotary Club Canberra South
113	Rotary Club Canberra Sundown
114	Rotary Club Canberra Woden
115	Rotary Club of Ginnindarra
116	Rotary Club of Queanbeyan
117	Rotary Club of Tuggeranong
118	Rotary District 9710 Canberra & Queanbeyan
119	Rotary of Canberra
120	Royal Australian Institute of Architects
121	Scouts Australia ACT Branch Inc
122	See Change Environmental Community Group
123	Soroptimist International of Canberra
124	Southern ACT Catchment Group Inc.
125	Sustainability Expert Reference Group
126	Sustainable Population Australia
127	The Australian Boys Brigade
128	The Australian Girls Brigade
129	The Institute of Foresters of Australia
130	The Village Building Company
131	Toastmasters Club ANU
132	Toastmasters Ginninderra
133	Tuggeranong Community Council Inc
134	Tuggeranong Community Service
135	Tuggeranong Valley Toastmasters Clubs
136	Turner Residents Association
137	Unibuild Technology
138	Unions ACT
139	University of Canberra - Sport in a Drought Environment Briefing
140	University of the Third Age ACT Inc
141	Upper Murrumbidgee Catchment Coordinating Committee
142	Urban Ecology ACT & Region
143	Watson Community Association Inc
144	Weston Creek Community Council
145	Wildcare Inc

146	Wilderness Society
147	Woden Senior Citizens Coub Inc
148	Woden Valley Community Council
149	Woden Valley Toastmasters
150	Zonta Club of Canberra

APPENDIX B **KEY ISSUES RAISED IN COMMUNITY BRIEFINGS**

Table 19 Briefing Issues

Briefing	Issue	Sub Issue
Australian Ethical Investment	Planning/other options	Water conservation initiatives (grey water, tune-ups, restrictions etc)
Australian Ethical Investment	Environment	Energy consumption and global warming – is solar power a viable alternative? Sustainable water option
Horticultural Society of Canberra	Health	Incomplete removal of hormones especially estrogens/ pharmaceuticals/viruses
Horticultural Society of Canberra	Planning/other options	Demand management in new developments
Horticultural Society of Canberra	Cost	Increased water prices
Molonglo Catchment Group	Health	Technical failure – ACTEW’s ability to protect ACT community. Consideration of population growth
Molonglo Catchment Group	Planning/other options	Stormwater harvesting. Water conservation initiatives (grey water, tune-ups, restrictions etc)
Molonglo Catchment Group	Environment	Effect on other users and environment of reducing flow downstream. Disposal of salts from reserve osmosis. Energy consumption and global warming – is solar power a viable option? Natural polishing/wetland
Molonglo Catchment Group	Cost	Price of <i>Water2WATER</i> in comparison to other options
Molonglo Catchment Group	Government transparency	Community Consultation Program

Briefing	Issue	Sub Issue
CWA	Health	Not specified
CWA	Planning/other options	Not specified
CWA	Environment	Not specified
CWA	Cost	Not specified
Probus – Nth Canberra	Health	Not specified
Probus – Nth Canberra	Planning/other options	Not specified
Probus – Nth Canberra	Environment	Not specified
Probus – Nth Canberra	Cost	Not specified

APPENDIX C RAW DATA FROM COMMUNITY FORUMS

Woden forum

Whole forum's most significant issues

- Don't have enough information to make an informed decision on all options.
- Insufficient alternative investigations – non government and options.
- Health – is it safe?
- Need to provide an ongoing water supply.
- Transparency of cost.
- Environmental costs/impacts.
- Water conservation behaviour.
- Mandatory sustainability measures.
- Understanding and better planning for climate change.
- High costs (capex/opex) economic energy.
- Too much emphasis on *Water2WATER*.
- Investigate Tangangara.
- Investigate cloud seeding.
- Which is the simplest technological option.
- Utilisation of storages what about covering.
- Performance of ACT Government.
- Administration of restrictions.

Table 20 Whole forum's questions

Whole room questions

What is the range of options not just the *Water2WATER* project?

What is the relationship between ACTEW and the government?

What happens if people become dehydrated because they don't drink the recycled water?

Can you guarantee the quality of the water, so we avoid an endocrine epidemic happening?

How can you have 24/7 monitoring to ensure no viruses get through the water?

Whole room questions

Why not take 25ML/day from the Murrumbidgee (above Molongolo)?

After fires there were faults found on Cotter dam walls - why is it OK now?

Why can't you built small weirs on the upper reaches of Naas Rover - one as option - why can't you include this in your analysis?

Can you provide clarification of fish issues please?

In 2005, ACTEW's report on cloud seeding said this was favourable - why are we not doing this now?

The storage capacity of our dams is a problem – why can't you get a big pump and pump from Murrumbidgee and put into Tennent Dam.

Why not put water tanks in every household – this would be cheaper?

You quote greywater costs as \$10-15K per household - where did you get these figures?

What are the greenhouse gas emissions from the system?

What are impacts of taking 10-15% flows from the Cotter system?

Why would we let go of water restrictions?

Why not do a lot more smaller options and educate the public also? You change your mind all the time.

With the Tantangara option, ACTEW's own analysis shows it is more viable than *Water2WATER* - why is it only just still on radar?

Can we see all options to allow community to decide?

What is the estimated price per kilolitre of both options (the two process treatment trains) and the cost of a desalination plant on coast and bringing it to Canberra?

What are we doing to control the population in Canberra?

What are we doing in the tourism industry to restrict and manage water use – even AAA shower heads?
What is the likely maintenance cost of *Water2WATER*?

What is the cost to pump water from Murrumbidgee to Mt Stromlo and to pump from the purification plant to Cotter?

Everyone needs to read 'Canberra's Inconvenient Truth'.

Where has the water gone? How much went to environmental flows? The dams went from 67% full to 31% in 18 months.

Why do we lurch from drought to long-term situations?

Can we have a full report on all long-term options - get all figures out?

What star rating is currently being achieved in Canberra and the ACT?

What impact will this have on our power supply?

Whole room questions

What impact does this have on our downstream neighbours? We are not on the coast.

Water2WATER is not a sustainable solution in its own right - why can't ACTEW recognise this?

What is the yield from the Tennent Dam?

Ainslie forum

Whole forum's most significant issues

- Health issue (hormones, heavy metal).
- Decisions to be based on long term planning.
- Reduce demand at household level (save water) water conservation.
- Wasted water reductions.
- Conservation of the need of the Tennent Dam.
- Industry and government conservation of water.
- Further investigation short-term options for supply security.
- Justification and magnitude of environmental flows.
- Additional water storages.
- Community education program.
- Management of environmental flows.
- Accuracy of information given and accountability for decision.
- More dam options.
- Alternatives to the tenant proposal without a dam.
- What is the true cost of proposal (capex, opex, environmental)?
- ACTEW has a conflict of interest being the sole provider.

Table 21 Whole forum questions

Whole room questions

Canberra may run out of water within two years so what short term options are there – why not try cloud seeding?

Why can't we simply treat water from Lower Molonglo to use as environmental flows?

How much environmental damage will result because of the energy required to run the treatment plants?

There were proposals by the Ngunawal people in Think Water Act Water regarding water conservation measures – why can't we do these as it would avoid the need for recycling altogether? Where do we get the extra water from?

Why not build Tennent Dam?

Why use reverse osmosis because it is very costly due to the power it needs? It was developed for a different purpose (for desalination) so does it sufficiently remove the bugs?

Why not stop environmental flows till we get more water in our dams? Are the fish so important? Are

Whole room questions

they more important than people?

Should we be drinking our own sewage? It is really sewage to water not water to water.

Is it safe? Professor Collingnon states that the risks would be huge if the plant fails.

Can drugs and hormones come through the water?

Why can't we have a referendum to ask the people?

Why is *Water2WATER* being sold as it is? Why not equally consider the other options?

Why are groundwater recharge processes being considered?

Where will you put the wetlands?

How much water goes down the Murrumbidgee? Why can't we take more out of the Murrumbidgee and use it before it goes back in?

The recycling process is essentially to fill the dams. Why not look at reducing environmental flows? Can you re-examine this – and then we wouldn't need the recycling.

Isn't the Murrumbidgee the only short-term solution (ie for the 1-2 year period)?

What is the total cost? This is a concern.

It is cheaper to build Tennent Dam – why not do this? It is a better option for the long-term.

Is there a geological reason why we can't build the Tennent Dam?

What are the ACT and Federal governments doing to control and increase water charges to people using potable water for purposes that don't need fresh clean water?

Why not abolish water and sewage charges and charge probably for potable water?

What is the energy use and greenhouse gas emissions from the plants?

What are the options for using groundwater?

What impact do we have on our downstream neighbours and users?

Why can't we do the individual household retrofitting of reuse and conservation measures? In Germany this is compulsory.

Queanbeyan forum

Whole room's most significant issues

- Health concerns
- Explore more options
- Demand management/efficiency
- Guarantee water for all
- Monitoring
- Environment

Table 22 Whole forum questions

Whole Room Questions

What is the quality of water from the Murrumbidgee as opposed to *Water2WATER*

Are there adverse effects of taking water from the Murrumbidgee

Shouldn't we be calling it recycled sewerage not recycled water

Need to address water monitoring

Can you do a grey water scheme like Rouse Hill

If Queanbeyan can do recycled water at Googong why can't Canberra do similar

Have you looked at vapour compression technology

What assurance have we got that ACT Government/ACTEW hasn't already decided on the technology, have you already made up your mind

Have you considered solar and magnetic pumps (to reduce energy consumption)

Any possibility of releasing anoxic water from Cotter Dam to maintain water quality

What is the arrangement between ACTEW and Queanbeyan – long term- for purchase of water

How will you overcome human error through monitoring

How much of Singapore's NEWater goes back to drinking water as opposed to going to industry

Can W2W be a last resort option or can you turn it off and on as needed

Can the recycled water be made softer/take out some of the chemicals like those in the water now

Have you considered underground aquifer recharge with recycled water

Can you discharge at the top of the catchment to increase the natural processes

What is the dilution factor within the total water storage

Whole Room Questions

What guarantee that W2W will meet Australian Public Health guidelines

How sure are you it won't fail through human error

If you run reverse osmosis what will happen to the salt

Can you put a desalination plant on Lake George or other salty aquifers

Will the treatment process address pathogens

If you get rain in the next five years can you hold off on W2W

Why doesn't Israel drink their recycled water – do they know something we don't?

Can we use compost toilets to save water

PARTICIPANTS' EVALUATION OF FORUMS

Table 23 Participants' evaluation of Forums

	Woden		Ainslie		Queanbeyan		Total
Understanding of water supply problems facing ACT region prior to the evening	High	21	High	12	High	9	42
	Medium	24	Medium	20	Medium	8	52
	Low	8	Low	7	Low	1	16
Understanding of water supply problems facing ACT region after the evening	High	24	High	19	High	11	5
	Medium	25	Medium	18	Medium	6	49
	Low	4	Low	1			5
			No answer	1	No answer	1	2
Understanding of the <i>Water2 WATER</i> proposal prior to the evening	High	9	High	7	High	5	21
	Medium	35	Medium	15	Medium	10	60
	Low	9	Low	17	Low	3	29
Understanding of the <i>Water2 WATER</i> proposal after the evening	High	20	High	13	High	11	44
	Medium	25	Medium	21	Medium	6	52
	Low	8	Low	4	Low	1	13
			No answer	1			1
Concerns about the <i>Water2 WATER</i> proposal prior to the evening	Yes	50	Yes	31	Yes	14	95
	No	3	No	7	No	4	14
			Didn't understand	1			1
	Environment	21	Environment	17	Environment	7	45
	Health	35	Health	19	Health	8	62
	Planning/ other options	39	Planning/ other options	16	Planning/ other options	5	60

	Woden		Ainslie		Queanbeyan		Total
	Cost	34	Cost	19	Cost	4	57
Concerns addressed at the forum	Yes	8	Yes	16	Yes	7	31
	No	30	No	16	No	7	53
	Maybe	4	Maybe	0	Maybe	3	7
	Not Answered	10					10
	Some	1					1
			Both	2			2
			Partly	2			2
			No particular concerns	1			1
			Not answered	2			2
					Unsure	1	1
Was the forum valuable?	Yes	40	Yes	36	Yes	17	93
	No	2	No	2	No	0	4
	Unsure	2	Unsure		Unsure	1	3
	Not answered	10	Not answered	1	Not answered		11
	Both		Both	1	Both		1

Table 24 Qualitative Answers to Question 6

Question 6 – Do you feel that your concerns have been addressed at tonight’s community forum?

Woden – reasons for a yes answer

Broad approach in background.

Not enough information regarding options for “long” and “short” term solutions.

Other participants brought up these concerns also, so at least ACTEW are aware that there’s a general consensus of these issues and that they are valid.

Complex topic – climate change, population growth, non compliance by public.

Question 6 – Do you feel that your concerns have been addressed at tonight’s community forum?

I am reasonably happy that there is an attempt being made to involve the public in the decision making process.

Woden – Reasons for a no answer

ACTEW are still giving very minimal info, while still proposing that it is a good idea.

Not enough hard information provided. I feel that ACTEW has been ‘leant on’ by Chief Minister to discount Tennent Dam option.

A totally stage managed propaganda exercise, as in the 2003 ‘forum’. The speakers couldn’t answer many basic questions, particularly on annual operating costs.

Mr Stanhope needs to be told no. The cost of the Tennent Dam is far less and the risks are less and the costs of water restrictions are ludicrous.

Much more open information required.

Not convinced that Govt will listen.

Lack of information.

Touched on but no resolved.

The process already pre-empted the decision to recycle sewage as drinking water.

Insufficient information.

A totally stage managed propaganda exercise, as in the 2003 forum. TEH speakers couldn’t answer many basic questions, particularly on annual operating costs.

Too noisy, lack of input. Large % of elderly people with hearing and other problems.

This consultation process is flawed – it’s pushing one option only – ACTEW has to advise Govt in mid 2007 – how can it seriously take into account the serious views expressed.

No further information given.

Insufficient information on all questions.

Not broad enough – restricted options.

Not a lot of information provided – looking forward to seeing info on the website.

Lack of quality information on this and other options.

Additional concerns were realised through discussion with other citizens, poor arguments/responses by ACTEW reps.

Information supplied arrived only yesterday. Important questions and concerned (sic) left unanswered.

Limited information.

Question 6 – Do you feel that your concerns have been addressed at tonight’s community forum?

It seems that ACTEW has a favoured option (has it decided) and there is insufficient information on other options (cost/benefit analysis).

Too much control of the meeting.

The Water2WATER was presented as “fait a complete” – why have an expert panel looking into this option when other options are more cost effective and viable.

There was not enough information presented about other options. It seems the decision has been made already in favour of water recycling.

Not enough detailed info from ACTEW/Govt figures?

Waiting for more detailed info from ACTEW/GOVT.

No costs given.

The evening only concentrated on Water2WATER. We need detail on other viable options e.g. Tennent Dam.

Seemingly the “propaganda” for the proposed solution advertised and promoted by ACTEW was promoted again – resistance and non acceptance is very high.

Insufficient discussion alternatives.

The rationale of its superiority over other options is not clear.

Concerns have been raised that different than before.

Woden – Reasons for a “maybe “ answer (participants created this category themselves)

Because some of my concerns were addressed and because some of my concerns were not addressed.

That an independent health panel is working to advise the ACT. Would have liked to have learnt (sic) more about other options.

To a degree but more opportunity needs to be given for a full consultation – not all of us are on the internet.

Ainslie - Reasons for a yes answer

Some answers provided by ACTEW.

Several people have similar concerns.

My concerns are necessity for high environmental flows that was addressed.

Worthwhile.

Good discussion.

Concerns time of session and structure of consultation.

Got your own opinion voiced.

Question 6 – Do you feel that your concerns have been addressed at tonight’s community forum?

In theory reverse osmosis seems to take out all the dangerous items.

In response to general questions and general info.

But it was all superficial. Time was too short to explain options and problems in detail.

People’s participation.

Dr Falconer’s informative presentation.

Ainslie - Reasons for a no answer

Need much more details than time allowed.

ACTEW has already decided. ACTEW has vested interest in selling water. ACTEW CONFLICT OF INTEREST!

Inadequate explanation of adequacy of Water2WATER safety and no Plan B – what if there is an electricity blackout or a chemical or biological contamination of the water to be recycled? (e.g. SARS epidemic in Hong Kong spread through leaking sewerage).

Partially. Would have liked to be able to contribute more.

Feel influence of spin doctors at work.

More info.

Insufficient attention to the storage of water in LARGE reservoirs i.e. a new dam on a *new* catchment.

Inadequate explanation of the case for recycling in Canberra when downstream users are happy with current water from Lower Molonglo.

I didn’t feel that there was any conclusive outcome to the current water shortage problem.

Did not really address concerns about possible chemicals/medicines or hormones concentrating over time or other contaminants.

Too structured.

COMMUNITY FORUMS EXIT SURVEY QUESTIONNAIRE

Survey for community forum participants

Thank you for participating in our community forum this evening. Your feedback is very important to the decision making process on future water options for the ACT Region.

Could you please take a couple of minutes to answer the following short questionnaire to assist us in our planning.

Question 1

Prior to this evening, how would you rate your level of understanding of the water supply problems facing the ACT region? (Please circle)

High Medium Low level of understanding

Question 2

Now that you have participated in the community forum, how would you rate your understanding of the water supply problems? (Please circle)

High Medium Low level of understanding

Question 3

Prior to this evening, how would you rate your level of understanding of the *Water2WATER* project? (Please circle)

High Medium Low level of understanding

Question 4

Now that you have participated in the community forum, how would you rate your understanding of the *Water2WATER project*? (Please circle)

High Medium Low level of understanding

Questions 5

Did you have concerns about the *Water2WATER* project before you attended the community forum?

Yes No

If yes, in what areas were these concerns? (Please circle)

Environment Health Planning/other options Cost

Question 6

Do you feel that your concerns been addressed at tonight's community forum?

Yes No

If yes why?.....

If no why?.....

Question 7

Did you find tonight's community forum valuable?

Yes No

If yes why?.....

If no why?.....

Thank you

CARMA[®]

Asia Pacific
a Media Monitors company

01.07-04.07

Report

ACTEW Corporation

In-depth Quantitative & Qualitative
Media Analysis

Global Media Analysts

Media Monitors Pty Ltd
carma@mediamonitors.com.au
mediamonitors.com.au



Contents

Executive Summary	4
Media Overview	6
Primary Story Focus	7
Leading Issues	9
Leading Messages	17
Leading Spokespersons	19
Article Type	21
Leading Media	22
Leading Bylines & Comperes	23
Appendix A. METHODOLOGY	24

Introduction

This report provides an interim analysis of press articles and broadcast summaries for the **ACTEW Corporation Limited (ACTEW)** in relation to the *Water2WATER* proposed water recycling plan and the public consultation campaign. Coverage was analysed from 30 January 2007 to 16 April 2007, and a final report will be prepared for the period of coverage from 17 April to 20 June 2007.

The (63) print articles and (278) broadcast summaries analysed in this report were all from ACT media outlets. Broadcast coverage also included 50 summaries from various programs on ABC 666 Canberra, which were syndicated interstate on the ABC radio network.

Methodology

CARMA Asia Pacific analyses media coverage qualitatively as well as quantitatively using internationally recognised methodology.

Qualitative analysis provided by CARMA[®] goes beyond simple positive/negative/neutral ratings which some systems provide and which can be misleading. For example, articles may be positive in tone, but may not reach key audiences or may not communicate key messages. The CARMA[®] methodology uses systematic *multi-variate* analysis designed to determine the likely impact and effects of articles based on:

- > The **media** in which they appeared (particularly whether they reach key target audiences);
- > **Position** (eg front page, front section, etc);
- > **Size** or length;
- > **Prominence** (including mention in headlines or photos);
- > **Issues** discussed;
- > **Sources** quoted; and, very importantly,
- > **Messages** communicated in the articles (favourable and unfavourable).

A cumulative score called the CARMA[®] '**Favourability**' rating is calculated and expressed on a 0-100 scale where 50 is neutral.

Where only summaries only are provided for analysis, all variables are rated except for 'Messages', as the original full text is not available, and a default 50.0 Favourability Rating is assigned. However, summaries are precisely analysed for all other variables including size/length, position, prominence of mention, issues reported and sources quoted.

A more detailed description of the CARMA[®] methodology is attached as **APPENDIX A**.

Executive Summary

Key Findings

- > Coverage of ACTEW and the water recycling proposal analysed over 30 January to 16 April was made up of 278 radio and television broadcast summaries and 63 press articles. Press media was slightly favourable (51.4) towards ACTEW, which is common for news coverage with little or no criticism directed to the organisation concerned.
- > News articles, opinion pieces and editorial comments were predominantly neutral or favourable towards ACTEW, with only three of these articles unfavourable overall. This suggests that ACTEW has engaged the press media effectively. However, the 28 letters-to-the-editor published in *The Canberra Times* constituted 44% of all press coverage analysed and a large proportion of these (11) were unfavourable towards the proposal. While this provides only a “snapshot” of public sentiment, it does suggest that ACTEW has correctly predicted that public opposition will require persistent consultation and education.
- > The main focus of media coverage over the period was the *recycling process*. This suggests that information provided by ACTEW, detailing the practical elements of recycling and in particular the methods proposed to remove contaminants, appears to have been effectively disseminated in the media.
- > The leading issue overall was *consultation*, which was much more prominently mentioned in broadcast coverage, with 100 reports mentioning the issue compared to only eight mentions in the press media analysed. This suggests that more emphasis could be given to the further promotion of the consultation process in the press. This may also occur progressively as the consultation process gains momentum and the press media focuses on the consultation process in its reporting.
- > A very low number of press and broadcast reports referred directly to the name *Water2WATER*. This suggests that the branding of the recycling proposal under the *Water2WATER* title has not achieved significant traction in the media. While this may not be a communication priority for ACTEW, further usage of the term in the media could help reinforce the effectiveness of any marketing strategies currently being implemented to promote the public consultation process.
- > Public Health was the second most prominent focus of media coverage. A large proportion of articles primarily discussing health were either favourable or neutral towards ACTEW. Unfavourable articles were mainly confined to readers’ letters and Peter Collignon’s article in *The Canberra Times*. Therefore, it appears that Public Health has not been a significant hurdle for ACTEW’s communication strategy. This was particularly the case in articles that included interviews with members of the general public, which showed that there is little opposition to drinking recycled water on health grounds. The water recycling debate in the media appears to be instead focused on the cost of water recycling, and in a lesser sense, the use of cheaper alternative options to recycling. Although the issues of cost and alternatives were not the main focus of most articles, related issues were mentioned in a high proportion of the coverage analysed.
- > The prominence of cost over health is revealed further by the leading tracked messages in press coverage. The most frequently mentioned individual message was *drinking recycled water is safe & acceptable* – a favourable result for ACTEW and possibly the most important message to establish and maintain throughout media reporting of this story. However, the unfavourable tracked message *recycling more expensive than alternatives* and *\$350 million investment is controversial* were the next two most frequently mentioned, with no corresponding volume of related favourable messages to offset them. Cost is likely to remain a prominent issue in this debate and both ACTEW and the ACT Government could consider strengthening their combined response to this issue.

- > The following article, quoting Chief Minister Jon Stanhope, suggests the issue of cost is yet to be resolved and is also complicated by whether the proposal wins a subsidy through the Commonwealth's \$10 billion water fund: "I would have thought this was almost an iconic [project]. I expect it to be funded.' But he admits he is unsure whether Canberrans could be expected to should the cost alone. 'Cost of course is important ... I'm not prepared to say this will go ahead regardless. There are a whole range of issues we have to deal with – health, the community response, the environmental issues, the technology ... our capacity to do it. The costs to Canberra consumers will be an issue that ways very heavily when I come to make a decision" (*Canberra Times*, 24 March 2007).

KEY METRICS	ACTEW
Total Volume	341
Press Volume	63
Average Favourability (Press only)	51.4
Broadcast Volume	278
Leading Story Focus (Mentions)	Recycling Process (229)
Leading Issue (Mentions)	Consultation (108)
Leading Spokesperson (Mentions)	Jon Stanhope, ACT Chief Minister (69)
Leading Messages (Mentions)	Drinking Recycled Water Is Safe & Acceptable (13)
Leading Bylines (Mentions)	Markus Mannheim, <i>Canberra Times</i> (5)
Leading Compere (Mentions)	Tony Delroy, <i>Nightlife ABC 666 Canberra</i> (51)

Table 1

Media Overview

Press

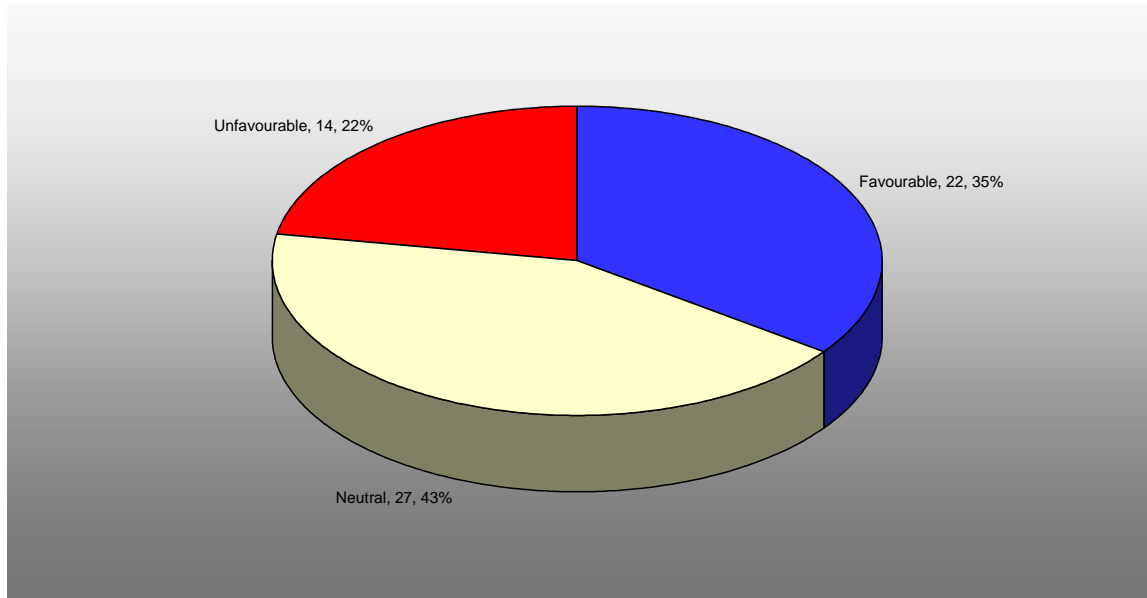


Chart 1.

The chart above shows the proportion of favourable, neutral and unfavourable press coverage analysed over the period. Broadcast summaries cannot be given a favourability rating unless full audio or transcripts are available.

Favourable press articles made up 35% of the total. The proportion of unfavourable articles among those analysed was relatively low, given that water and sewage recycling for human consumption is frequently a contentious issue.

Primary Story Focus

This section shows the main focus of articles reporting on ACTEW and water recycling in the ACT. Only one story focus was given for each press article or broadcast summary, referring to the main theme or focus of the report. Multiple issues will normally be discussed in most articles and broadcast summaries, and these are shown later in this report.

Press

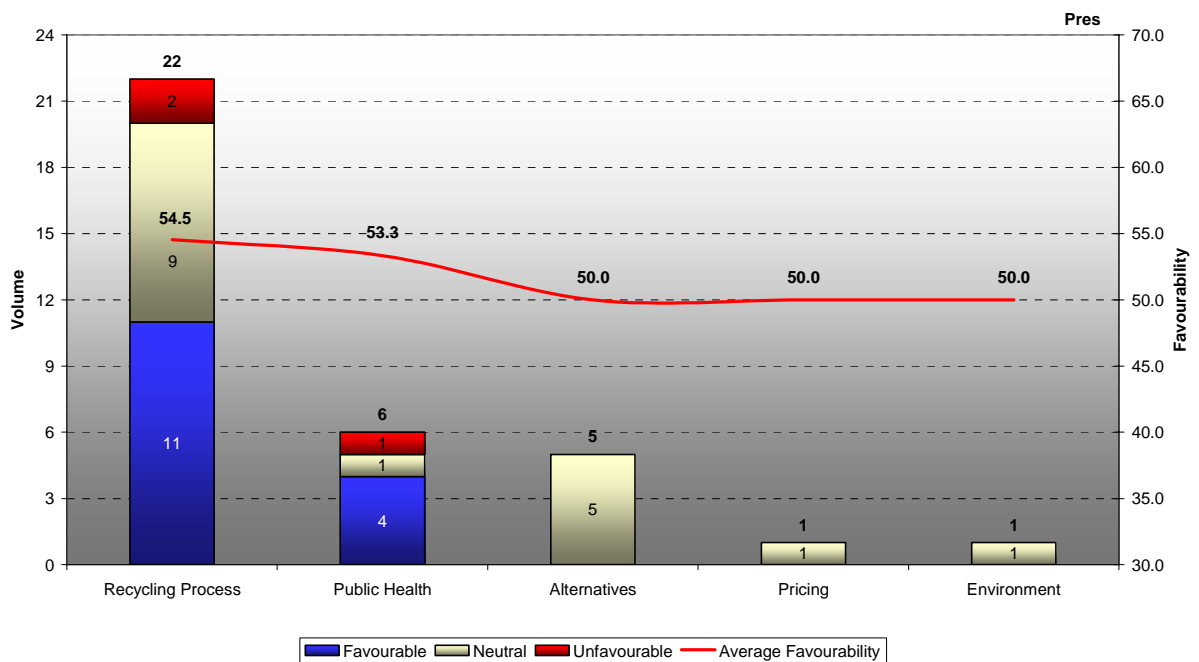


Chart 2.

Most articles analysed over the period focused on the Recycling Process, including issues such as microfiltration, *Water2WATER*, public consultation and the Cotter Dam. The majority of these articles were either favourable or neutral, with only two articles unfavourable. Recycling Process was the leading story focus in broadcast coverage (see chart 3 below).

Public Health was the second most prominent focus of the press and broadcast coverage analysed. This included discussion of contaminants in recycled water, guidelines, and research into public health issues related to recycled water. The **majority of press articles focused on Public Health issues were favourable**, which, given the potentially contentious nature of the issues surrounding the recycling debate, is a favourable outcome for ACTEW in countering these particular concerns. Public Health issues mentioned in the coverage analysed are shown in more detail in Chart 6 on page 12.

Alternatives was the third leading focus of coverage, again in both press and broadcast reports. This coverage had prominent discussion of alternatives to water recycling such as further water release from rivers and dams, the construction of new dams and increased use of grey water. All press articles focused on Alternatives were neutral towards ACTEW.

There was only a small volume of coverage focused on Pricing and Environment issues, however they were often mentioned in articles primarily focused on other topics such as the Recycling

Process. Pricing coverage was focused on issues such as investment costs, increased consumer tariffs and the ongoing operating costs for recycled water in the ACT. Environment-focused coverage included issues such as salt storage, energy use, wastage and other environmental impacts precipitated by planned water recycling.

Broadcast

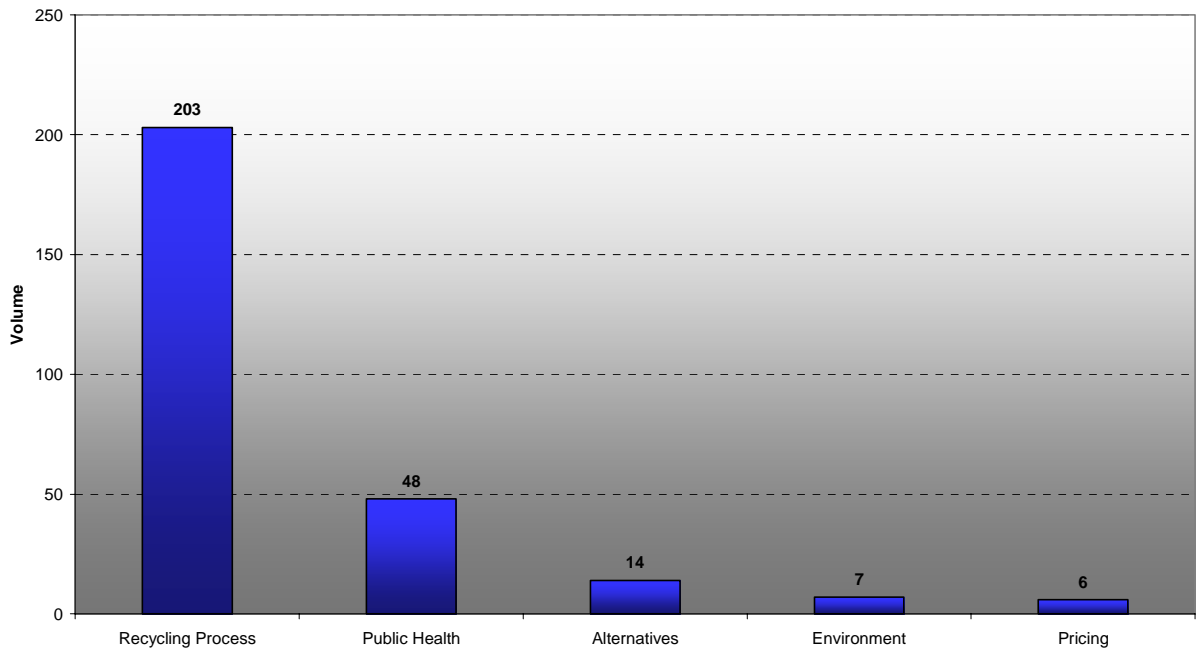


Chart 3.

Leading Issues Recycling Process Press

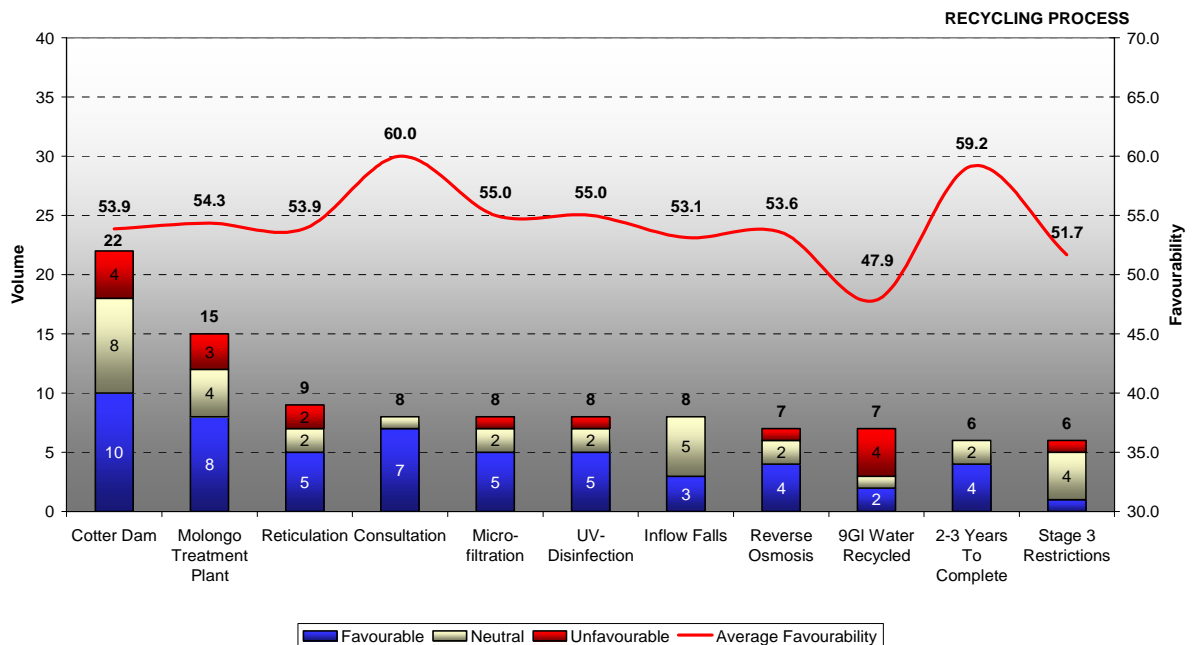


Chart 4.

The chart above shows the number of mentions of the leading Recycling Process issues in the press coverage analysed over the period. Most articles mention more than one issue, and so the total will not correlate with the overall volume of articles analysed.

The leading issues shown in Chart 4 above were mentioned in a large proportion of press coverage reporting on the ACTEW’s proposal to recycle water in the ACT. This suggests that information provided by ACTEW, outlining the practical processes and particularly the methods proposed to remove contaminants, has been clearly disseminated in the media analysed.

The leading recycling process issues included mentions of the *Cotter Dam* and the *Molongo Treatment Plant*, while the other leading Recycling Process issues received similar numbers of mentions. Typical coverage discussing the practical issues concerned with water recycling in the ACT included:

- > “■ The advanced treatment plant would purify about 9GL of wastewater each year – 14 per cent of Canberra’s annual consumption.
 - The water would be treated in three ways: microfiltration – removes most bacteria, all protozoa and some viruses; reverse osmosis – destroys remaining viruses and removes hormones, other pharmaceuticals and salts: and ultraviolet disinfection – additional precaution to destroy microorganisms such as *Giardia* and *Cryptosporidium*.
 - The treated water would be pumped back into the Cotter catchment, and would later be treated again at Mt Stromlo” (*Canberra Times*, 24 March 2007).

A large proportion of articles which mentioned Recycling Process issues were favourable. However, there were some unfavourable articles, particularly in relation to the *Cotter Dam*, *Molongo Treatment Plant* and the *9GL of water* to be provided through recycling. Opposition to the

proposed recycling tended to focus on health issues, cost and the availability of alternatives (see charts 6, 8 and 10 for a breakdown of these issues).

There was a large number of readers' letters in the coverage analysed. Readers appeared to be more concerned about the costs involved and often questioned why alternatives could not be used. However, there were some favourable letters which supported the proposed recycling processes, such as:

- > "I have read the frequently-asked questions section on *Water2WATER* hosted by Actew's website and I am for recycled water. The responses say that the sewage passes through microfiltration, ultrafiltration, reverse osmosis, reverse osmosis, ultraviolet light disinfections and oxidation. I would be surprised if anything survived that kind of treatment" (*Canberra Times*, 4 April 2007).

Consultation was the most favourably reported of the leading Recycling Process issues, with articles mentioning this issue receiving an average rating of 60.0. Coverage included a favourable article headlined "Your chance to comment on recycled water" highlighting the ACTEW's commitment to public consultation and the key lines of communication enabling public participation, as well as communicating the costs, timing and advisory issues of the proposal. Chief Minister Jon Stanhope was also pictured drinking a bottle of recycled water at the launch of the public consultation program:

- > "Canberrans are being asked to comment on a proposal to recycle water. They can do so by visiting www.actew.com.au/water2water or phoning 6248 3563. Over the next three months, there will also be briefings to community groups, phone polling and formal submissions. ACTEW has proposed enlarging Cotter Dam and purifying water from the Lower Molongo Water Quality Control Centre to help fill the dam ... An independent panel has been established to advise the Government on the proposal, and the Government will be commissioning discussion papers. ACTEW plans to present a final recommendation to the Government in July. The total project is estimated to cost \$350 million and the recycling process would take two to three years to build following final approval. Enlarging the dam is expected to take five years" (*City Chronicle*, 27 March 2007).

Consultation was the leading issue in the broadcast media coverage analysed. This included an interview with Ben Doherty from *The Canberra Times* on *Nightlife* (ABC 666 Canberra, 22 March 2007) in which he mentioned the Chief Minister's launch of the public consultation process (*Nightlife* is syndicated to 50 stations on the ABC network). Reports as early as February indicated that public consultation would take place, for example:

- > "The Chief Minister Jon Stanhope is looking forward to hearing what the Canberra Community thinks about drinking recycled water following ACTEW's announcement yesterday of a proposal to use recycled water from the Lower Molonglo Treatment Plant to supplement Canberra's drinking water supply with a possible implementation within three years" (*10:00 News*, Mix 106.3FM, 1 February 2007).

Government policy and approvals, which was the second most prominent issue in broadcast coverage, was also mentioned in reports on ACT Planning Minister Simon Corbell's public criticism of the Government's approach to the ACTEW recycling proposal. While this story did receive some press coverage it was more prominent in broadcast coverage. This included:

- > "The Chief Minister of the ACT, Jon Stanhope, has moved to play down an apparent rift between John Hargreaves, the Minister for Territory and Municipal Services, and Simon Corbell. Hargreaves claims Corbell has been disloyal over recycled water and has demanded

his resignation. Stanhope concedes the public nature of the disagreement is '... unhelpful [and] unprofessional ...' (12:00 News, Radio National, 13 April 2007).

Other broadcast coverage of *Government policy & approvals* included references to the ACT Opposition's support for the proposal, including interviews with Opposition spokesperson Richard Mulcahy.

Although there was a reasonably high proportion of press articles and broadcast summaries mentioning *consultation*, only a very small number of reports mentioned *Water2WATER* directly (four mentions in press and two in broadcast coverage). This suggests that branding of the recycling proposal under the *Water2WATER* banner has not been given high visibility by the media, although it may be more prevalent in advertising material.

Broadcast

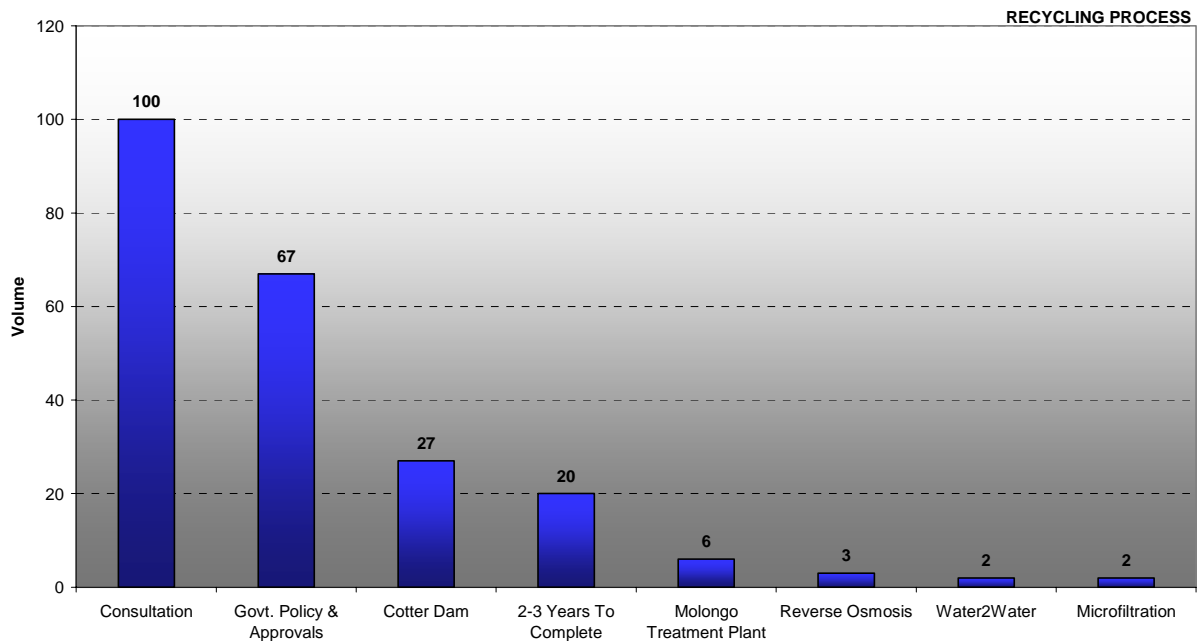


Chart 5.

Public Health

Press

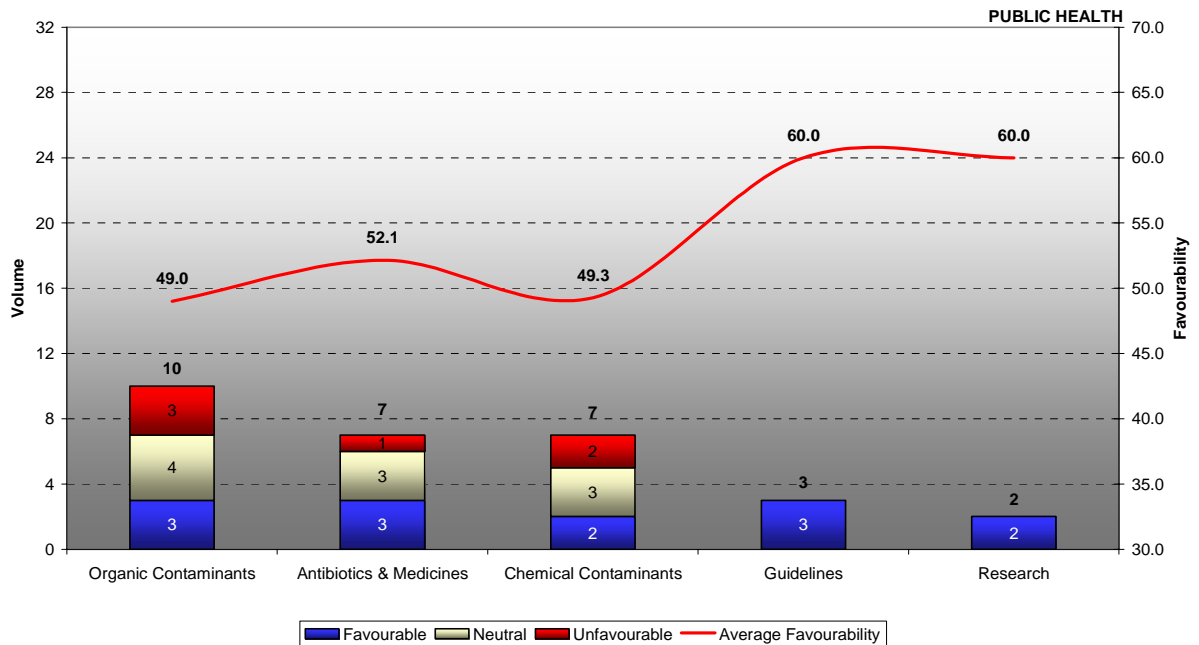


Chart 6.

The largest proportion of Public Health issues were mentioned in articles that were either favourable or neutral towards ACTEW. Public Health was the second most prominent focus of press coverage analysed.

An article written by Peter Collignon, director of infectious diseases at the Canberra Hospital, was instrumental in developing a debate in the media about the health issues concerned with water recycling. However, his article was the least favourable towards ACTEW and possibly the most damaging, since it attacked the proposal on not only public health grounds but also on cost and the availability of alternative supplies of drinking water:

- “One of our most significant public health improvements was removing sewage from water supplies. Human waste contains numerous viruses, bacteria, protozoans and other microbes that frequently cause disease if ingested. While our sewage will be treated so it is ‘safe’ to drink, the mechanisms being proposed for this all have potential problems with performance. Thus there is a strong possibility that at times we will contaminate our water supply with disease-causing micro-organisms ... A number of methods are purposed to make this recycled sewage ‘safe’ but how many systems work perfectly all the time?” (*Canberra Times*, 30 March 2007).

The article was often quoted in subsequent media coverage. It was picked up in readers’ letters to *The Canberra Times* which were unfavourable toward ACTEW, opposing to the proposal on the grounds of cost and the possible availability of alternative water supplies. For example:

- ‘Congratulations Professor Peter Collignon ... Why should the ACT have to cough up the \$350 million to recycle 9GL of water each year when that 9GL can simply be extracted from the 102GL of clean water that flows through the ACT and down the Murrumbidgee?’ (Tim Ferrell, Farrer, *Canberra Times*, 4 April 2007).

There was some responses to Peter Collignon’s statement in the press, including a leading member of the expert panel who was quoted in an interview:

- “The chair of the independent expert panel advising the project, Adelaide toxicologist Ian Falconer, welcome the debate yesterday, saying it was important the community discussed the plan. But he said recycling systems could be safe, and had worked well on most continents ... Professor Falconer, who was in Canberra yesterday for the first meeting of the four-member expert panel, said he would keep an ‘open mind’ and closely scrutinise the health arguments” (*Canberra Times*, 30 March 2007).

Guidelines was the leading Public Health issue in broadcast reports. These mainly referred to ACTEW’s commitment to establishing clear guidelines before proceeding with its proposal, as well as comments related to Peter Collignon. For example:

- “Ross Solly interviews Michael Costello, Managing Director ACTEW, about the issues surrounding recycled water. Costello says it is good that Prof. Peter Collignon, infectious diseases expert, raised his concerns. Costello says that it is not ACTEW, but experts and Governments that will decide if the planned water recycling plant will go ahead” (*Breakfast*, ABC 666 Canberra, 2 April 2007).
- ACTEW has defended its plan to release recycled water into the Cotter Catchment. Marlene Stolz, ACTEW spokesperson, says the treated water would only be used if it was proven to be completely safe (*05:30 AM News*, 2CC Canberra, 2 April 2007).

Research related to Public Health was also more prominently mentioned in broadcast coverage, mostly related to ACTEW’s international research and specifically the delegation sent to Singapore to examine how the government there uses treated effluent and the Singapore community’s engagement with the introduction of water recycling.

Broadcast

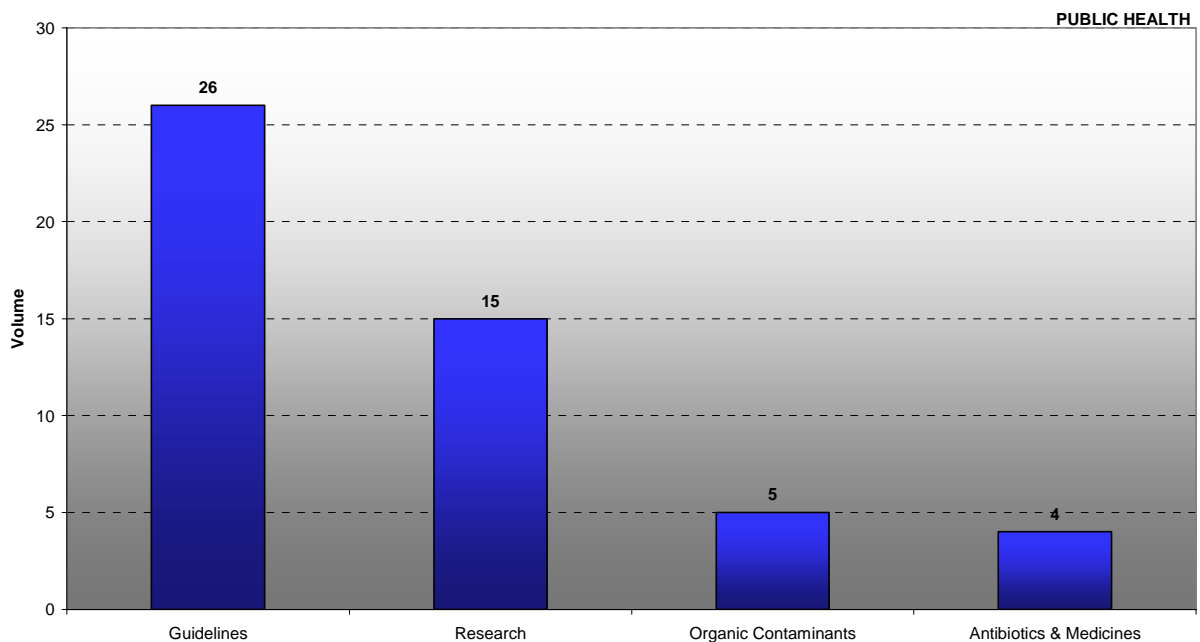


Chart 7.

Alternatives

Press

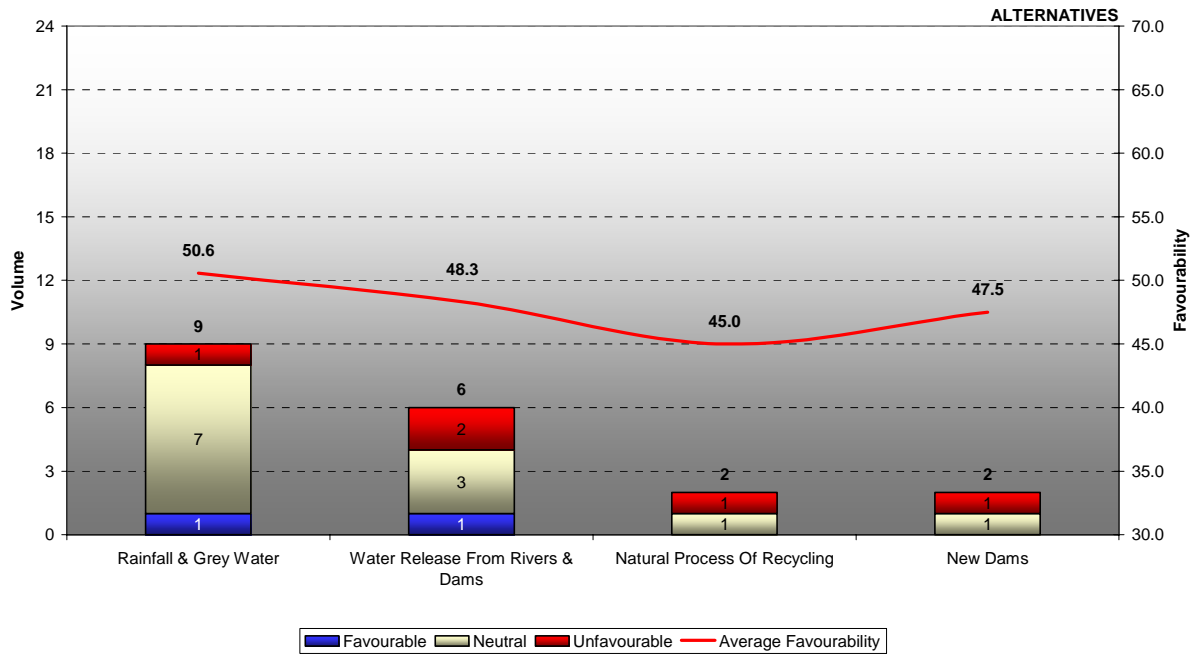


Chart 8.

Rainfall & grey water and water release from rivers & dams were the leading Alternatives issues in both press and broadcast coverage. Alternatives to water recycling were normally mentioned in discussions of pricing and health concerns and were referred to as offering ostensibly lower costs and "healthier" alternatives to recycling. For example:

- > "There is no need to divert into Canberra storages the treated waste water from the Lower Molonglo Water Quality Control Centre even though by world standards it would be of the highest quality. Merely substitute this waste water for pristine Cotter water currently used for environmental flow by pumping from the centre to downstream of Bendora Dam" (*Canberra Times*, 3 April 2007).

Controlling demand was also another alternative discussed, which would also see the increased use of *rainfall & grey water*. For example:

- > "Professor Patrick Troy warned that merely eking out ways to augment supplies failed to address the real problem of ever-increasing demand. He said consumers should be helped to slash domestic consumption through a greater use of recycled water within the home for showers, washing and sanitary purposes while European ideas such as dry compost toilets in home by governments might be considered" (*Canberra Times*, 2 February 2007)

However, a response from a spokesperson for Chief Minister Jon Stanhope was quoted in the same article, pointing out that measures addressing demand had been in place for a long time, including Level 3 water restrictions and government rebates for water conservation measures. The statement was also backed by shadow environment minister Richard Mulcahy, who pointed out that the dusty backyards in Canberra homes were also testament to reduced consumption.

Broadcast

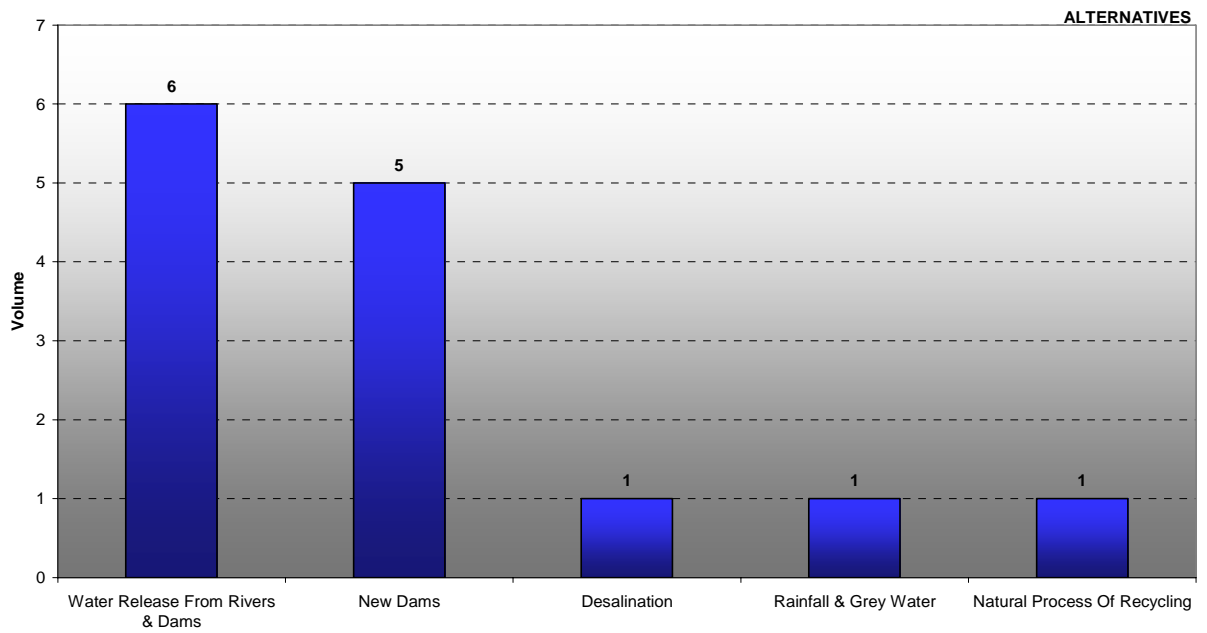


Chart 9.

Pricing

Press

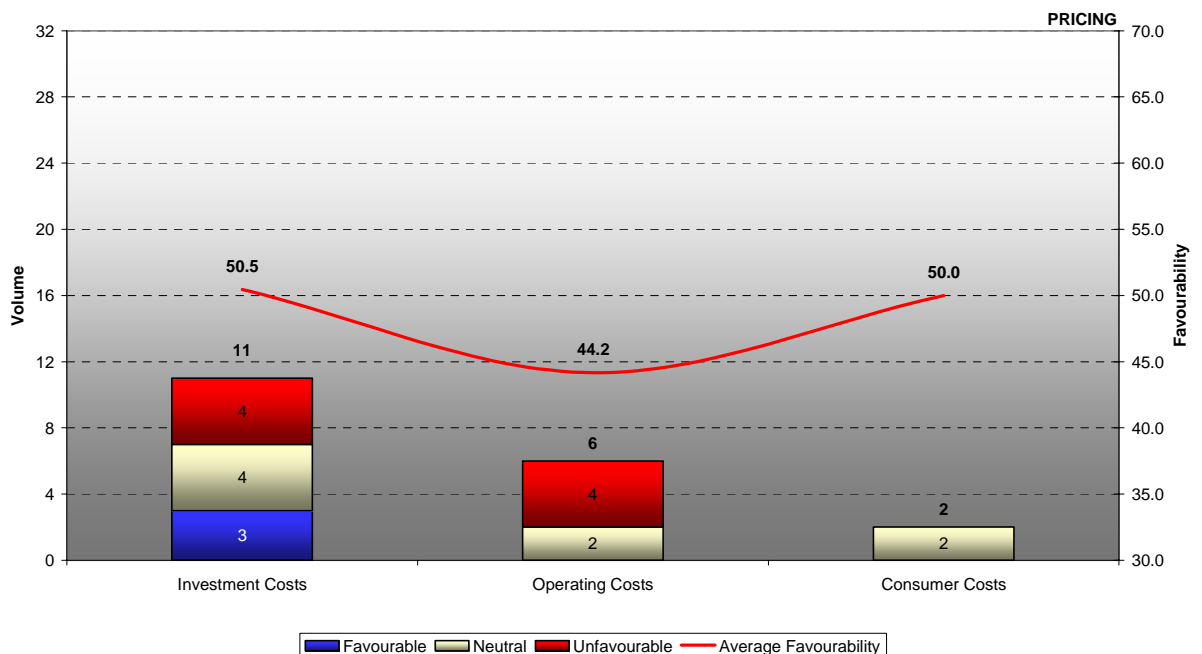


Chart 10.

Pricing, particularly in relation to *investment costs*, was also discussed in relation to the water recycling proposal. There was a fairly even split of favourable, neutral and unfavourable mentions in press coverage of *investment costs*, but most mentions of *operating costs* were in unfavourable articles. Coverage included:

- > Letter-to-the-editor: “Recycling is only an expensive substitute for natural river cleansing processes. However Actew are focused on the fact that storage inflows during droughts can be minimal whereas the city will continue to produce wastewater. This is true, but the economic merits of recycling relative to other options must still be demonstrated. In broad terms, the capital cost of the recycling plant has been put at around \$150 million. The will treat 9GL of wastewater, with recovered water probably at around 85 per cent of this. Importantly, the value of this water is effectively zero when dams are full (Drew Collins, Garran, *Canberra Times*, 16 April 2007).

Perhaps more importantly the possibility of increased costs to the consumer of water recycling progress was only lightly touched upon in media coverage, with the focus instead mostly on infrastructure costs. However there was more discussion of consumer costs on radio, for example:

- > “Canberra residents could be forced to pay an extra \$150 a year on their water rates if Actew decides to go ahead with a \$300 million plan to expand the Cotter Dam and treat recycled water. Jon Stanhope, ACT Chief Minister, says ACTEW have told the Government is could cost Canberrans an additional \$3 a week on their water bill” (*10:00 News*, Mix 106.3 FM, 7 March 2007).

Aspi Baria, ACTEW technical specialist, was also interviewed on radio discussing the costs of the recycling scheme. Compere Ross Solly suggested on his *Early Mornings* show that recycling could lead to a 20% increase in water rates for consumers:

- > “Aspi says that would be over five years. He says two plans are being proposed enlarging the Cotter Dam and purifying water from Molonglo. He says the estimated cost is \$350m over 65 years which will be recovered over a long period. Aspi says with Federal funding via the Water Fund the impact on Canberrans would be less” (ABC 666 Canberra, 7 March 2007).

Broadcast

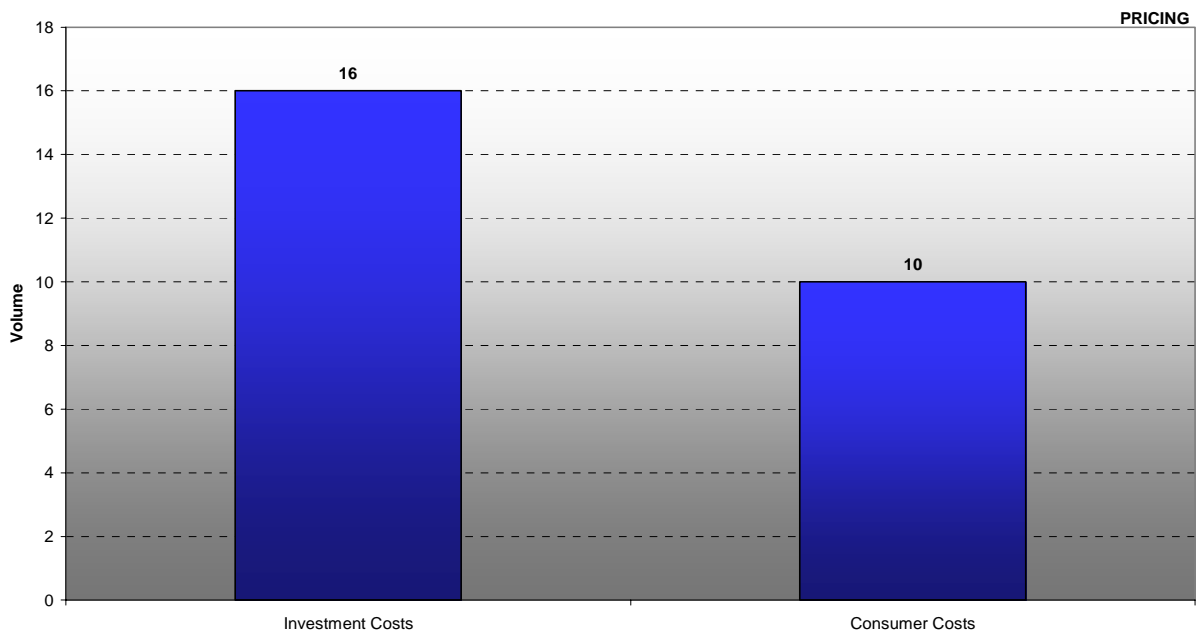


Chart 11.

Leading Messages

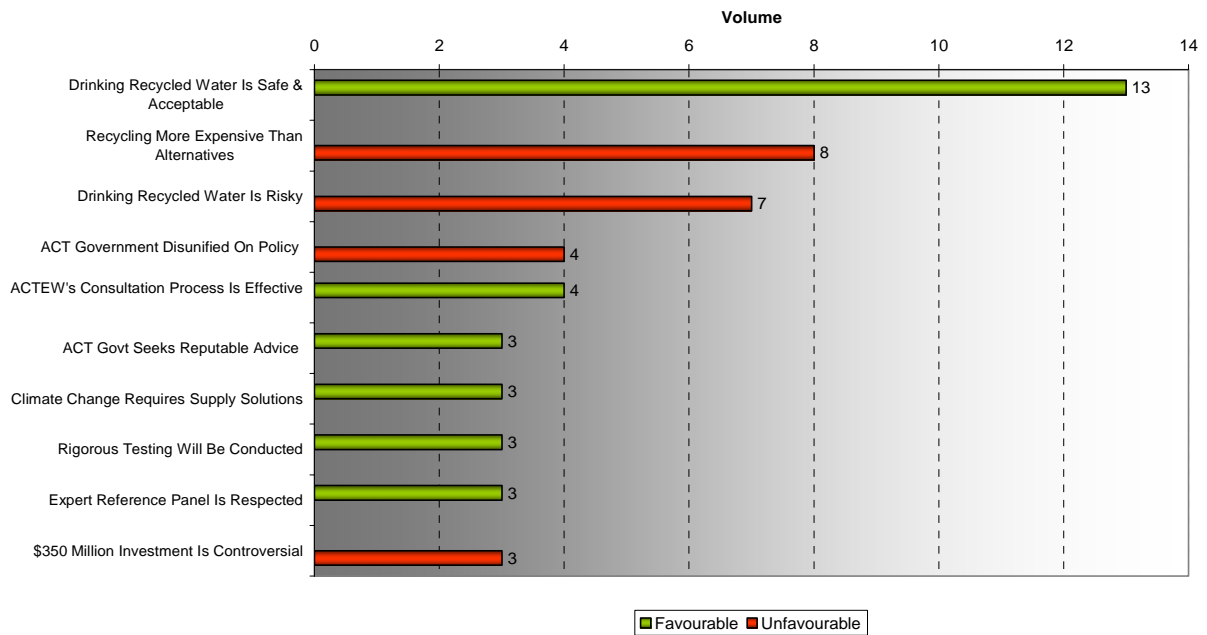


Chart 12.

The chart above shows the leading tracked messages in the press coverage analysed for ACTEW. While the majority of these messages were favourable, there was also a relatively large number of unfavourable messages reflecting the contentious nature of the water recycling debate in the media.

Tracking leading messages is an important tool which can be used to analyse whether organisations such as ACTEW have been successful in communicating their messages in the press media. It also provides an opportunity to recognise opposing messages which might highlight weaknesses in communication strategy requiring additional resources. Messages are not tracked in broadcast coverage unless the full content is available, such as in transcripts or audio files.

The most prominent tracked message in the coverage analysed for ACTEW is that *drinking water is safe & acceptable*, while opposing unfavourable message *drinking recycled water is risky* had almost half the volume of mentions. At this stage and prior to the completion of the ACTEW's ongoing media campaign, the press coverage analysed suggests that ACTEW has been successful in promoting messages to counter public health concerns in the media, despite strong statements from informed critics such as Professor Peter Collignon.

However, if we combine the two unfavourable messages *recycling more expensive than alternatives* and *\$350 million investment is controversial*, it appears that the main opposition to water recycling is not based on health concerns but rather on the cost of investment and pricing. The opposing favourable tracked messages *recycling is cheaper than alternatives* and *\$350 million investment is sound* were not mentioned in the press coverage analysed, although the favourable message that *changes to water pricing are inevitable* was mentioned once over the period. This is an area of communication strategy that may require some further consideration moving forward.

The other unfavourable leading message, *ACT Government disunified on policy* was only mentioned in mid-April, and appears to have now disappeared from the media "radar", in part due

to swift action by the Chief Minister Jon Stanhope in reshaping his cabinet and in effect sacking his Planning Minister, Simon Corbell. Prolonged outspoken criticism of ACT Government policy by such a prominent member of the government could have been damaging to ACTEW in the recycling debate in the media.

Two other key messages tracked in media coverage were also not mentioned in the press articles analysed: *recycling is a better option than alternatives* and *recycling is suitable for the ACT*. These messages may become more prominent in further analysis as debate is enriched by the ACTEW's public consultation process. However, there was one mention each of the opposing unfavourable messages *recycling is a bad option compared to alternatives* and *recycling is not suitable for the ACT*.

Examples of the coverage which mentioned the tracked messages in Chart 12 can help to identify their use in context for future reference. For example, the message *drinking water is safe & acceptable* was mentioned in an article by Dr Simon Toze, research scientist at CSIRO's Land and Water division:

- > "This then leads us to the ultimate question. Is it safe for Australians to drink recycled water? The short answer is that – with appropriate treatment and safeguards – **the water is as safe as our current water supplies** ... We do know already that the risks are very low, and are probably less than those associated with drinking water already flowing from our taps" (*Canberra Times*, 16 April 2007).

The leading unfavourable message, *recycling more expensive than alternatives*, was mentioned in coverage including letters-to-the-editor, such as:

- > "The simple arithmetic in Peter Collignon's article is completing. **Why pay large amounts of money to filter and recycle waste water into our reservoirs**, then, because we have denied downstream users that water from the waste treatment plant, let the equivalent quantity flow out of the reservoirs" (Graham Anderson, Forrest, *Canberra Times*, 3 April 2006).

The unfavourable message that *drinking recycled water is risky* was present in the article written by Professor Collignon:

- > "If we proceed we **will be creating a human health hazard** needlessly for our population at great financial cost and without any obvious benefits to the environment" (*Canberra Times*, 30 March 2007).

Another leading ACTEW message was mentioned in an article which described ACTEW's consultation process as effective in an interview with Chief Minister Jon Stanhope:

- > "He dismissed the need for a referendum, saying a vote was 'neither appropriate nor necessary.' 'I've always believed that, in vibrant democracies such as ours, governments make decisions on evidence, based on thorough consultation, and then take the consequences at the ballot box" (*Canberra Times*, 1 February 2007).

Leading Spokespersons By Favourable, Neutral & Unfavourable Comment

Press

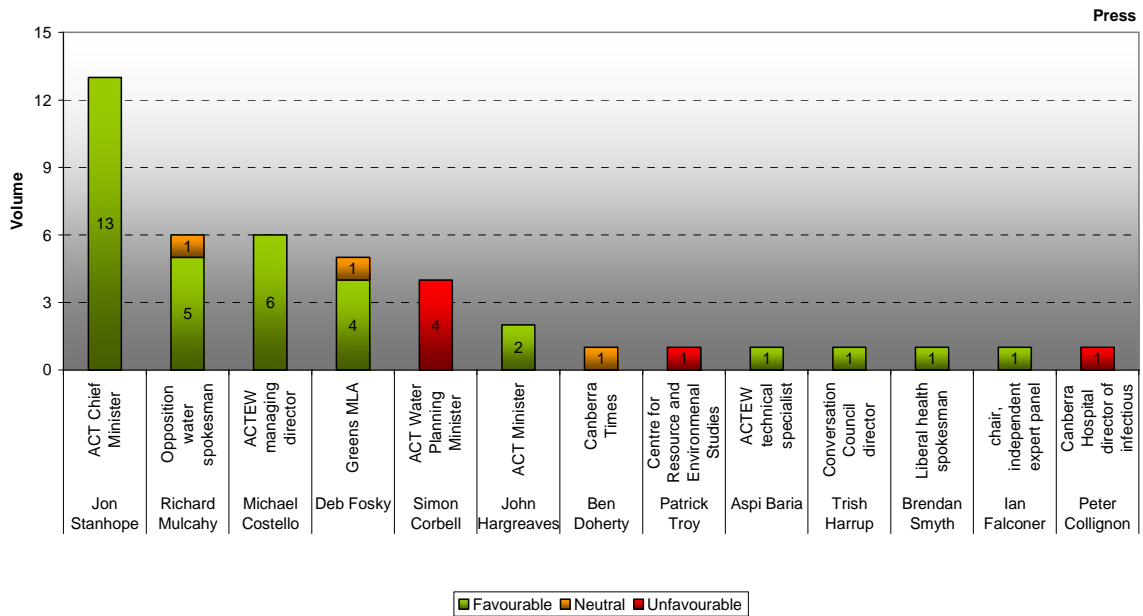


Chart 13.

Broadcast

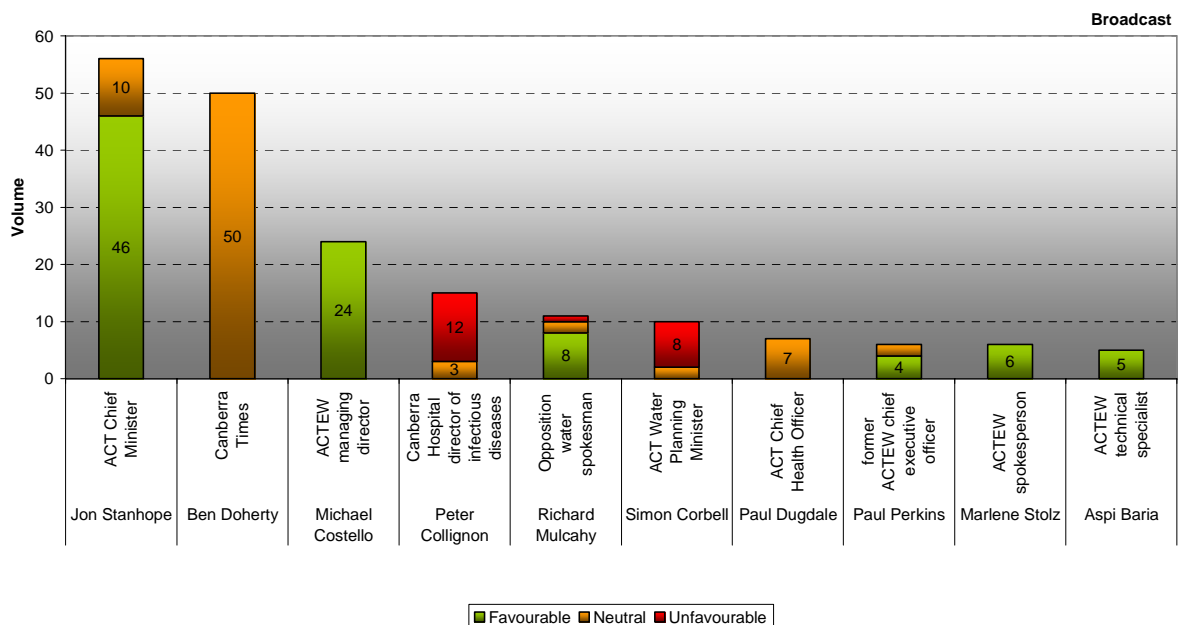


Chart 14.

ACT Chief Minister Jon Stanhope was the leading spokesperson for the water-recycling proposal in both press and broadcast coverage. It is interesting to see that the majority of spokespersons were either favourable or neutral on the issue. Ben Doherty from the *Canberra Times* had a particularly high proportion of comments in broadcast coverage due to his neutral comment on the launch of the recycling proposal to public consultation, which was made on the highly syndicated *Nightlife* on

ABC 666 Canberra. Comments by Deb Fosky from the Greens and Richard Mulcahy from the State Opposition were also favourable towards the recycling proposal.

Unfavourable comments in press and broadcast were mostly made by three spokespersons: Simon Corbell, the ACT Planning Minister (former); Patrick Troy, Centre for Resource and Environmental Studies; and Peter Collignon, director of infectious diseases at the Canberra Hospital.

Michael Costello, ACTEW managing director, was the leading spokesperson for ACTEW in both press and broadcast quoted in six and 24 reports respectively.

Article Type Press

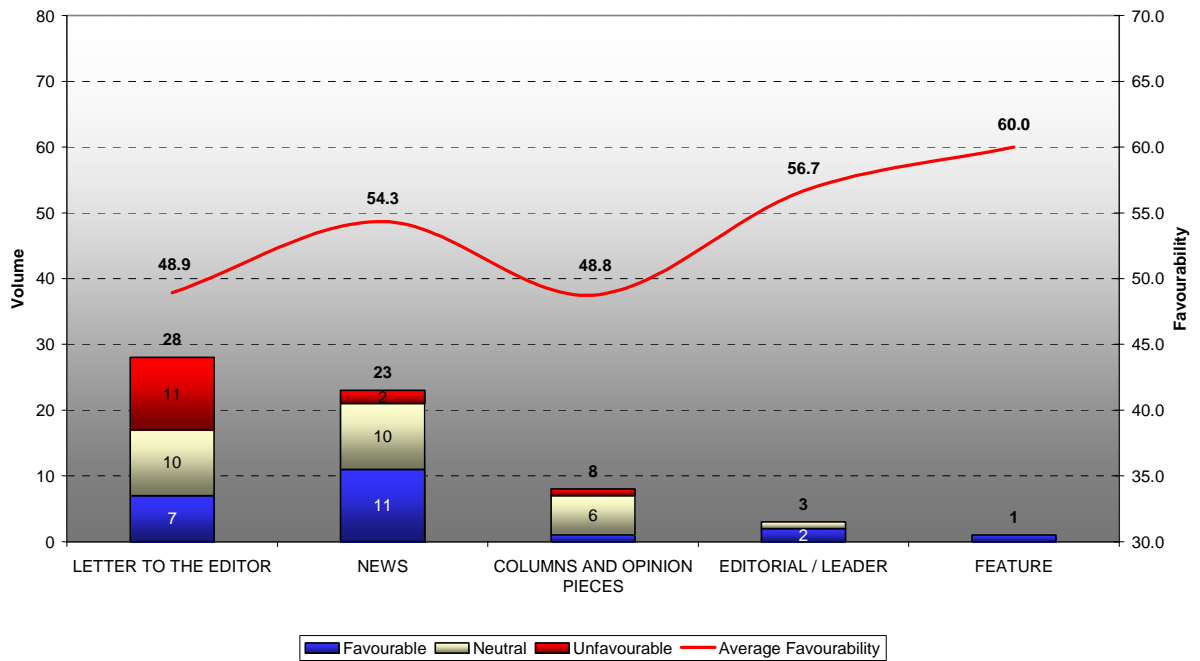


Chart 15.

The chart above shows a breakdown of the types of press articles analysed over the period, with the favourability of their coverage. The leading article type was *letter to the editor*, with the majority of letters either unfavourable or neutral in tone, which may provide ACTEW with some insight to the public’s perception of the water recycling debate. All other article types were more favourable towards ACTEW than *letters to the editor*, with *news* articles providing the highest volume of favourable coverage of ACTEW and the water recycling proposal.

Leading Media Press

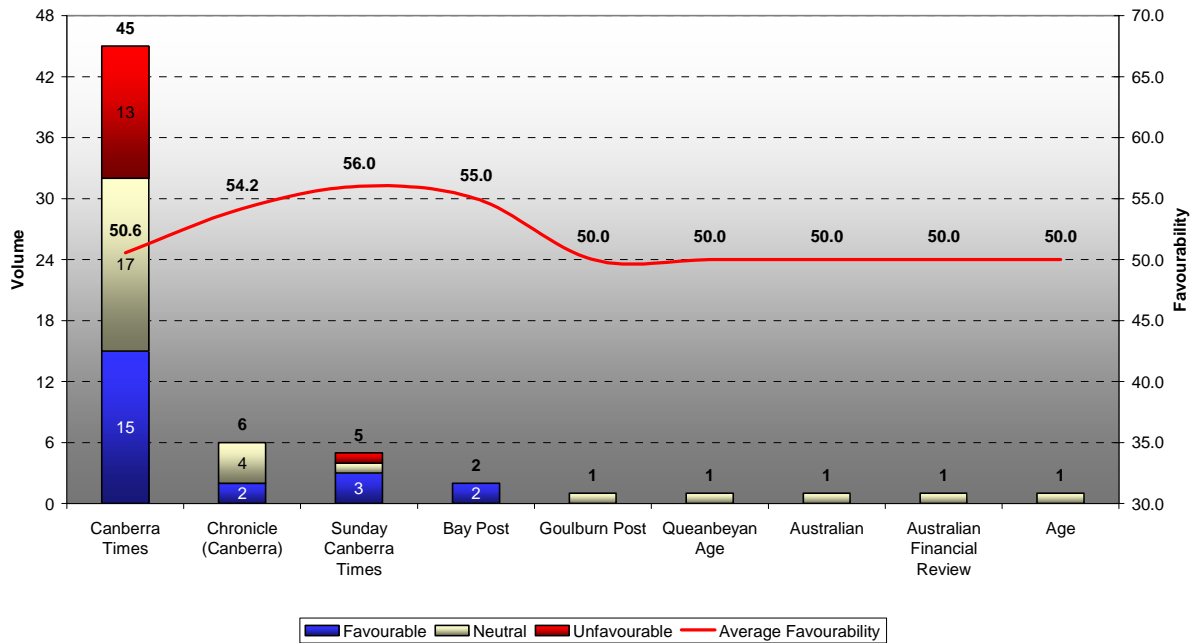


Chart 16.

Most press coverage analysed was understandably in metropolitan titles, with *The Canberra Times* publishing the most articles discussing ACTEW and the water recycling proposal. There was a low volume of coverage in national, suburban and regional titles, however this may not be a concern given the location of planned water recycling. All broadcast outlets were Canberra metropolitan, with 2CC Canberra the leading station.

Broadcast

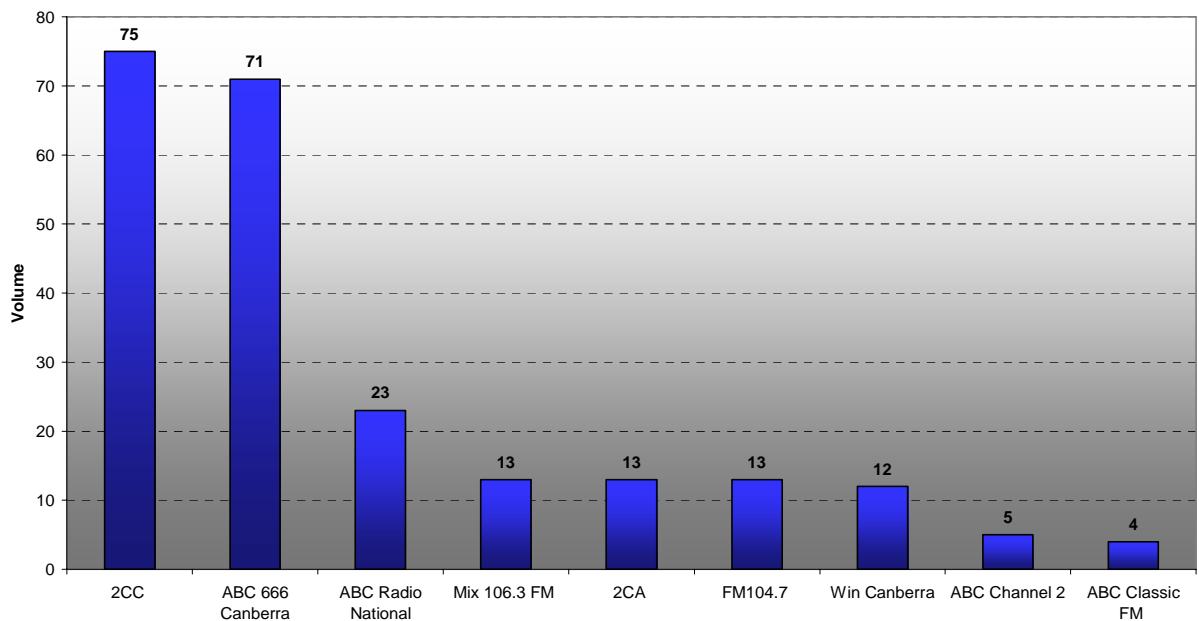


Chart 17.

Leading Bylines & Comperes Press

Leading Bylines
by Volume & Favourability

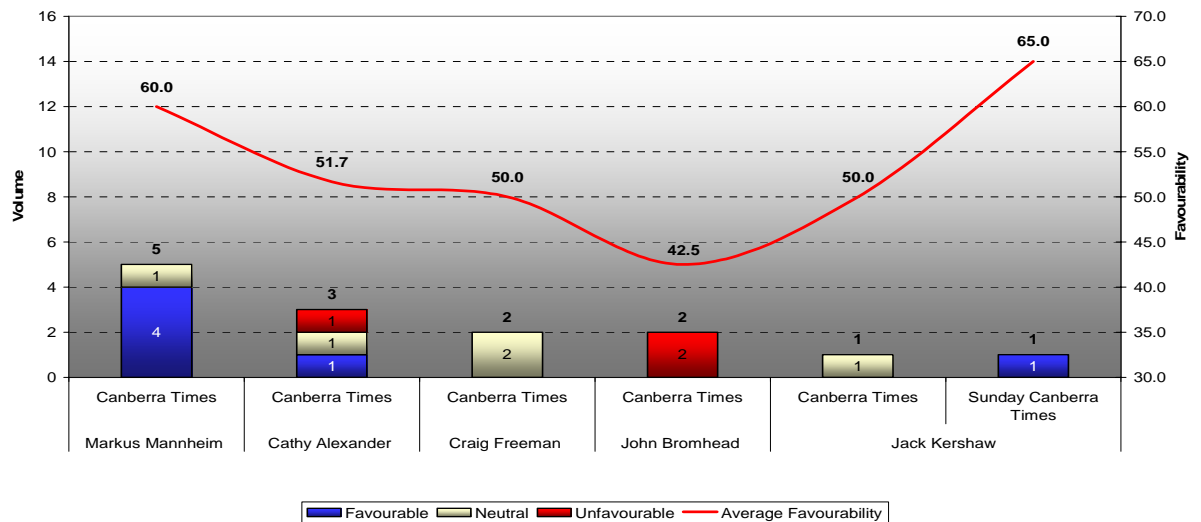


Chart 18.

Broadcast

Compere	Program	Station	Volume
Mike Jeffreys	<i>Breakfast</i>	2CC Canberra	39
Ross Solly	<i>Breakfast & Early Mornings</i>	ABC 666 Canberra.	23
Peter Leonard	<i>Win News</i>	WIN Canberra	12
Louise Maher	<i>Drive</i>	ABC 666 Canberra	6
Alex Sloan	<i>Morning</i>	ABC 666 Canberra	5
Margaret Throsby	<i>Mornings</i>	ABC Classic FM	4
Mark & Lisa	<i>Breakfast</i>	Mix 106.3	4

Table 2

All leading bylines were published in *The Canberra Times* or *Sunday Canberra Times*. John Bromhead was the only journalist with consistently unfavourable articles towards ACTEW. Markus Mannheim wrote the most favourable articles towards ACTEW.

Appendix A. METHODOLOGY

CARMA International's media content analysis methodology is internationally recognised as one of the most sophisticated and rigorous commercial systems available and its executives are foremost specialists in media research and analysis worldwide.

CARMA International analyses media coverage of companies, organisations, products, events, campaigns, trends and issues **quantitatively** and, most importantly, **qualitatively**.

Quantitative Analysis

Quantitative analysis is relatively straightforward. However, in addition to simply counting the total number of articles and column centimetres/inches or minutes of air time, CARMA International is able to calculate the total **impressions** generated (*the total circulation or audience reached by media coverage*).

Also, where competitors are analysed, CARMA can report editorial '**share of voice**'.

Qualitative Analysis

Importantly, CARMA International analyses media content *qualitatively* taking into account multiple key variables that determine the impact of media coverage. These include:

- > The **media** in which articles appear (with weightings applied for priority and target media);
- > **Positioning** (front page, front of business section, etc);
- > **Prominence** (size or length of articles; headline mentions; photo; etc);
- > **Issues** discussed;
- > **Messages** contained in articles (positive and negative);
- > **Sources** quoted (favourable and unfavourable); and
- > Other textual and contextual factors such as **tone, headline, photos**, etc.

From this multi-variate analysis, an aggregate score is derived and presented on a **0-100 scale where 50 is neutral** to provide a sophisticated overall rating of the favourability or otherwise of each article, each media, each source and each writer for the client. **Average** favourability is also calculated for issues, media, writers and sources, providing valuable data for identifying trends and for comparing with benchmarks or previous data. This aggregate score is called the **CARMA Favourability Rating**.

The CARMA Favourability Rating is much more than a positive or negative description which is the basis of some simplistic (univariate) media analysis systems. It provides a precise overall qualitative rating that reflects the likely impact of coverage.

Positive/Negative v 'Favourability'

To illustrate the important difference between simple positive/negative ratings and CARMA qualitative analysis, an article may be positive, but it may be in a publication which does not reach the client's key target audiences or market, it may discuss peripheral issues, and it may not contain the client's key messages. This article, while positive, is not favourable to the client's objectives and would be rated near neutral in the CARMA system. Conversely, an article containing a client's key messages on important issues, prominently positioned in a publication which reached the client's target audience would be rated highly favourable. Thus the CARMA Favourability Rating is far more sophisticated and precise than simple positive/negative/neutral classification of articles.

NOTE: It should be noted that news media coverage is unlikely to gain Favourability Ratings in the eighties or nineties. Even Favourability Ratings of 70 or above are rare, as the objective of news media is to be neutral. Journalists aim to produce balanced coverage (ie. 50 on the CARMA scale). Therefore, any Favourability Rating above 50 on the CARMA scale is a benefit to the client and ratings of 55 – 65 are usually considered very favourable.

Quality Control – Rigor and Reliability of Media Analysis

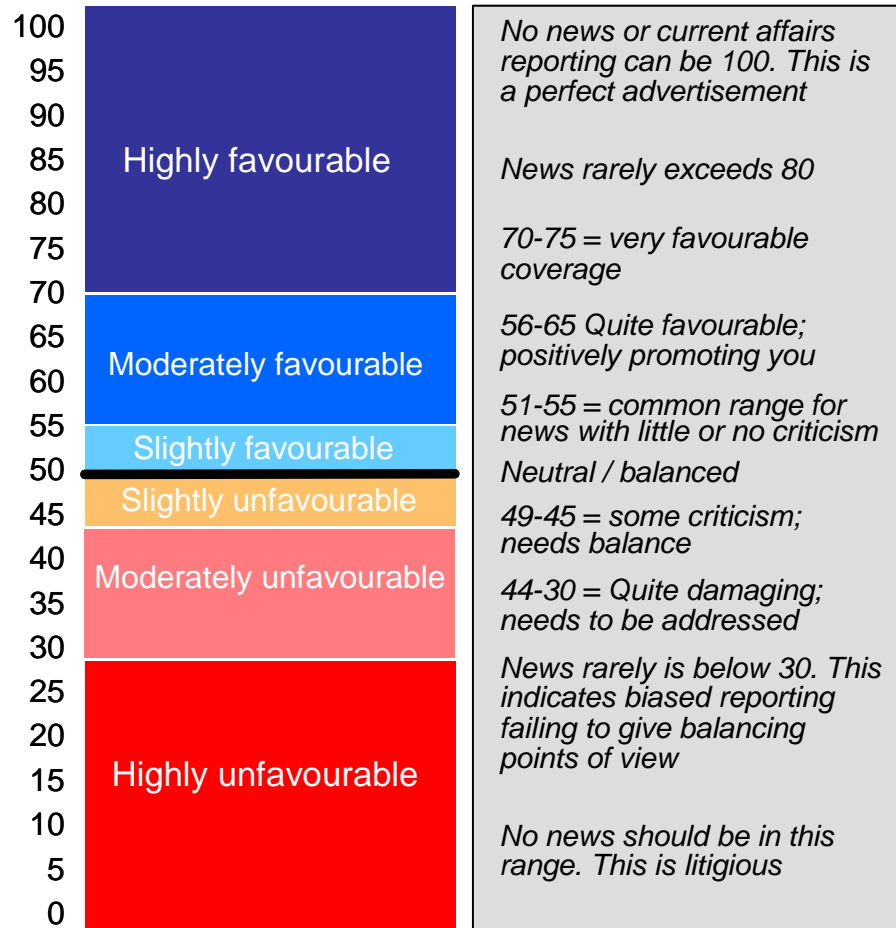
Quality control to ensure rigor and reliability of analysis is achieved in four key ways:

- > First, most of the variables analysed by CARMA International – eg. media name, page number, positioning, sources' names, etc – are **objective criteria**;
- > 'Issues' and 'Messages' (somewhat more subjective) are identified by either (a) exact word or phrase matching or (b) presence of acceptable synonyms. A list of acceptable synonyms and coding instructions is provided to analysts in **Coding Guidelines** to maintain consistency and rigour (eg. 'Innovator' can = "cutting edge products"; "ahead of competitors"; "first to market" etc.);
- > CARMA International uses **multiple coders** on all projects to minimise individual subjectivity; and
- > CARMA International conducts **intercoder reliability assessment**.

Media Monitors – CARMA Asia Pacific is a member of the **Association for Measurement and Evaluation of Communication (AMEC)**, the leading international organisation for communication and media research based in the UK and fully complies with its strict standards (see www.amecorg.com/amec).



Interpretation of CARMA Ratings



CARMA[®]

Asia Pacific
a Media Monitors company

04.07-06.07

Report

ACTEW Corporation

In-depth Quantitative & Qualitative
Media Analysis

Global Media Analysts

Media Monitors Pty Ltd
carma@mediamonitors.com.au
mediamonitors.com.au



Contents

Executive Summary	4
Media Overview	6
Primary Story Focus	7
Leading Issues	9
Leading Messages	19
Leading Spokespersons	21
Article Type	23
Leading Media	24
Leading Bylines & Comperes	26
Appendix A. METHODOLOGY	27

Introduction

This report provides an analysis of press articles and broadcast summaries for the **ACTEW Corporation Limited (ACTEW)** in relation to the *Water2WATER* proposed water recycling plan and the public consultation campaign. Coverage was analysed from 17 April 2007 to 10 June 2007, and follows from an interim report which was prepared for the period of coverage from 30 January 2007 to 16 April 2007.

The 68 print articles and 93 broadcast summaries analysed in this report were all from ACT media outlets. Broadcast coverage also included 19 summaries from various news programs broadcast on ABC 666 Canberra, which were syndicated to Radio National and 2CA within the ACT.

Methodology

CARMA Asia Pacific analyses media coverage qualitatively as well as quantitatively using internationally recognised methodology.

Qualitative analysis provided by CARMA[®] goes beyond simple positive/negative/neutral ratings which some systems provide and which can be misleading. For example, articles may be positive in tone, but may not reach key audiences or may not communicate key messages. The CARMA[®] methodology uses systematic *multi-variate* analysis designed to determine the likely impact and effects of articles based on:

- > The **media** in which they appeared (particularly whether they reach key target audiences);
- > **Position** (eg front page, front section, etc);
- > **Size** or length;
- > **Prominence** (including mention in headlines or photos);
- > **Issues** discussed;
- > **Sources** quoted; and, very importantly,
- > **Messages** communicated in the articles (favourable and unfavourable).

A cumulative score called the CARMA[®] '**Favourability**' rating is calculated and expressed on a 0-100 scale where 50 is neutral.

Where only summaries only are provided for analysis, all variables are rated except for 'Messages', as the original full text is not available, and a default 50.0 Favourability Rating is assigned. However, summaries are precisely analysed for all other variables including size/length, position, prominence of mention, issues reported and sources quoted.

A more detailed description of the CARMA[®] methodology is attached as **APPENDIX A**.

Executive Summary

Key Findings

- > Coverage of ACTEW and the water recycling proposal analysed over 17 April to 10 June was made up of 93 radio and television broadcast summaries and 68 press articles. Press media was slightly favourable (51.1) towards ACTEW, a rating which was similar to the previous period of press coverage between 30 January to 16 April (51.4).
- > The nature of coverage was also similar to the previous period. News articles, opinion pieces and editorial comments were predominantly neutral or favourable to ACTEW, with only three of these articles unfavourable overall (three were also unfavourable in the previous period). The volume of press coverage was also very similar, rising by five articles overall. Letters to the editor, which constituted 44% of all press coverage in the previous period and 40% in the current period, remained predominantly unfavourable towards the proposal. This suggests that opposition is somewhat entrenched by some of the more proactive members of the general public (at least those who are willing to write to newspapers).
- > Opposition from various members of the public in letters to the editor also reflected comments made by key spokespersons, including Professor Peter Collignon, who has consistently criticised the move to water recycling on the grounds of public health and the availability of cheaper alternatives. Professor Collignon was also slightly more prominent in press coverage compared to the previous report period, and was extensively quoted in three articles.
- > The main focus of media coverage continued to be the *recycling process*. This reinforces the fact that the intrinsic issues concerning water recycling as proposed by ACTEW are continuing to be debated in the media. The water release from the Murrumbidgee River helped to catalyse the water recycling debate and provided an opportunity for ACTEW to monitor public reaction in the media. This issue was present in a relatively high number of favourable and a similar number of unfavourable press articles suggesting that the water recycling debate is almost evenly divided in media reporting. This apparent polarisation is somewhat enhanced by the comparatively low proportion of neutral articles reporting on the water release itself. Again this result may be somewhat skewed by the fact that the majority of unfavourable articles appeared in letters to the editor, which may not be indicative of the overall sentiment towards water recycling voiced by the general public.
- > There was a considerable increase in the number of mentions of Water2WATER compared to the previous reporting period, with 13 mentions in press coverage and 10 mentions in the broadcast summaries analysed. This suggests that the branding of the water recycling proposal is currently gaining more traction in media coverage which is helpful in reinforcing the identification of other communication and marketing strategies ACTEW undertakes.
- > ACTEW's consultation process was mentioned in 12 press articles. There was a relatively high number of favourable and unfavourable articles in which the consultation process was mentioned and reinforces the polarisation of attitudes towards the water recycling debate. Mentions of public consultation meetings were high in broadcast coverage and present in 19 broadcast summaries.
- > The leading message was *drinking water is risky* was mentioned seven times in the media coverage analysed (the same volume of mentions as in the previous period). Conversely, the leading message in the previous period was *drinking recycled water is safe & acceptable* with 13 mentions. This favourable message was only present in four articles in the current reporting period and as such had lower traction in the media than would be expected.

KEY METRICS	ACTEW
Total Volume	161
Press Volume	68
Average Favourability (Press only)	51.1
Broadcast Volume	93
Leading Story Focus (Mentions)	Recycling Process (87)
Leading Issue (Mentions)	Water Release From Rivers & Dams (33)
Leading Spokesperson (Mentions)	Jon Stanhope, ACT Chief Minister (20)
Leading Messages (Mentions)	Drinking recycled water is risky (7)
Leading Bylines (Mentions)	Graham Downie, <i>Canberra Times</i> (9)
Leading Compere (Mentions)	Alex Sloan, ABC 666 Canberra (12)

Table 1

Media Overview

Press

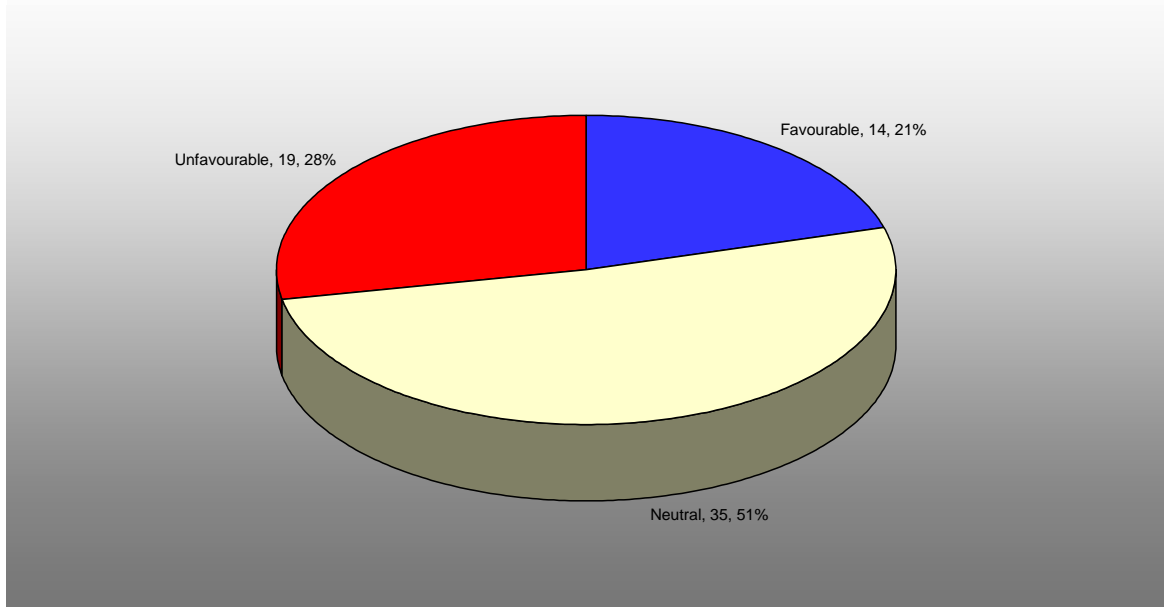


Chart 1.

The chart above shows the proportion of favourable, neutral and unfavourable press articles analysed over the period. Broadcast summaries cannot be given a favourability rating unless full audio or transcripts are available.

There were 68 press articles in total, a slight rise from the 63 articles analysed in the 30 January to 16 April period. The volume of unfavourable press articles was also slightly higher, increasing to 19 from 14 previously, and there was an increase in the number of neutral press articles to 35 this period from 27 last period. However, the volume of favourable press articles dropped to 14 from 22 in 30 January to 16 April.

Primary Story Focus

This section shows the main focus of articles reporting on ACTEW and water recycling in the ACT. Only one story focus was given for each press article or broadcast summary, referring to the main theme or focus of the report. Multiple issues will normally be discussed in most articles and broadcast summaries, and these are shown later in this report.

Press

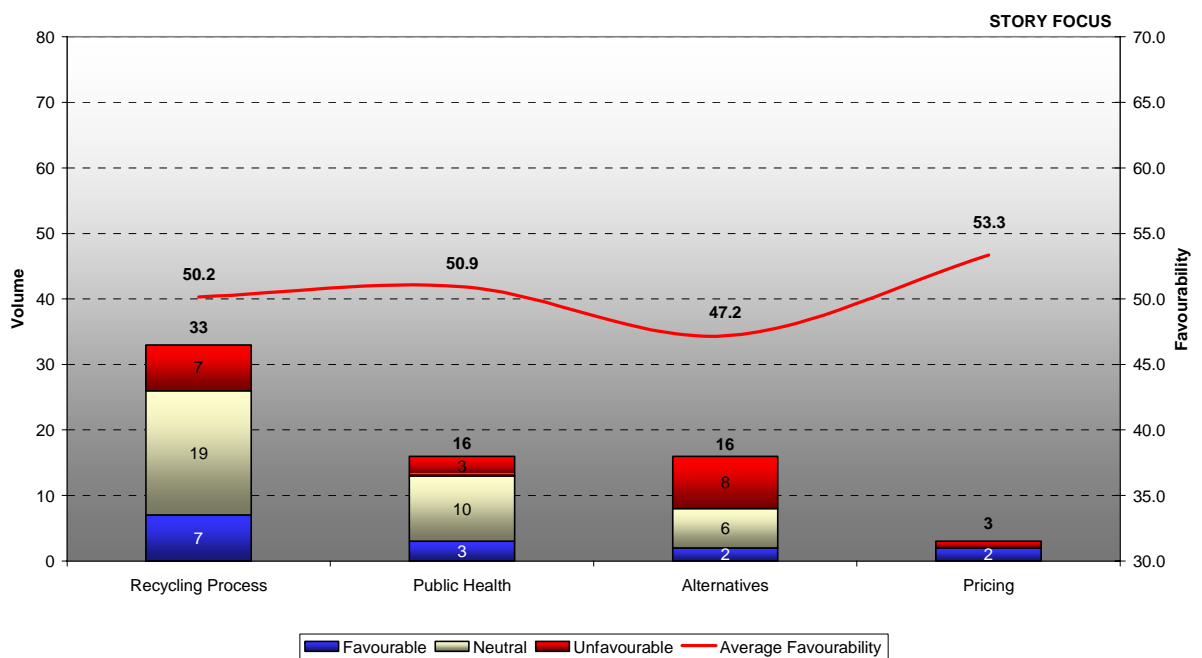


Chart 2.

Most articles analysed over the period focused on the Recycling Process, after an increase in volume from 22 articles last period. The majority of these articles were either favourable or neutral in tone. The Recycling Process, which includes issues such as the proposed Stage 4 water restrictions, references to inflow falls, and the expansion of the Cotter Dam. The Recycling Process was again also the leading story focus in broadcast coverage (see chart 3 below).

Public Health was again the second most prominent focus of the press and broadcast coverage analysed, with mostly neutral coverage. Alternatives was the third leading focus of press coverage. Similarly to the last period, this coverage had prominent discussion of alternatives to water recycling, including increased water release from rivers and dams and the further use of grey water in domestic and industrial applications. **Half of these articles were unfavourable, resulting in articles focused on Alternatives being the least favourable overall** (47.2 rating, compared to five neutral articles last period), suggesting that this area of discussion in the media is a contentious one for ACTEW and the water recycling debate.

There was only a small volume of articles focused on Pricing, and none mainly focused on the Environment. As in the previous analysis period, Pricing and Environment issues were often mentioned in articles primarily focused on other topics such as Alternatives. Pricing coverage was focused on consumer costs and investment. Environment-focused coverage in broadcast

discussed environmental issues generally, as well as concerns over algal blooms and threatened species specifically.

Broadcast

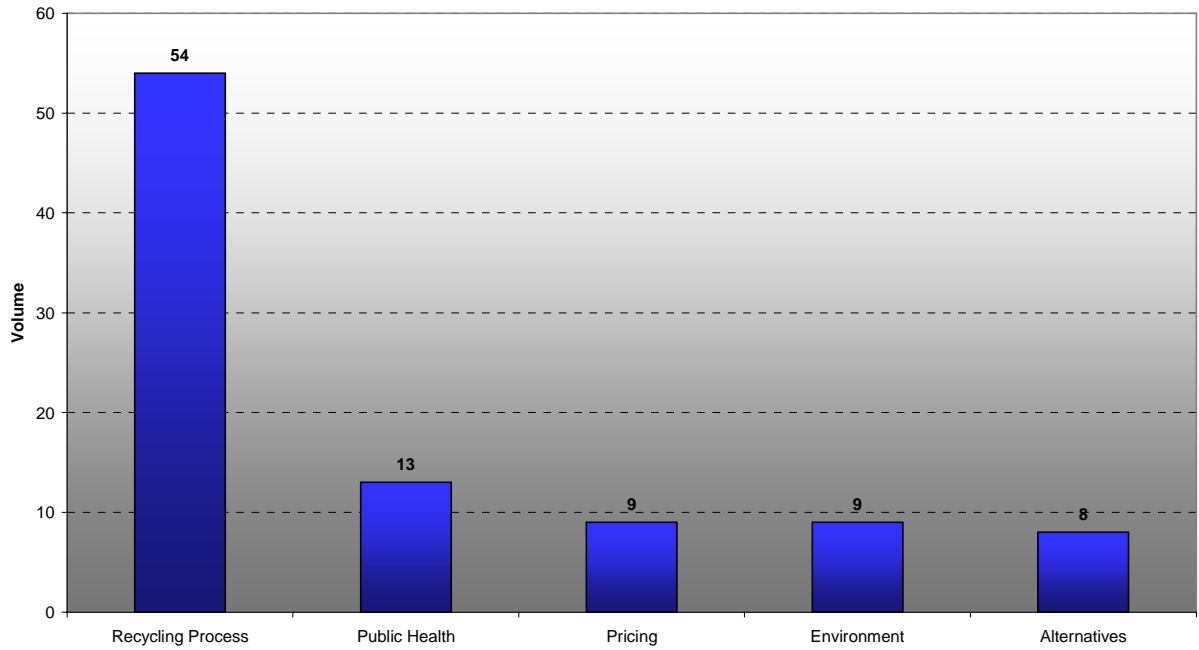


Chart 3.

Leading Issues

Recycling Process

Press

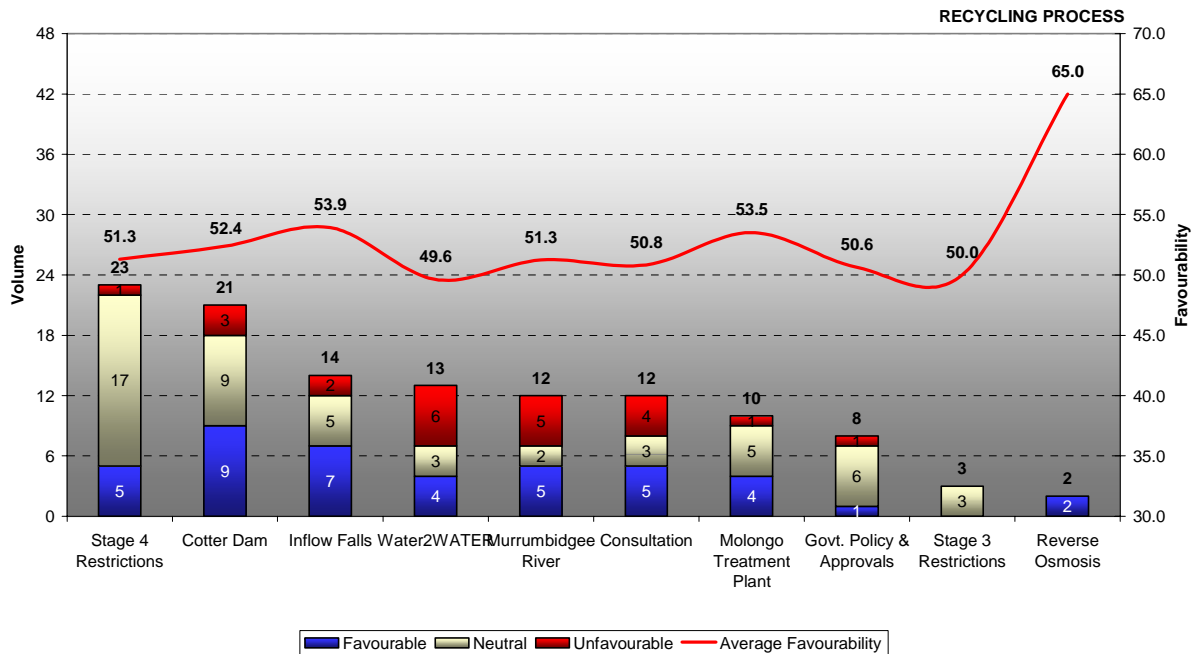


Chart 4.

The chart above shows the number of mentions of the leading Recycling Process issues in the press coverage analysed over the period. Most articles mention more than one issue, and so the total will not correlate with the overall volume of articles analysed.

A number of leading Recycling Process issues were unfavourably mentioned over the period. In particular, *Water2WATER*, *Murrumbidgee River* and *Consultation* were discussed in a high number of unfavourable articles, most notably in letters-to-the-editor published in *The Canberra Times*. This was mostly due to reporting of the release of water from the Murrumbidgee, with concerns about the purity of the water and an apparent lack of prior public consultation. However, there was also a similar proportion of favourable articles mentioning these issues, which, along with the low proportion of neutral coverage, suggests that the water recycling debate is almost evenly divided in media reporting.

The leading Recycling Process issue reported over the period was the warning from ACTEW of the likely implementation of stringent *Stage 4 Restrictions* as a result of continued falls in water inflow. The ensuing discussion in the media helped to perpetuate the debate about water recycling, and included further discussion of some of the more immediate alternatives to water recycling such as building dams and the release of environmental flows. However, the majority of articles mentioning *Stage 4 Restrictions* were neutral, reporting factually on issues surrounding the impending extension of water restrictions. An editorial in *The Canberra Times* discussed the reality of *Stage 4 Restrictions* for Canberra compared to other eastern seaboard towns and cities that are already currently on the same and even higher water restriction regimes:

- “Given the plans to drought-proof Canberra, including boosting the capacity of the Cotter reservoir by raising the dam wall and building a water recycling plant, are at least three to four

years away from completion. ACTEW is right to send a signal that Canberrans should prepare to tighten their belts to ensure that existing supplies are preserved in the event of the drought continuing" (*Canberra Times*, 17 May 2007).

Reporting of the implementation of *Stage 4 Restrictions* included specific concerns expressed by commercial interests, particularly those heavily dependent on water such as car washes, nurseries and outdoor sporting venues. An example included an article citing concerns raised by Opposition spokesman on water, Richard Mulcahy, alleging that further water restrictions could have a catastrophic effect on Canberra businesses, but which also included the response by ACTEW managing director Michael Costello:

- > "The better we do now, the more we put off even tougher restrictions.' Stage 4 restrictions were aimed at saving about 1.5 gigalitres over winter. Mr Costello said this was not a lot. 'But I tell you, when you are in our current situation, it is something.' ... If the Government approved the Water2WATER project and extended the Cotter Dam, ACTEW would move heaven and earth to complete the projects quickly" (*Canberra Times*, 16 May 2007).

The volume of mentions of *Water2WATER* increased considerably to 13 from the last period, in which *Water2WATER* was rarely mentioned by name.

Unfavourable coverage of this issue included the *Today* column in *The Canberra Times*, which discussed opposition to *Water2WATER* by a group called Water Our Garden City. The group's leader, John McCarthy, was quoted in clear opposition to *Water2WATER*, stating that "recycling sewage into our drinking water is not necessary, not clean nor green. It's expensive. It could be dangerous and there are cheaper and safer alternatives" (*Canberra Times*, 5 June 2007). A notice from the group inviting householders to attend a public meeting on 14 June was reportedly being sent to every house in Canberra. The column also cited Dr Peter Collignon's well-documented opposition to the recycling proposal and ended with a reference to the "no" campaign which reportedly stopped recycled water being accepted recently in Toowoomba.

Water2WATER was also mentioned in letters-to-the-editor. Unfavourable comments included concerns that water recycling would not secure water supplies as suggested by ACTEW, such as:

- > "Actew has been saying that the extremely low inflows of the last couple of years could continue indefinitely and that, in such an event, Water2 Water would secure our water supplies. Water2Water will do no such thing ... We are told that recycling could commence yeo to three years after a decision is made. That's cutting it unacceptably fine. And even if the process were to come on line in three years time, it would only replenish the supply at the rate of 50 per cent of the then daily consumption and so the levels would inexorably continue to fall and the supply would eventually run out" (*Canberra Times*, 5 May 2007).

The *Queanbeyan Age* reported favourably on *Water2WATER* and *consultation* issues following a consultation meeting with Business Council members at the Queanbeyan Tigers Club to discuss *Water2WATER*. The article included a photograph of ACTEW's Gary Bickford, who chaired the meeting, and the Business Council vice-president each drinking a bottle of recycled water. The article stated that:

- > "Queanbeyan Business Council vice-president Bill Baker said the Actew presentation was excellent. 'Actew has established a reputation for being up front and transparent in its approach to water conservation,' he said" (*Queanbeyan Age*, 11 May 2007).

Murrumbidgee River was mentioned in 12 articles, with many discussing the water release to bolster the territory’s water supply, since dams were at 32% capacity due to the drought. Coverage included criticism from the general public in letters-to-the-editor, expressing concerns about water purity and public health. There was also some suspicion that there had been a lack of public *consultation* by ACTEW before releasing water from the river, but other articles quoted a clear statement from ACT chief health officer Paul Dugdale, including:

- “The ACT’s chief health officer has dismissed claims of a public health risk from water being added to the territory’s supply from the Murrumbidgee River. Paul Dugdale said the river was being continuously tested and there were ‘people on standby to turn it off at any time’ if there was a problem with water quality” (*Canberra Times*, 4 May 2007).

The issue of public *consultation* was also addressed in a letter-to-the-editor from the chairman of ACTEW Corporation, Jim Service:

- “Actew’s report on the ‘Future Water Options in 2005’ contained several options to improve our water security. Contrary to the assertion in Wile’s letter [John Wiles, Letters April 30], it was not the *Canberra Times* article of April 23 2007 which revealed these options; they were already public. Included in that 2005 report was a proposal to access water from the Murrumbidgee” (*Canberra Times*, 12 May 2007).

Consultation, government policy & approvals and *Murrumbidgee River* were the leading Recycling Process issues mentioned in broadcast coverage. Public meetings to discuss *Water2WATER* as part of ACTEW’s public consultation process were mentioned on various news programs, and included references to meetings at the Woden Southern Cross Club and the Ainslee football club. *Government policy & approvals* was mentioned in broadcast summaries which discussed ACT Chief Minister Jon Stanhope’s denials that there was a conflict of interest concerning his portfolio responsibilities, and a submission to the Prime Minister flagging the issue of funding should recycling be implemented in the ACT.

Broadcast

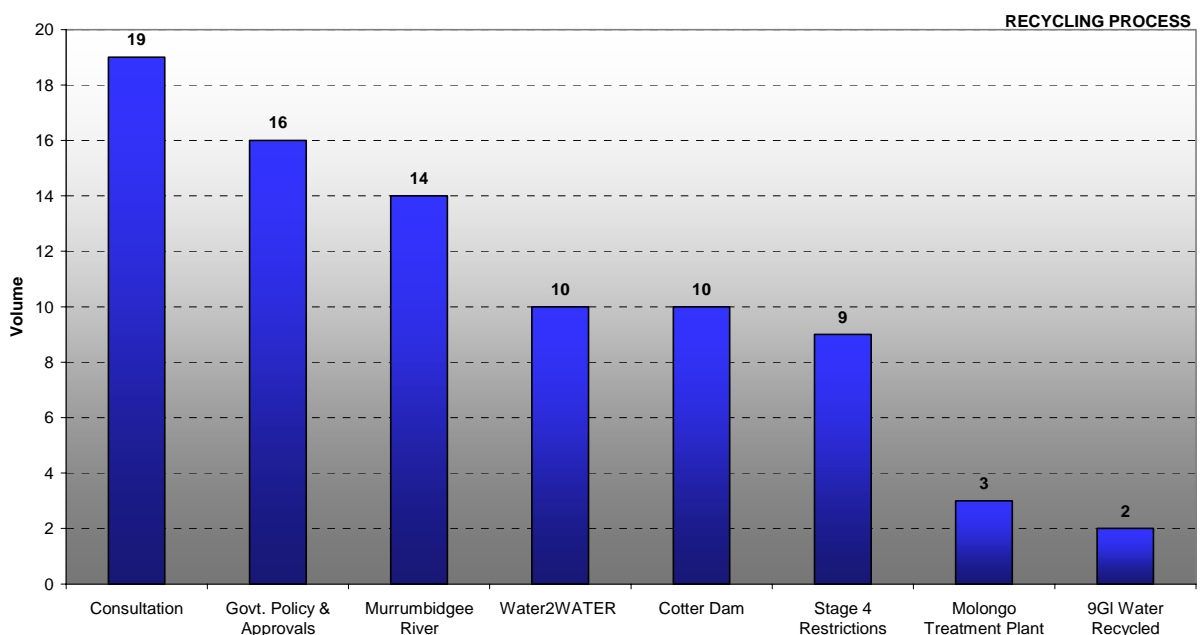


Chart 5.

Public Health

Press

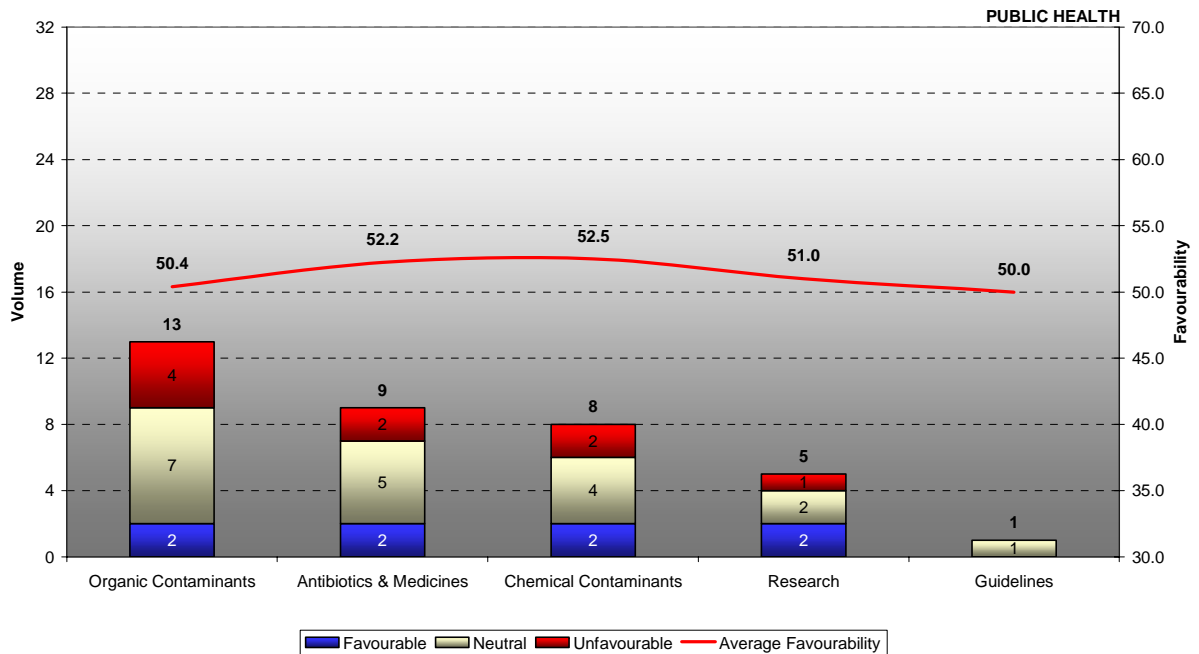


Chart 6.

There was a similar volume of mentions of Public Health issues this period as in the previous report period. *Organic contaminants* was again the leading Public Health issue (10 mentions last period), followed by *antibiotics & medicines* and *chemical contaminants* (seven mentions each last period). The favourability of reporting on these issues was also similar to the 30 January to 16 April report period. Mentions of *organic contaminants* this period were received in reports on the water release from the Murrumbidgee River, with discussion about agricultural contamination and faecal bugs in the water.

The volume of mentions of *research* also rose slightly this period (two mentions last period) was due to increased discussion on the role of the independent expert panel headed by Professor Ian Falconer.

A number of articles quoted ACTEW spokespersons reinforcing the message that there was no danger to public health from recycled water. Favourable coverage included an interview with Gary Bickford, in which he clearly states that the recycling process would not be a danger to public health:

- “Any water recycling scheme would provide Canberra with higher quality water than in most Australian catchments, Actew’s project director water security, Gary Bickford, said. ‘We would treat the water to a higher standard than you would normally see in a river,’ he said. All water supplied by utilities downstream of Canberra met the Australian drinking water guidelines. ‘Anything we do in Canberra, we will ensure is safe and will meet the Australian drinking water guidelines.’” (*Canberra Times*, 23 April 2007).

ACTEW also drew attention to successful recycling projects in other parts of the world in this period’s media coverage. , Journalist Markus Mannheim for the *Canberra Times* visited the US as a guest of ACTEW to report on successful water recycling projects which had encountered strong

public opposition but had now become generally accepted. In a balanced article, he discussed the health and environmental opposition to water recycling in the US, but concluded that the recycling industry was now firmly entrenched:

- > “However, if recycling has won the war in America, the outcome won’t necessarily be mirrored in Canberra. Critics of Actew’s \$350 million proposal to build a new Cotter Dam and boost levels with up to 17 billion litres of treated effluent a year rightly argue the ACT’s drinking supply is far superior in quality to the relatively polluted water sources in the US and Europe. And debate over whether treatment process can remove all pharmaceuticals, hormones and viruses will always be partly handicapped by the proliferation of new drugs produced each year. Actew compares pushing a drug through a reverse osmosis membrane to fitting a soccer ball into a tennis ball-sized hole ... Despite concerns about Canberra’s recycling project from high-profile opponents, it remains to be seen how the broader community will respond to the plan. A national poll conducted by News Ltd last year, after Toowoomba’s resounding vote against recycling sewage, found seven in 10 Australians supported the idea as a solution to dwindling supplies” (*Canberra Times*, 21 April 2007).

The ACTEW website was also mentioned as listing a number of successful recycling projects in other countries. However there was also a report of significant failures at a recycling plant in Windhoek Namibia in an article headlined “Troubled water recycling”, which provides an interesting example of the wider debate concerning water recycling and public health. Professor Peter Collignon was quoted in the article furthering his argument against water recycling in Canberra, while Sydney water consultant Keith Stollard was quoted on his involvement with the Namibian plant:

- > “If a problem did occur at Canberra’s water recycling plant, hundreds of thousands of people could be exposed. ‘Why put the population at risk if there are other, reasonable alternatives?’ he said. There were other options Actew and the Government should explore before using recycled water for drinking, including greater use of dam outflows and non-potable water for irrigation [said Professor Collignon] ... The only issue he was aware of was a brewing firm disparaging a competitor in Windhoek brewery for using recycled water. ‘I’ve drunk recycled water with no problems at all,’ Mr Stollard said” (*Sunday Canberra Times*, 27 May 2007).

However, the same article reported that the interim report issued by ACTEW’s expert health panel stated that “no clear deleterious health risks have been observed” from water use overseas.

Apart from Peter Collignon, there was further opposition to water recycling on health grounds from several sources, including former ACT Planning Minister Simon Corbell, who continued to urge caution. There were also a number of strongly objecting letters-to-the-editor in *The Canberra Times*, such as:

- > “With drinking recycled water, I am particularly concerned about the possible presence of hormones, chemical and pharmaceutical residues. Even if we had a first-rate sewage system, it would be fallible. We are told that ‘other places ... are already recycling water for drinking – and despite extensive epidemiological studies – no detrimental health impacts have been detected.’ [‘Research guides our way forward,’ April 16, p11]. ‘It is surely better to play it safe ... Good on Simon Corbell, Peter Collignon, and Ian White for speaking out against adding treated effluent to our drinking water” (*Canberra Times*, 20 April 2007).

Broadcast

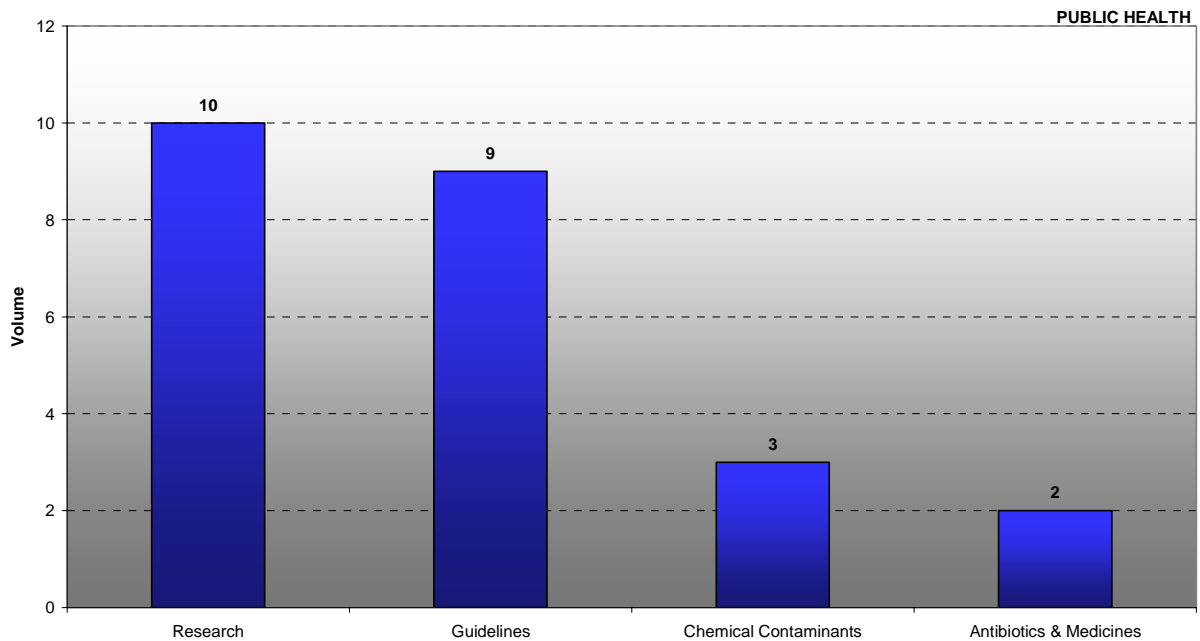


Chart 7.

The leading Public Health issue in broadcast coverage this period was *research*. This mostly comprised mentions of updates from the expert health panel, as well as interviews with Professor Ian Falconer in which he stated the final discussion paper should be delivered by the end of June. For example:

- “He says he has talked with Dr Paul Dugdale, Chief ACT Public Health Officer and there is no reason that system he wants to impose cannot be achieved. Falconer says he is in contact with Dr Peter Collignon by email and welcomes his contribution. Falconer says most potable water in Europe is taken from rivers with has recycled water pumped into it upstream from other water treatment plants. Falconer says there has to be fail safes built into drinking water systems. He says reverse osmosis filters are easy to rig so an alarm is raised if a filter fails, an instantaneous system. Falconer says contamination in drinking supply is a constant concern and that is got round by multiple barrier approach. He gives the website address for the expert panel on health. He says a paper will be published on the issues like the existence of oral contraceptives in water” (*Early Breakfast*, ABC 666 Canberra, 2 may 2007).

The other leading issue was *guidelines*, with coverage including discussion of two interim reports which highlighted environmental and health issues, in which experts suggested that ACTEW needed to improve testing. There were also reports on the Senate inquiry hearing into water recycling, in which Peter Collignon was quoted as saying water recycling should only be used as a last resort as it poses the risk of a major disease outbreak.

Alternatives

Press

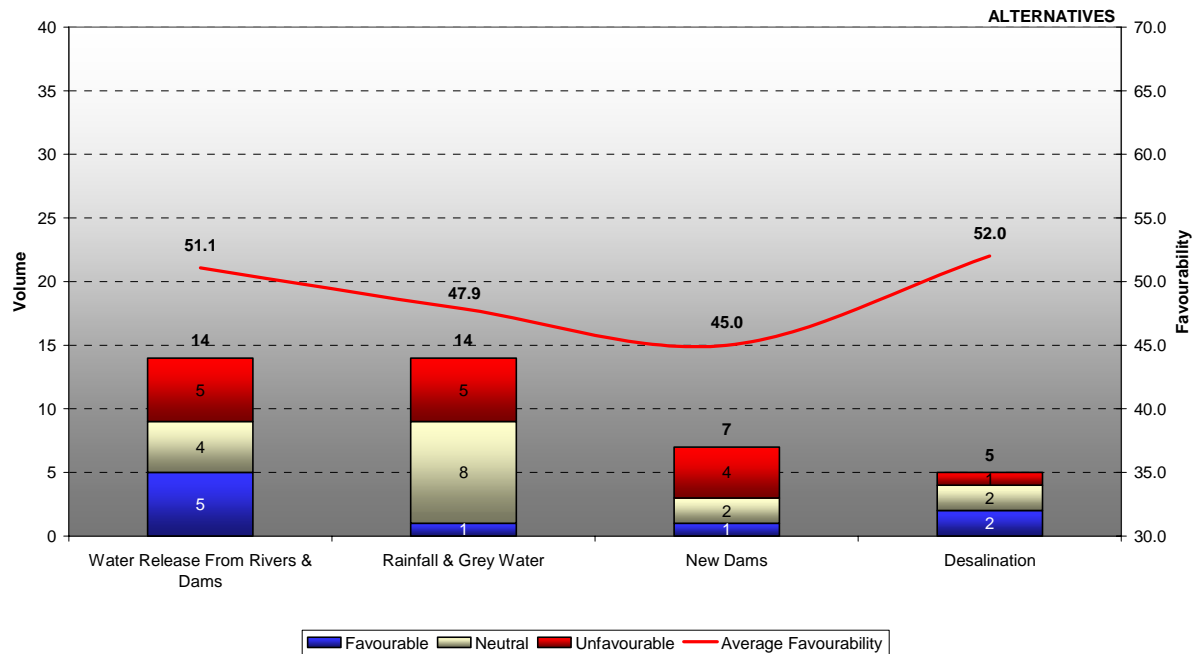


Chart 8.

Water release from rivers & dams and *rainfall & grey water* were again the leading Alternatives issues in both press and broadcast coverage. As in the previous period, alternatives to water recycling were mentioned in discussions of the impact on public health and pricing. The debate on *water release from rivers & dams* was intensified by ACTEW's release of drinking water drawn from the Murrumbidgee River. There was some concern that the water could be contaminated by treated waste pumped into the river from towns upstream from the ACT, including Cooma and Bredbo. Strong opposition to this issue again came from letters-to-the-editor published in *The Canberra Times*, such as:

- "The ACT Government and Actew have turned on the Murrumbidgee pumps without any public consultation and without publishing any specific data as to the quality of this water. This does not bode well for the objectivity of the so-called independent review of sewage recycling for ACT use" (*Canberra Times*, 7 May 2007).
- "Certainly we have had a long drought, but Dugdale [ACT's chief health officer] had ignored that one of the reasons our water storages are at 32 per cent is because the Government has continued to allow environmental flows. If his hadn't been allowed to happen, our water storages wouldn't be at 32 per cent and perhaps we wouldn't be introducing recycled water into our water supply" (*Canberra Times*, 10 May 2007).

The issue of *rainfall & grey water* was mentioned in articles discussing alternatives to water recycling. A high proportion of these were unfavourable and included in criticism of ACTEW, for example:

- "We should be grateful to Simon Corbell for contributing to the public debate on waster water recycling. Apparently, John Hargreaves thinks it is more important to toe the party line. His attitude reinforces the suspicion that this plan is regarded by its proponents as a done deal which only requires the Government to go through a pretence of public consultation ... We also

need proper consideration of alternatives, such a Corbell's suggestion of subsidising decentralised (household) recycling" (*Canberra Times*, 17 April 2007).

Broadcast

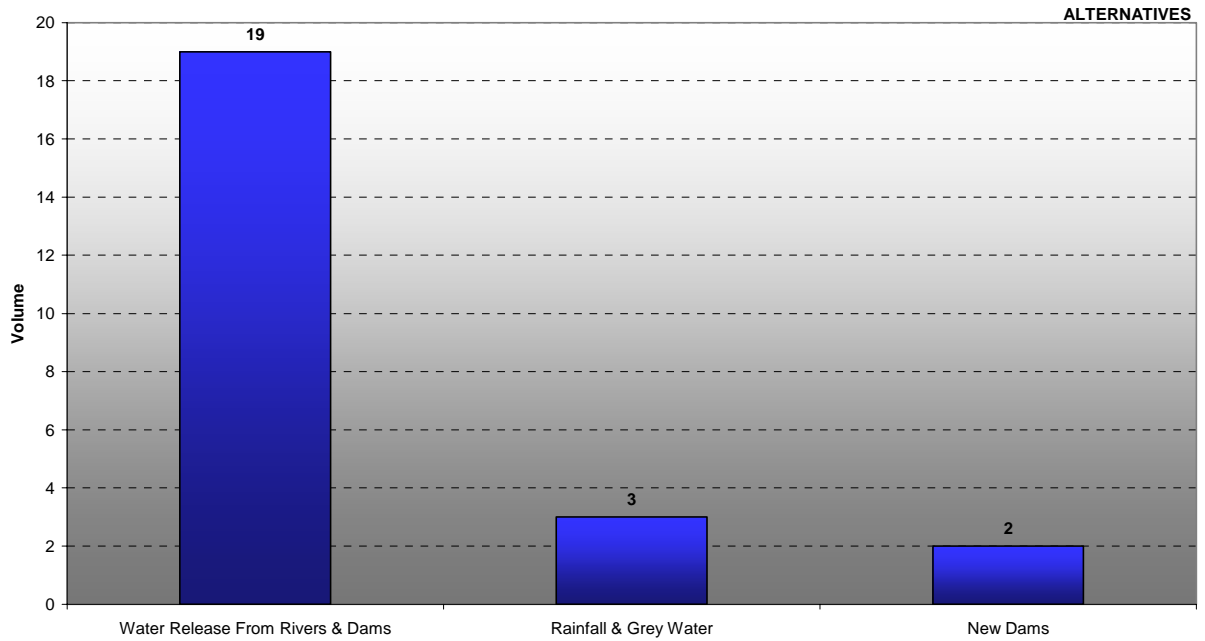


Chart 9.

Pricing Press

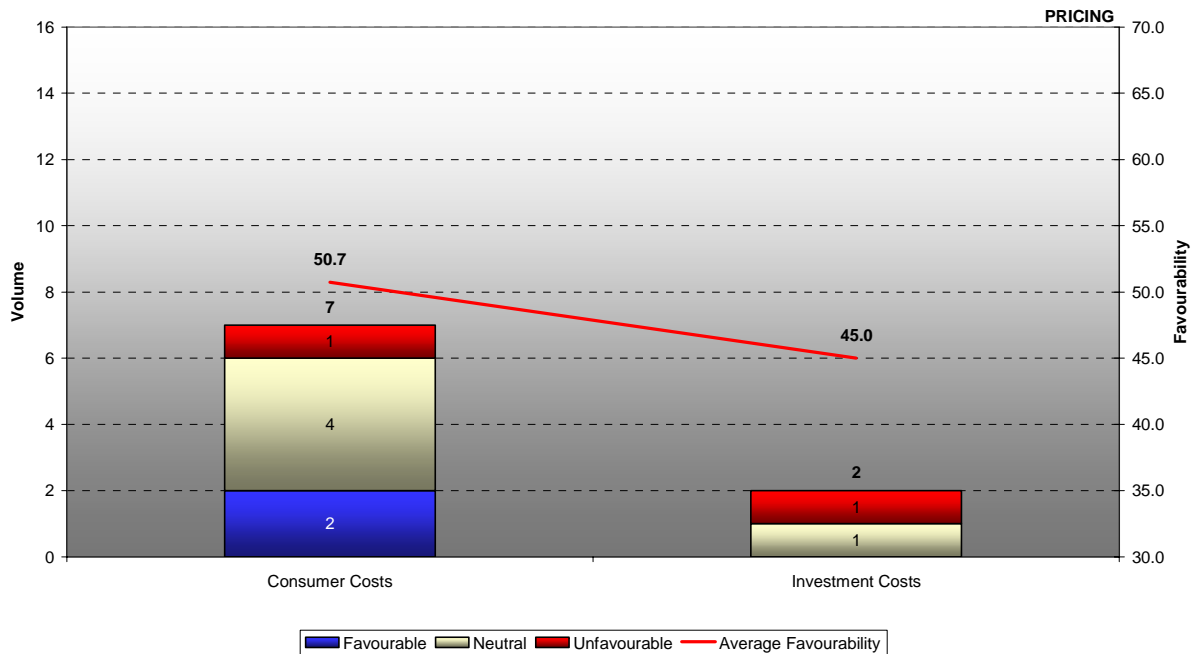


Chart 10.

Coverage of Pricing issues was more focused on *consumer costs* in press articles rather than *investment costs*, in a change from the last report period when *investment costs* and *operating costs* were more prominent. Pricing was mainly mentioned in passing, rather than being the main focus of articles, in relation to other issues surrounding the water recycling debate. However, there was some reporting on the objections to recycling by Australian National University professor of water resources Ian White. He accused ACT Chief Minister Jon Stanhope of a potential conflict of interest between his role as Environment Minister and his financial obligations as principle government shareholder of water utility ACTEW:

- “But White and former Actew chief engineer Cary Reynolds have raised questions about the cost-benefit analyses that under-pin the government’s push to introduce recycled water. ‘It’s a very expensive option and the government haven’t adequately explained why it’s necessary or what it will cost consumers. Where’s the economic debate? We seem to have skipped that,’ White says” (*Canberra Times*, 23 April 2007).

Broadcast

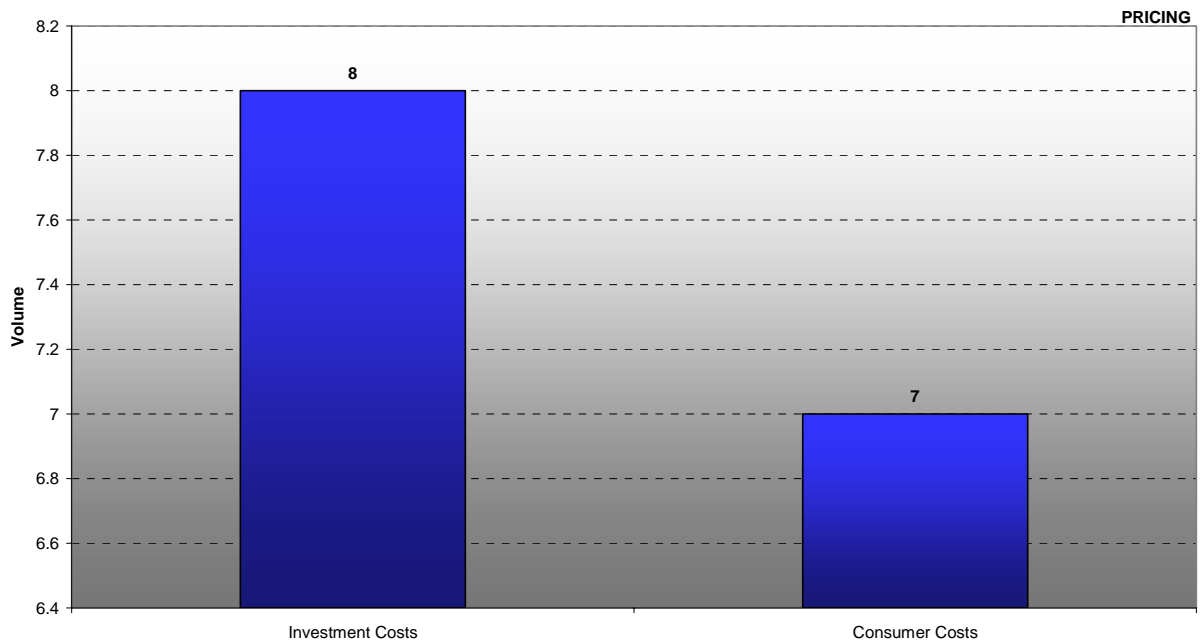


Chart 11.

Investment costs were the leading issue in broadcast coverage of Pricing. This included reporting on an ANU environmental economic research report which found any water recycling facility built for the ACT will be considerably costly. John Hargreaves, ACT Acting Water Minister, was interviewed and stated that the ACT would ask the Commonwealth for help with funding.

Leading Messages

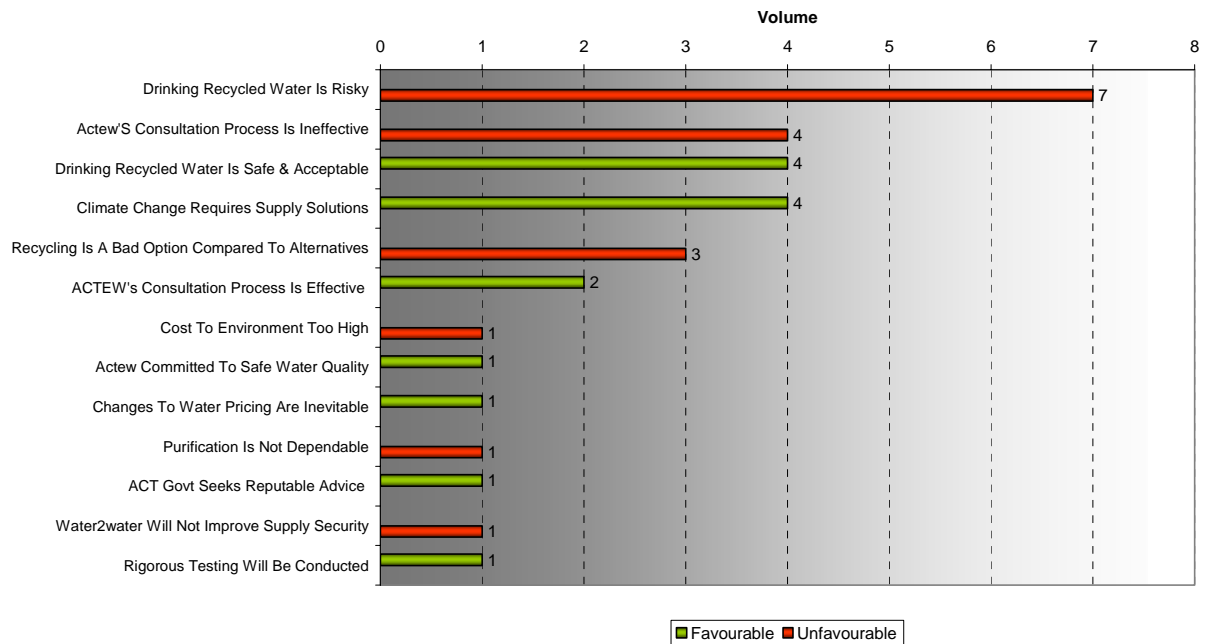


Chart 12.

The chart above shows the leading tracked messages in the press coverage analysed for ACTEW over 17 April to 10 June 2007. Unlike the previous reporting period, there was a slightly higher number of unfavourable tracked messages than the volume of favourable messages.

The leading message was *drinking recycled water is risky*. This is a significant reversal from the previous reporting period in which *drinking recycled water is safe & acceptable* was the leading message (13 mentions). However, the message that *drinking recycled water is risky* had the same volume this period as in the previous period (seven mentions), despite a slight increase in the volume of press articles analysed in the current period. Therefore, it was slightly more concerning that the message *drinking recycled water is safe & acceptable* had a much lower volume this reporting period. This is a key message for ACTEW and should be reinforced in future media coverage of the recycling debate. Key proponents of unfavourable health messages included Professor Peter Collignon and John McCarthy of the Water Our Garden City group. However, the message that *drinking recycled water is risky* also appeared in letters-to-the-editor. The following excerpt is an example of the level of concern of some members of the public:

- > “The addition of recycled water [from the Murrumbidgee River] has had a profound impact on how I use Canberra’s tap water. Currently, I am buying 10-litre casks of purified water to use for drinking, cooking, brushing my teeth and rinsing anything I have had to wash in tap water ... Is this enough? I must now live with heightened stress levels while Stanhope and Actew forge ahead with this dangerous Water2WATER process” (*Canberra Times*, 10 May 2007).

The message that *drinking recycled water is risky* was not entirely dispelled by the head of the expert panel, Professor Ian Falconer. Instead, he countered with the fact that all drinking water is potentially risky:

- > “He did not fundamentally disagree with the concerns of the Canberra Hospital’s director of infectious diseases and microbiology, Peter Collignon ... But Professor Falconer said all water sources had purity and quality concerns. ‘What one’s got to realise is that all the water that’s

used in drinking water treatment has got disease organisms in it,' he said" (*Canberra Times*, 21 May 2007).

However, all statements made by Professor Falconer in the media were clearly open about the health concerns forwarded by experts such as Peter Collignon, and as such helped to emphasise the neutrality of the expert health panel and its methodical approach to its key objectives. For example:

- > "Professor Falconer said whatever system Actew chose, it has be well-researched, well-funded and well-monitored. 'It's got to be,' he said. 'Our panel is not going to sign off on anything unless we're absolutely convinced it's safe" (*Canberra Times*, 21 May 2007).

The other leading unfavourable tracked message, *ACTEW's consultation process is ineffective*, was mentioned in coverage reporting a statement by Opposition leader Bill Stefaniak, including:

- > "This week, Canberrans will get the opportunity to hear about water recycling at two public forums hosted by Actew. However, it seems a political brawl has already erupted about the community consultation process. Opposition leader Bill Stefaniak said the Government was giving Canberrans only very limited opportunities to have a say about the issue. 'The Stanhope Government has an appalling record on accountability and community consultation ... There is a real fear that the Government has already made up it mind on one [water supply] option and is preparing to present the people of ACT with a fait accompli" (*Sunday Canberra Times*, 27 May 2007).

Recycling is a bad option compared to alternatives was mentioned in the following unfavourable article discussing opposition from the Water Our Garden City Inc group:

- > "The Water Our Garden City group is pushing for the alternative of building the Tennet Dam to tap the Naas and Gudgenby River Catchment. But Actew representatives at recent Water2WATER community forums said that option was 'constrained by environmental and social issues" (*Canberra Times*, 5 June 2007).

Leading Spokespersons By Favourable, Neutral & Unfavourable Comment Press

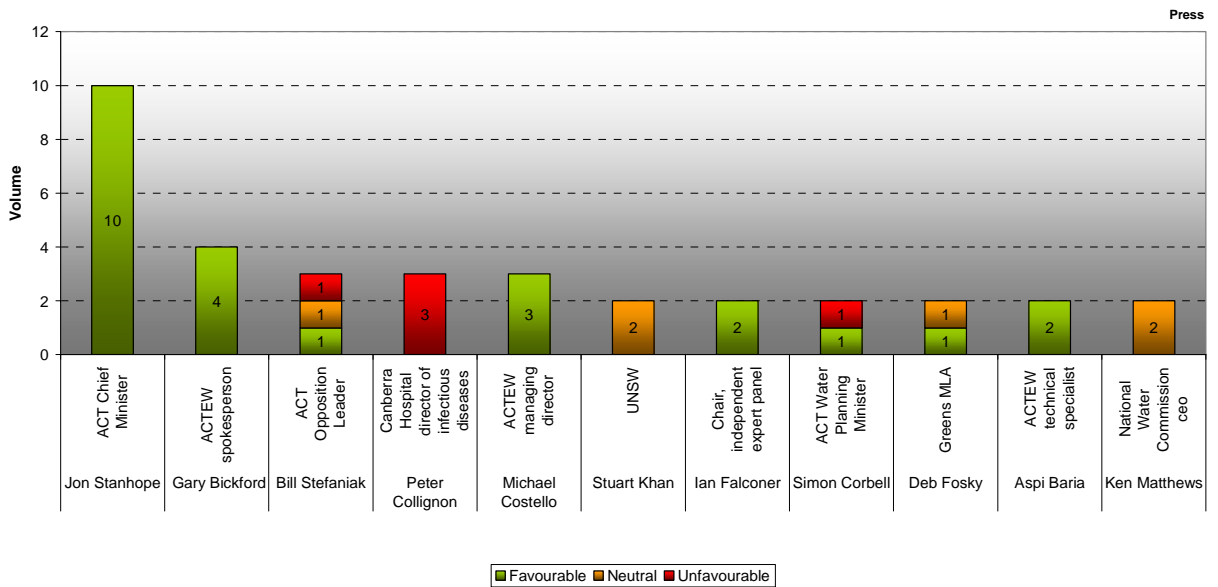


Chart 13.

Broadcast

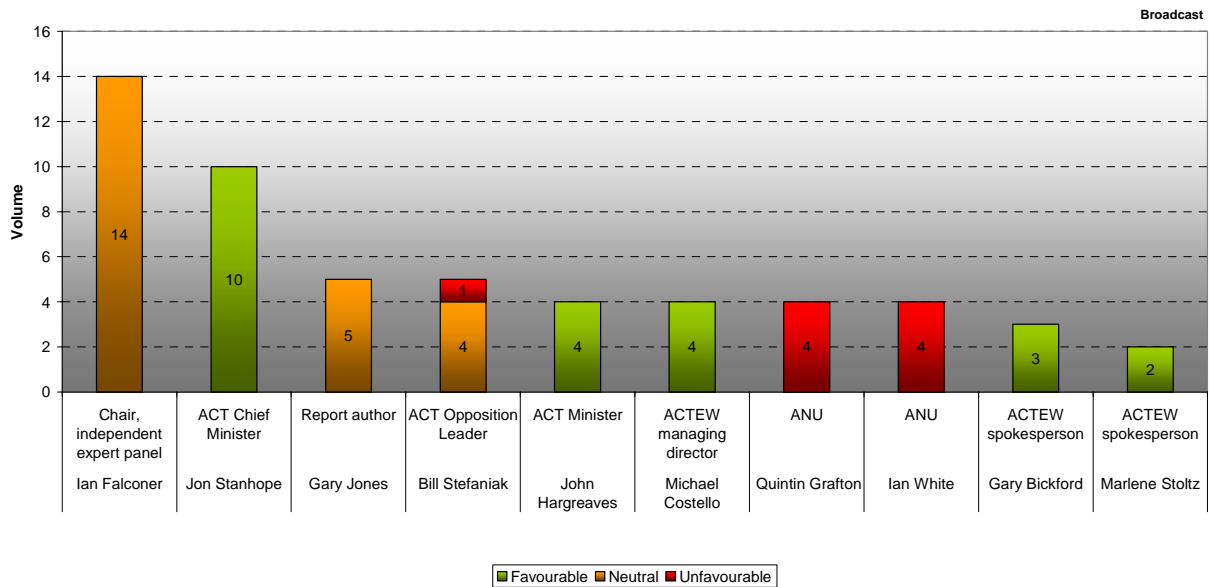


Chart 14.

ACT Chief Minister Jon Stanhope was the leading spokesperson on the water-recycling proposal in press coverage and also had the highest number of favourable comments. Ian Falconer was the leading spokesperson in broadcast coverage, with all neutral comments, as expected from his position at the head of the independent health panel. All ACTEW spokespersons provided favourable comments in press and broadcast media coverage. Independent water experts Stuart Khan from the University of New South Wales and CEO of the National Water Commission, Ken Matthews, both also commented neutrally on the recycling debate.

Opposition leader Bill Stefaniak was more prominent in media coverage in the current period compared to the last period, and on the whole made either neutral or favourable comments. However, he did make unfavourable comments about the public consultation process (see Leading Messages in the previous section of this report). Greens MLA Deb Fosky was again either favourable or neutral in her comments.

Apart from Bill Stefaniak, the leading unfavourable spokesperson was Peter Collignon (who was quoted in three press articles in the current period and one article in the previous period). In broadcast coverage, Quentin Grafton from the ANU was interviewed following his economic report suggesting there would be considerable costs associated with water recycling. Professor Ian White, also from ANU, made unfavourable comments suggesting that there were better alternatives available, including water conservation in homes and the construction of new dams.

Article Type Press

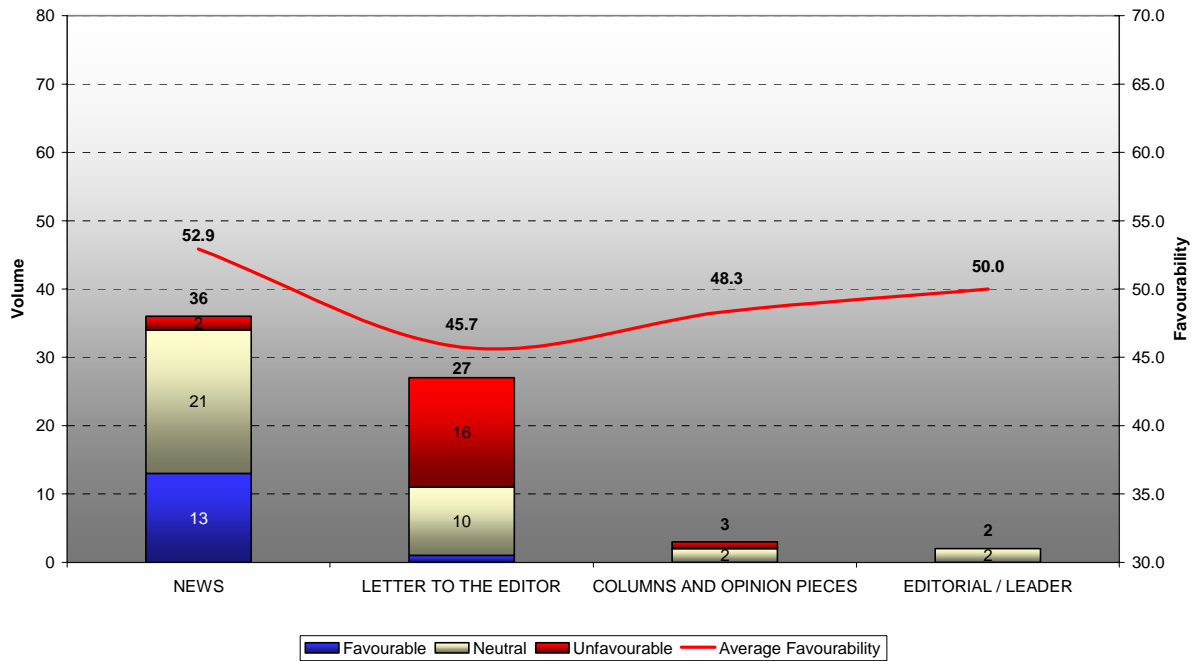


Chart 15.

The chart above shows a breakdown of the type of press article analysed over the period, with the favourability of their coverage. The leading article type was *news*, and the majority of these articles were neutral in tone, which would be the expectation of *news* type articles, which are often balanced in their reporting.

Repeating the trend from the previous reporting period, *letters to the editor* was the leading article type with unfavourable coverage of ACTEW and the water recycling debate. This suggests that active members of the public are still vocal in their opposition to water recycling.

Leading Media Press

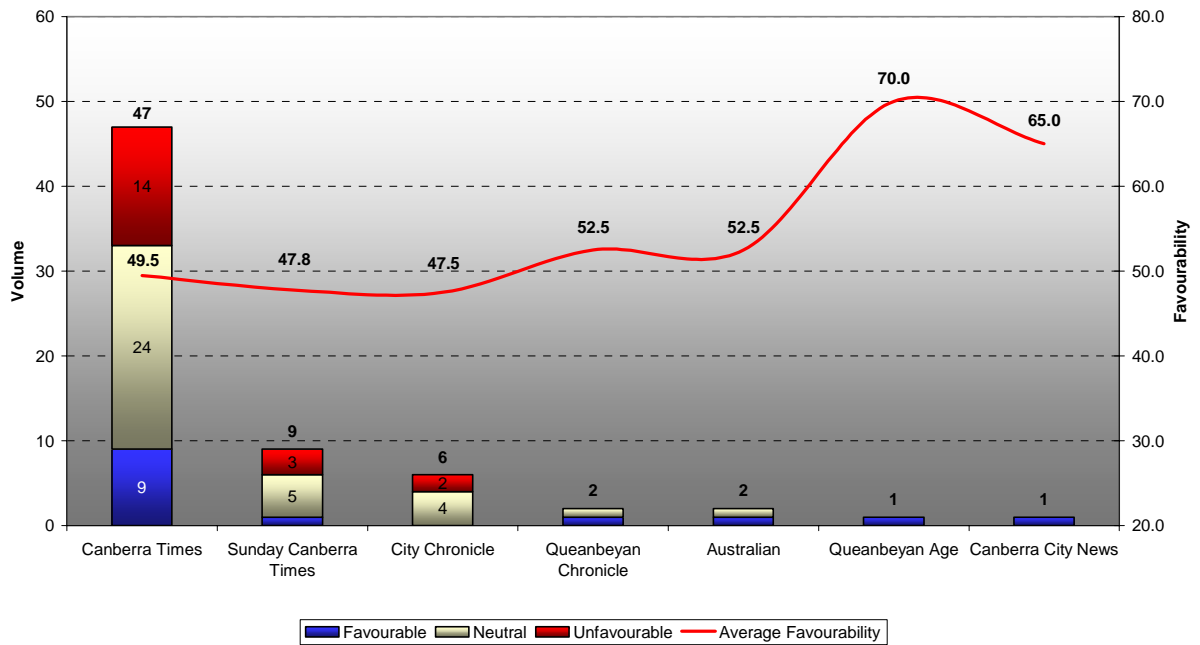


Chart 16.

Most press coverage analysed was understandably in metropolitan titles, with *The Canberra Times* publishing the most articles discussing ACTEW and the water recycling proposal. The high number of unfavourable articles in *The Canberra Times* reflects the high proportion of unfavourable letters-to-the-editor published in that paper. However, on the whole, news articles in *The Canberra Times* were either favourable or neutral. All broadcast outlets were Canberra metropolitan outlets, with ABC 666 Canberra and 2CC Canberra the leading stations (as in the previous report period).

Broadcast

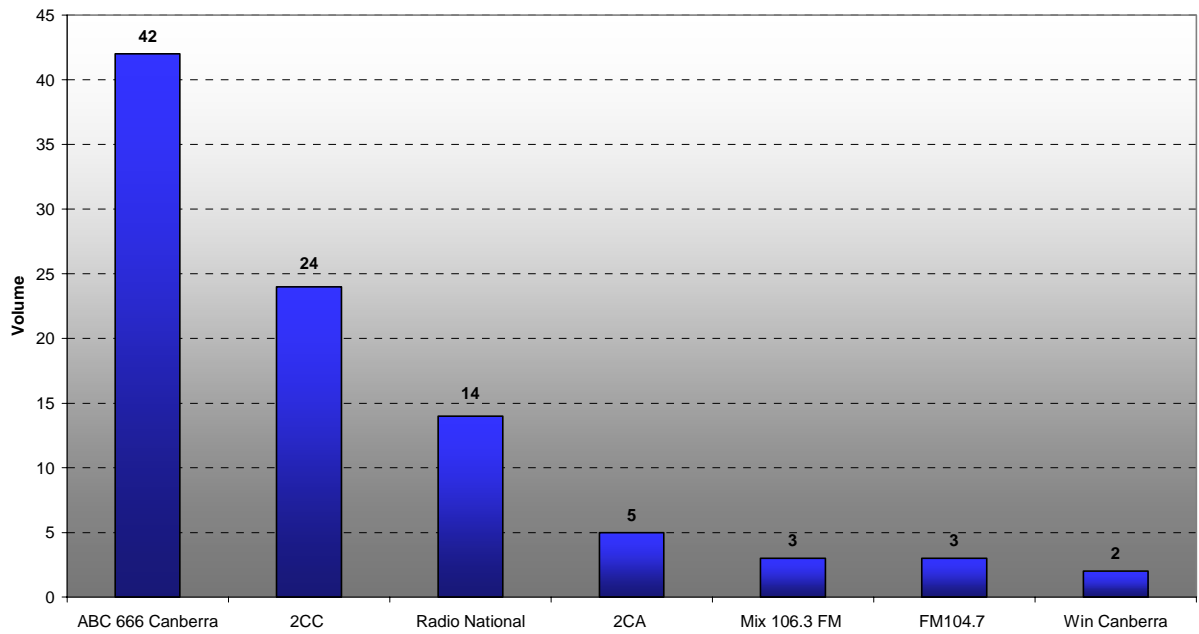


Chart 17.

Leading Bylines & Comperes Press

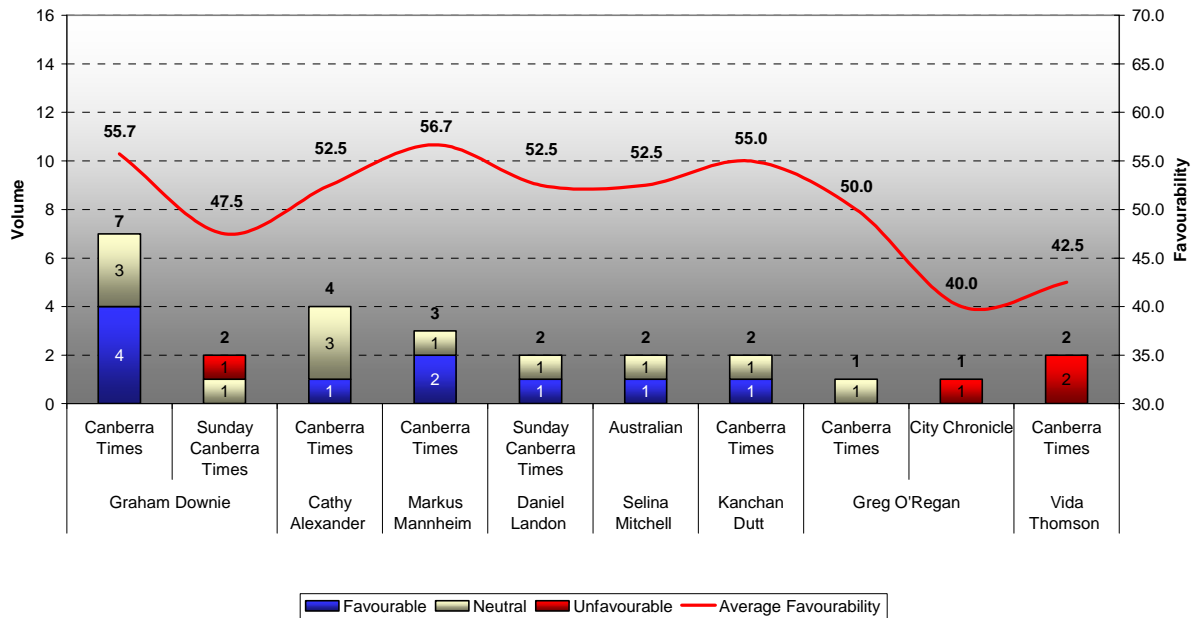


Chart 18.

Broadcast

Comperes	Program	Station	Volume
Alex Sloan	<i>Mornings</i>	ABC 666 Canberra	12
Ross Solly	<i>Breakfast & Early Mornings</i>	ABC 666 Canberra	7
Mike Jeffreys	<i>Breakfast</i>	2CC Canberra	7
Mike Welsh	<i>The Drive Show</i>	2 CC Canberra	7
Louise Maher	<i>Drive</i>	ABC 666 Canberra	5
Peter Leonard	Win News	WIN Canberra	2

Table 2

Graham Downie wrote the highest number of favourable articles, published in *The Canberra Times*. Vida Thomson wrote the highest number of unfavourable articles, with her letters-to-the-editor published in the *Canberra Times*.

Appendix A. METHODOLOGY

CARMA International's media content analysis methodology is internationally recognised as one of the most sophisticated and rigorous commercial systems available and its executives are foremost specialists in media research and analysis worldwide.

CARMA International analyses media coverage of companies, organisations, products, events, campaigns, trends and issues **quantitatively** and, most importantly, **qualitatively**.

Quantitative Analysis

Quantitative analysis is relatively straightforward. However, in addition to simply counting the total number of articles and column centimetres/inches or minutes of air time, CARMA International is able to calculate the total **impressions** generated (*the total circulation or audience reached by media coverage*).

Also, where competitors are analysed, CARMA can report editorial '**share of voice**'.

Qualitative Analysis

Importantly, CARMA International analyses media content *qualitatively* taking into account multiple key variables that determine the impact of media coverage. These include:

- > The **media** in which articles appear (with weightings applied for priority and target media);
- > **Positioning** (front page, front of business section, etc);
- > **Prominence** (size or length of articles; headline mentions; photo; etc);
- > **Issues** discussed;
- > **Messages** contained in articles (positive and negative);
- > **Sources** quoted (favourable and unfavourable); and
- > Other textual and contextual factors such as **tone, headline, photos**, etc.

From this multi-variate analysis, an aggregate score is derived and presented on a **0-100 scale where 50 is neutral** to provide a sophisticated overall rating of the favourability or otherwise of each article, each media, each source and each writer for the client. **Average** favourability is also calculated for issues, media, writers and sources, providing valuable data for identifying trends and for comparing with benchmarks or previous data. This aggregate score is called the **CARMA Favourability Rating**.

The CARMA Favourability Rating is much more than a positive or negative description which is the basis of some simplistic (univariate) media analysis systems. It provides a precise overall qualitative rating that reflects the likely impact of coverage.

Positive/Negative v 'Favourability'

To illustrate the important difference between simple positive/negative ratings and CARMA qualitative analysis, an article may be positive, but it may be in a publication which does not reach the client's key target audiences or market, it may discuss peripheral issues, and it may not contain the client's key messages. This article, while positive, is not favourable to the client's objectives and would be rated near neutral in the CARMA system. Conversely, an article containing a client's key messages on important issues, prominently positioned in a publication which reached the client's target audience would be rated highly favourable. Thus the CARMA Favourability Rating is far more sophisticated and precise than simple positive/negative/neutral classification of articles.

NOTE: It should be noted that news media coverage is unlikely to gain Favourability Ratings in the eighties or nineties. Even Favourability Ratings of 70 or above are rare, as the objective of news media is to be neutral. Journalists aim to produce balanced coverage (ie. 50 on the CARMA scale). Therefore, any Favourability Rating above 50 on the CARMA scale is a benefit to the client and ratings of 55 – 65 are usually considered very favourable.

Quality Control – Rigor and Reliability of Media Analysis

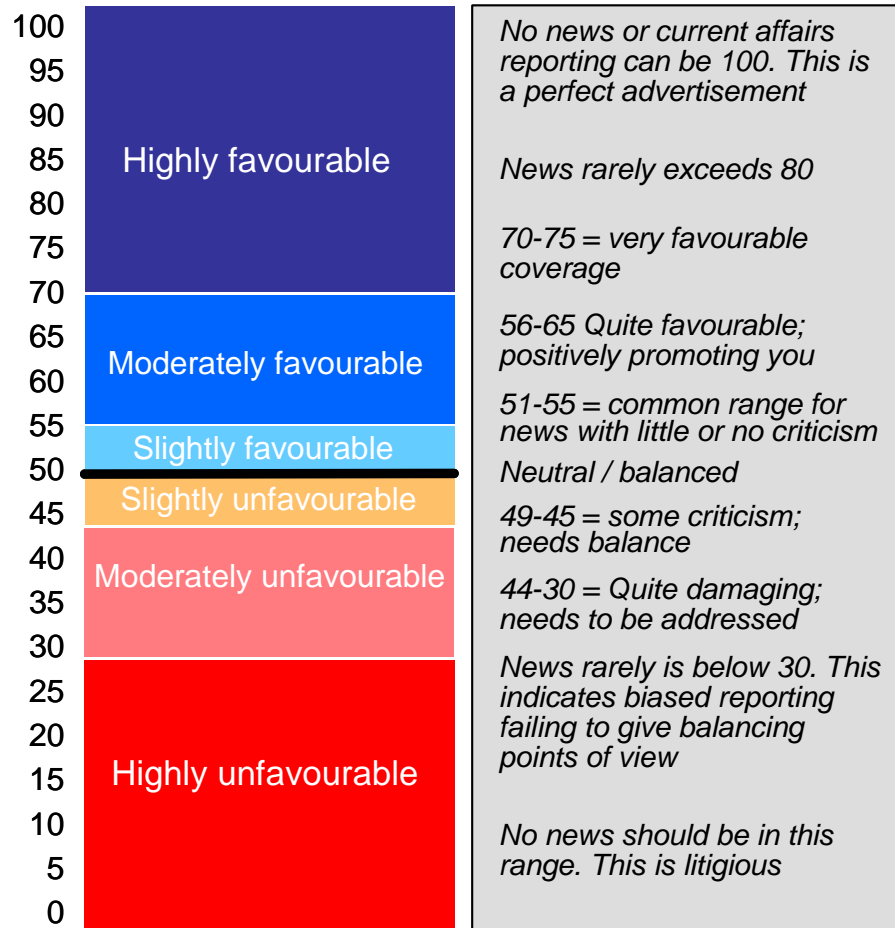
Quality control to ensure rigor and reliability of analysis is achieved in four key ways:

- > First, most of the variables analysed by CARMA International – eg. media name, page number, positioning, sources' names, etc – are **objective criteria**;
- > 'Issues' and 'Messages' (somewhat more subjective) are identified by either (a) exact word or phrase matching or (b) presence of acceptable synonyms. A list of acceptable synonyms and coding instructions is provided to analysts in **Coding Guidelines** to maintain consistency and rigour (eg. 'Innovator' can = "cutting edge products"; "ahead of competitors"; "first to market" etc.);
- > CARMA International uses **multiple coders** on all projects to minimise individual subjectivity; and
- > CARMA International conducts **intercoder reliability assessment**.

Media Monitors – CARMA Asia Pacific is a member of the **Association for Measurement and Evaluation of Communication (AMEC)**, the leading international organisation for communication and media research based in the UK and fully complies with its strict standards (see www.amecorg.com/amec).



Interpretation of CARMA Ratings



APPENDIX G ISSUES RAISED IN EMAILS

	Concerned	Supportive
Health	63	
Incomplete removal of hormones especially estrogens/ pharmaceuticals/viruses.	35	
Drinking sewage, faeces, bodily fluids.	12	
Poisons/domestic cleaning products, pesticides, fertilisers.		
Planning/other options	120	18
Tennent Dam.	9	
Desalination.	5	
Separate pipes (drinking water and recycled/greywater).	20	
Stormwater harvesting.	6	
Rainwater tanks.	8	
Water conservation initiatives (grey water, tune-ups, restrictions etc).	28	
Environmental flows.	18	
Timing: begin project asap/now/just do it/'hurry up'.	1	18
Environment	26	
Effect on other users and environment of reducing flow downstream.	8	
Disposal of salts from reverse osmosis.		
Energy consumption and global warming – is solar power a viable alternative?	8	
Sustainable water option.		
Natural polishing/wetland.	2	
Cost	23	
W2W project will be paid through by increased water prices.	5	
Price of <i>Water2WATER</i> in comparison with other options.	8	
Reduced consumption should be rewarded not 'punished' through higher prices.	2	
Government transparency	40	
Not enough information available.	21	
Lack of trust.	19	
Quality assurance	10	

APPENDIX H ISSUES RAISED IN FEEDBACK FORMS

	Concerned	Supportive
Health	35	1
Incomplete removal of hormones especially estrogens/ pharmaceuticals/viruses	10	
Drinking sewage, faeces, bodily fluids	6	
Poisons/domestic cleaning products, pesticides, fertilisers	3	
Planning/Other Options	33	13
Tennent Dam	10	
Desalination	2	
Separate Pipes (drinking water and recycled/greywater)	6	
Stormwater harvesting	3	
Rainwater tanks	6	
Water conservation initiatives (grey water, tune-ups, restrictions etc)	4	2
Environmental flows	2	
Timing: begin project asap/now/just do it/'hurry up'		11
Environment	8	
Effect on other users and environment of reducing flow downstream		
Disposal of salts from reverse osmosis	1	
Energy consumption and global warming – is solar power a viable alternative?	2	
Natural polishing/wetland	1	1
Cost	13	3
W2W project will be paid through by increased water prices	5	2
Price of <i>Water2WATER</i> in comparison with other options	2	
Reduced consumption should be rewarded not 'punished' through higher prices	1	
Government transparency	1	
Not enough information available	1	
Lack of trust		
Quality assurance	4	
Technical failure – ACTEW's ability to protect ACT community	4	

APPENDIX I ISSUES RAISED IN LETTERS

	Concerned	Supportive
Health	14	2
Incomplete removal of hormones especially estrogens/ pharmaceuticals/viruses	6	
Drinking sewage, faeces, bodily fluids	4	1
Poisons/domestic cleaning products, pesticides, fertilisers	3	
Planning/other options	21	7
Tennent Dam	4	
Desalination		1
Separate pipes (drinking water and recycled/greywater)	3	
Stormwater harvesting		1
Rainwater tanks	2	1
Water conservation initiatives (grey water, tune-ups, restrictions etc)	5	1
Environmental flows		
Timing: begin project asap/now/just do it/'hurry up'		
Environment	6	
Effect on other users and environment of reducing flow downstream	1	
Disposal of salts from reverse osmosis	1	
Energy consumption and global warming – is solar power a viable alternative?	2	
Natural polishing/wetland		
Cost	4	
W2W project will be paid through by increased water prices	1	
Price of <i>Water2WATER</i> in comparison with other options	2	
Reduced consumption should be rewarded not 'punished' through higher prices	1	
Government transparency	9	
Not enough information available	2	
Lack of trust	7	
Quality assurance	1	
Technical Failure – ACTEW's ability to protect ACT community	1	

APPENDIX J ISSUES RAISED BY TELEPHONE

	Concerned	Supportive
Health	42	8
Incomplete removal of hormones especially estrogens/ pharmaceuticals/viruses	10	2
Drinking sewage, faeces, bodily fluids	9	
Poisons/domestic cleaning products, pesticides, fertilisers	1	
Planning/other options	25	24
Tennent Dam	11	1
Desalination	4	
Separate pipes (drinking water and recycled/greywater)		
Stormwater harvesting		
Rainwater tanks	1	
Water conservation initiatives (grey water, tune-ups, restrictions etc)	1	2
Environmental flows	5	1
Timing: begin project asap/now/just do it/'hurry up'	1	16
Environment	3	1
Effect on other users and environment of reducing flow downstream		
Disposal of salts from reverse osmosis		
Energy consumption and global warming – is solar power a viable alternative?		
Natural polishing/wetland		1
Cost	6	1
W2W project will be paid through by increased water prices	2	
Price of <i>Water2WATER</i> in comparison with other options	2	
Reduced consumption should be rewarded not 'punished' through higher prices		
Government transparency	10	1
Not enough information available	7	
Lack of trust		
Quality assurance	4	1
Technical Failure – ACTEW's ability to protect ACT community	4	1

APPENDIX K STAKEHOLDER INVITATION LIST

Shaded cells indicate groups that participated in a briefing.

#	Stakeholder (shaded stakeholders participated in a briefing)
1	ACT Greens
2	ACT Housing
3	ACT Strata Management
4	Aust Conservation Foundation
5	Australian Hotels Association
6	Australian Industry Group
7	Australian Institute of Building
8	Australian Institute of Horticulture
9	Australian Institute of Landscape Architects
10	Australian Institute of Quality Surveyors
11	Australian National University
12	Cabinet – ACT Government
13	Canberra Business Council
14	Canberra Institute of Technology
15	Canberra Property Owners Association
16	Canberra Units Plan Services
17	Capital Airport Group
18	Chamber of Commerce and Industry
19	Chamber of Woman in Business
20	Chief Executives Water Group
21	CSIRO Head Office
22	Defence Housing Authority
23	Department of Defence
24	Department of Parliamentary Services (Joint House Dept.)
25	Energy Supply Association of Australia
26	Environmental Advisory Group (E-Water)
27	Housing Industry Association
28	Independent Body Corporate
29	Independent Competition and Regulatory Commission (ICRC)
30	Key Stakeholder Workshop (ACT Government)
31	Jones Lang Lasalle

32	LCA (landscape contractors) and AILD (Landscape designers)
33	Liberal Party (opposition) – Bill Stefaniak MLA
34	Liberal Party (opposition) – Richard Mulcahy MLA
35	Link Corporate Services Pty Ltd
36	Master Builders Association
37	Master Plumbers', Drainers', and Gasfitters' Association of the ACT
38	Motor Traders Association (ACT)
39	Motor Traders Association Of Australia
40	National Capital Authority
41	Ngunnawal People
42	Nursery and Garden Industry NSW and ACT
43	Prof. Peter Collignon - Canberra Hospital
44	Property Council of Australian
45	Queanbeyan City Council
46	Real Estate Institute of Australia
47	Senior Executives Water Group
48	Swimming Pool and Spa Association of NSW
49	Territory and Municipal Services
50	Treasury Department
51	TurfGrass Association
52	University and accommodations services
53	University of Canberra University
54	Water Services Australia Association (WSAA)

APPENDIX L RESULTS OF ORIMA RANDOM
TELEPHONE SURVEY



ACT Omnibus Survey Summary Report

ACTEW Corporation
— **Community Consultation on Water
Recycling** —

May 2007

Table of Contents

I. BACKGROUND	3
A. RESEARCH OBJECTIVES.....	3
B. ORIMA ACT OMNIBUS METHODOLOGY	3
C. STATISTICAL PRECISION.....	4
<i>Sampling Error</i>	4
<i>Non-Sampling Error</i>	4
D. PRESENTATION OF RESULTS.....	4
 II. KEY FINDINGS.....	 5
INITIAL REACTIONS TO WATER2WATER PROJECT	5
<i>Issues surrounding water recycling</i>	8
<i>Awareness of the Water2WATER project</i>	10
<i>Awareness of Current Water Supply Situation</i>	12
SUPPORT FOR OTHER ACTIONS.....	15
DEMOGRAPHICS	18

I. Background

ORIMA Research was commissioned by ACTEW Corporation to undertake a community survey of ACT residents' perception of the water supply in the ACT. The survey also measured the level of community support for the proposed water-recycling project (water2WATER).

The survey was conducted using the ORIMA ACT Omnibus. Data collection occurred in the 1st week of May 2007.

Research Objectives

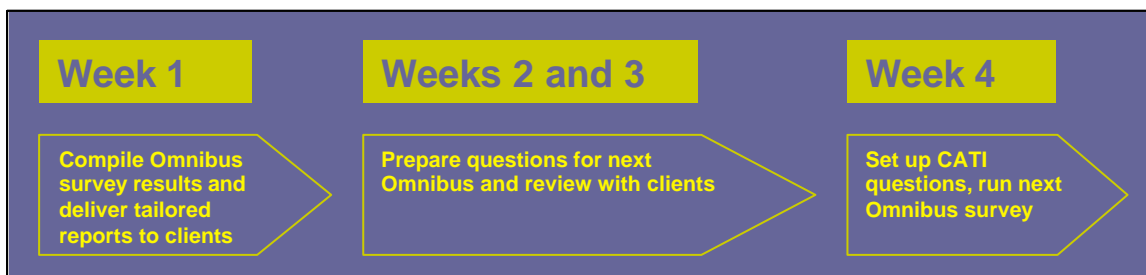
The objectives of the research were to:

1. Gauge community's awareness of the water situation in the ACT region;
2. Gauge the communities reaction to the proposed water recycling (water2WATER) project and understand their reservations to the project;
3. Identify issues surrounding water recycling to be addressed to alleviate community's reservations about water recycling; and
4. Gauge the preferred method(s) of reaching out to community at large.

ORIMA ACT Omnibus Methodology

Every month, ORIMA Research surveys a representative cross section of 350 Canberra households (n=50 from each district) by telephone, providing a high level of statistical precision and providing reliable data for seven areas within Canberra. These interviews combine a number of core questions that are always asked - primarily demographic information (age, gender, income), with additional specific questions requested by our clients.

The survey is usually run in the last week of each month, commencing on the Tuesday, using our *Computer Aided Telephone Interviewing (CATI)* technology. Questions are finalised by the Friday of the previous week. Top line results are available one week after the survey begins. The diagram below illustrates a typical month.



Statistical Precision

Sample surveys (such as the telephone surveys carried out as part of this research) are subject to both sampling and non-sampling measurement error.

Sampling Error

Sampling error is a mathematically measurable error that arises from the selection of only a part of the target population for participation in a survey. The larger the sample size, the lower the degree of sampling error.

For the Omnibus survey, the level of sampling error is very low. Where all 350 respondents answer a question, the *confidence interval* is no greater than 5 *percentage points (pp) at the 95% confidence level*.

Where survey estimates are based on a smaller proportion of the population (such as estimates for individual areas), *confidence intervals* are wider.

Non-Sampling Error

Unlike sampling error, non-sampling error is generally not mathematically measurable. The main non-sampling error risk with the Omnibus survey is the potential for *non-response bias* to affect results. Non-response bias arises if the people who respond to the survey differ systematically to non-respondents in terms of characteristics of relevance to the survey.

The higher the response rate, the less likely it is that there is a significant non-response bias. The main strategy adopted to address the risk of non-response bias is to conduct the research via a telephone survey rather than via a self-completion survey. Telephone surveys generally have significantly higher response rates than self-completion surveys.

Presentation of Results

Percentages presented from this Omnibus survey are based on the total number of *valid responses* made to the particular question being reported on. Results have been weighted by location, gender and age to reflect the Canberra population.

In most cases, results reflect those respondents who expressed a view and for whom the questions were applicable. 'Not applicable' / 'don't know' responses have only been presented where this significantly aids in the interpretation of the results.

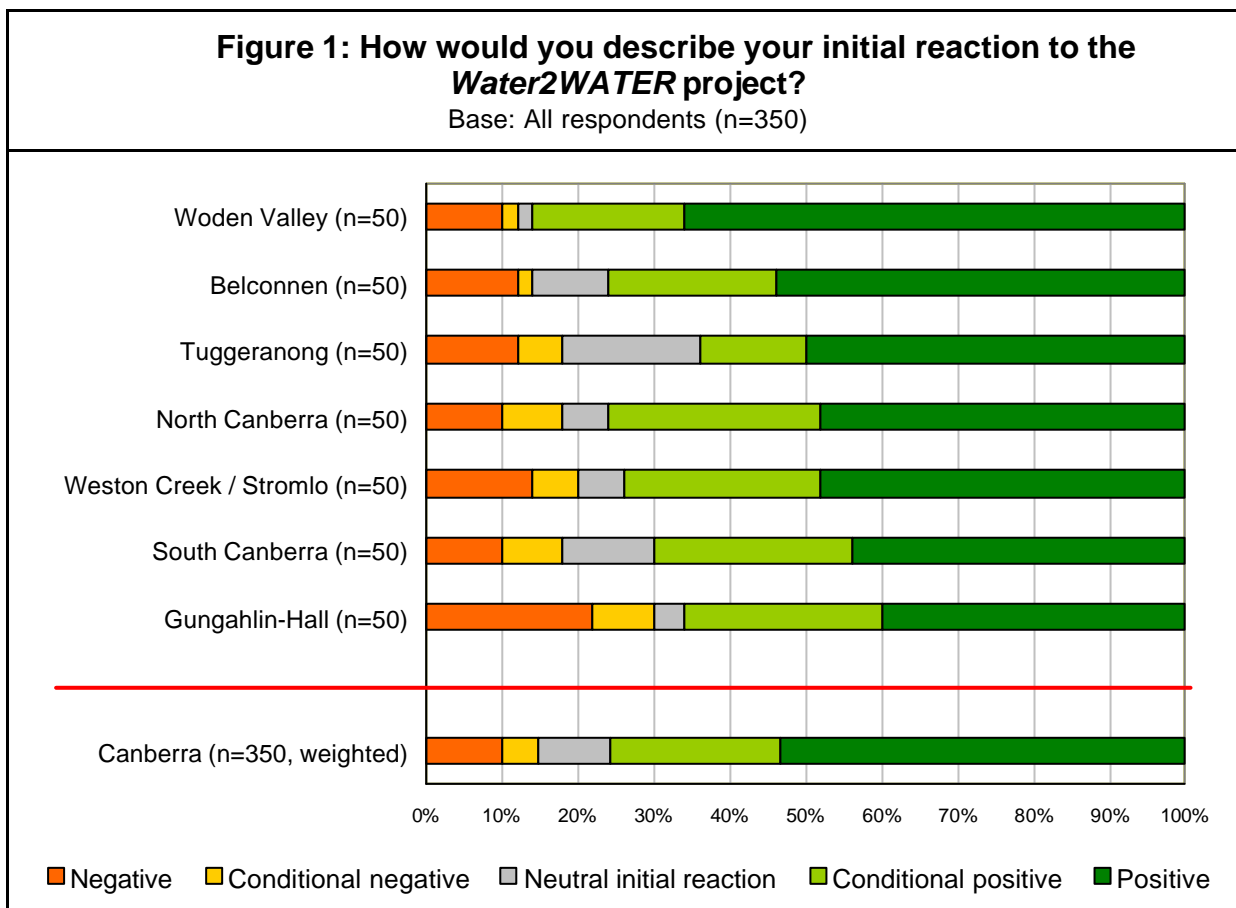
Percentage results throughout the report may not add up to 100% due to rounding, or due to questions that allow respondents to give more than one answer.

II. Key Findings

Initial Reactions to Water2WATER Project

Based on the description provided to respondents about the Water2WATER project¹, three-quarters of respondents (75%) indicated that their initial reaction was either positive (53%) or conditionally positive (22%). While 10% had a neutral reaction, 15% had either negative (10%) or conditionally negative reaction (5%).

- ◆ *Unconditional* initial reactions to the project description ranged from 66% positive in Woden Valley (with 10% negative) to 40% positive in Gungahlin-Hall with 22% negative (see Figure 1).
- A significant minority of Tuggeranong respondents described their initial reaction as 'neutral' (18%).



¹ Described as follows: "ACTEW has recently initiated the *Water2WATER* project which is an option to secure ACT and the regions' water supply. This proposal would supplement our water supply by purifying Canberra's used water (or wastewater) and adding this to the Cotter reservoir. Technology exists that can treat used water to a standard safe for human consumption. Once purified, the water would blend with the water in the catchment and after some time go through the normal treatment process at the Stromlo Treatment Plant before being distributed to households. The purification project would take 2-3 years to implement. In addition, the Cotter reservoir would also be enlarged to provide additional storage for the purified water and catchment flows. *Water2WATER* will only proceed if the ACT Government and ACTEW are assured that the quality of water produced will meet Australian drinking water standards."

Respondents were asked to elaborate further on their initial reaction to the Water2WATER project.

Respondents who indicated a *positive but conditional* reaction were primarily concerned about health issues and pointed out that more needed to be done in terms of planning to address the water situation. Some of the comments included:

I'm prepared to try anything obviously health concerns are an issue. Conditional on that being proven that it's safe for human consumption.

I feel ok about using recycled water. It's just the drinking water that I am worried about.

I would need to be assured that all safety standards would be adhered to not just now but in the future. I would also like to feel that every avenue has been pursued before implementing this initiative.

On the proviso that we know without any doubt whatsoever that the end result of the purification has filtered out any medical substances such as estrogens and antibiotics.

A lot can be done before that. Personal water consumption should be looked at more first.

I am not convinced that that is the best way to go more investigation into saving water.

Make sure that its of a high standard it is essential that they go ahead with it and enlarge cotter dam as well.

I don't know that with the catchment available to the act if it would have been better to build the tennant dam on the yass river.

Respondents who indicated a *neutral* reaction felt that not enough information was provided and that they were concerned about the health issues. Some of the comments included:

I suppose I am sceptical with the media coverage. I think there are some advantages and some disadvantages and I would like more information and are there any other solutions that are not being talked about??.

I do not understand the issues and there are a lot of political issues and i don't understand the sciences of it all i know that it is unfortunate that we have come to this point but everything is not as clear cut as it seems to be.

Sounds sensible but don't know anything about it.

I do have some concerns about the water. Not sure if the water is safe to drink. I do feel that it would be a very good idea to recycle water. For everything except drinking.

Respondents who indicated a *negative but conditional* reaction generally had concerns about the health impact and the quality of the water. Some of the comments included:

Tests required for standards are only as good as information we have. What about unknown issues.

It's a waste of time. If they have to maintain the current water supply they have to maintain a certain supply down river. If they re-route the water to our supply they then have to release water into the water flow into the river and you have spent all this money for nothing. As to the quality of treated water just before the Olympics they had an outbreak of gardnia that was from water that had no wastewater in it. The argument is if they can't really guarantee the quality of the water supply how can they guarantee the water with waste added to it.

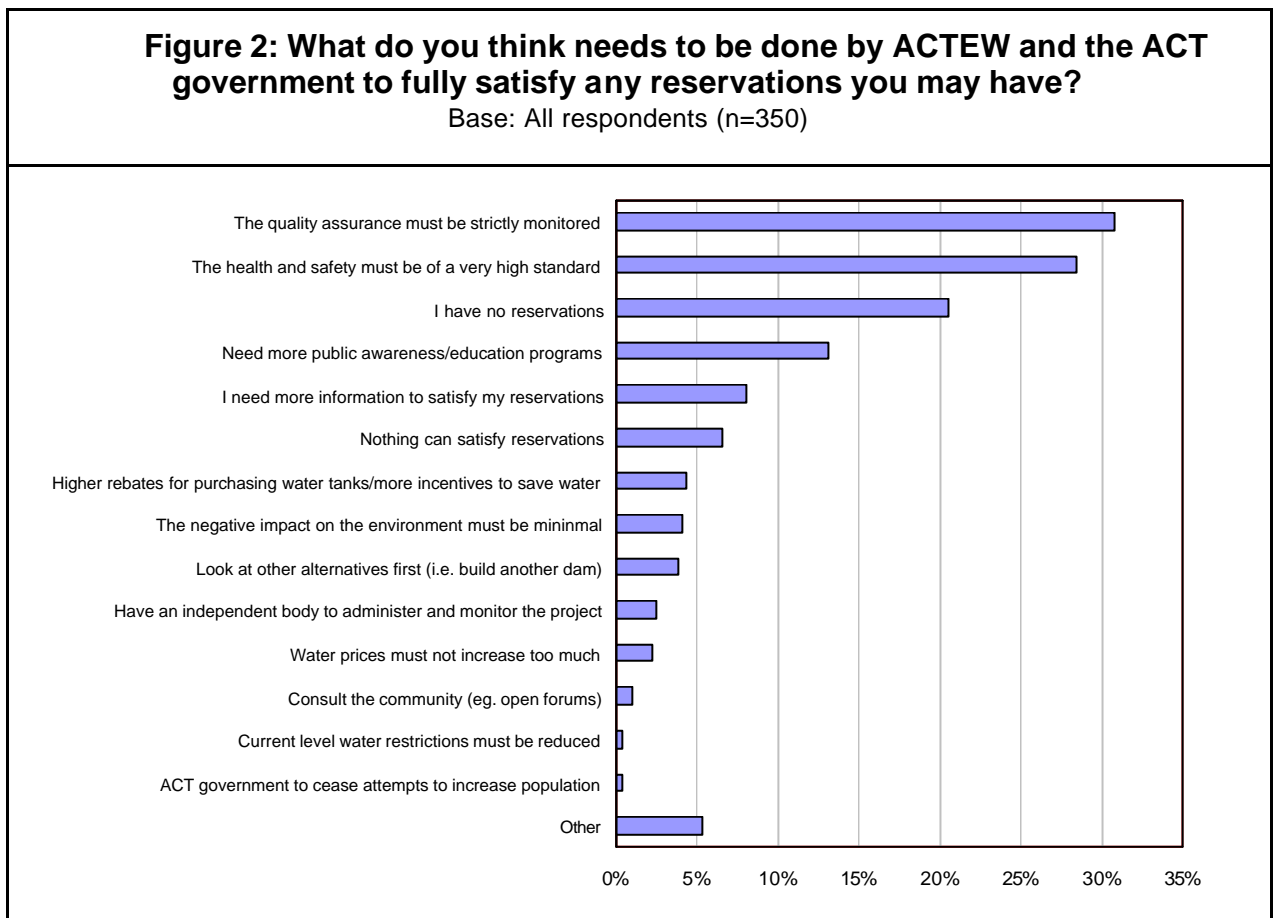
Because I would like to know more information - that we could be guaranteed that drinking water that has been recycled won't cause health issues. More acceptable if only parts of the water eg. shower and basin but not toilet water was recycled.

Some of the statements you just read are assumptions not facts and one of them can only be judged after the event. If the level of water is so low that we would use this system and it goes straight back into the dam there would not be water for it to mix with and we are in the biggest drought for years and there is still water available. It doesn't address the oestrogen issue. This system is only done in one other place in the world (Namibia) and there the water supply from the river is so bad there is less risk from the recycled water than the river water.

Issues surrounding water recycling

Respondents were asked, unprompted, what they thought needed to be done by ACTEW and ACT government to fully satisfy any reservation they may have about the project.

As shown in Figure 2, more than a quarter of respondents indicated that either the health and safety of the treatment process must be of very high standards (29%) and /or the quality assurance of the process be strictly monitored (31%). Just over 20% indicated that they *had no reservation* to the project. 13% felt that there is a need for more public awareness / education programs. 13% felt that there is a need for more public awareness / education programs.



Further analysis showed that there are some localised differences across the districts, as described below:

- ◆ Belconnen respondents (44%) were more likely to indicate that the *health and safety of the treatment process be of very high standards*, compared to respondents from Woden Valley (20%) and Tuggeranong (20%);
- ◆ South Canberra respondents (38%) were more likely to indicate that the *quality assurance of the treatment process must be strictly monitored*, compared with respondents from Gungahlin-Hall (28%);

- ◆ North Canberra respondents were more likely to have *no reservations* (26%) compared to South Canberra respondents (8%);
- ◆ South Canberra respondents (32%) were most likely to indicate the need for more public awareness / education, while Belconnen respondents were least likely to say so (4%); and
- ◆ Respondents from Gungahlin-Hall (22%) were more likely to indicate that *nothing can satisfy their reservations*, compared to respondents from Woden Valley (4%) and Tuggeranong (4%).

Around 37% of respondents were either conditionally negative, neutral or conditionally positive in their initial reaction to the Water2WATER project, as described in Figure 1. Further analysis of their views showed that:

- ◆ of the 5% of respondents who expressed a conditional negative initial reaction most were likely to be concerned about quality assurance (n=10) and / or need the health and safety of treatment process to be of very high standards (n=9). These respondents were also likely to indicate a need for more public awareness / education programs (n=4);
- ◆ of the 10% of respondents who expressed a *neutral initial reaction*, most were likely to be concerned about the quality assurance process (n=13) and / or want more information to satisfy their reservation with the project (n=8); and
- ◆ of the 22% of respondents who were *conditionally positive*, most emphasised the importance of ensuring the health and safety of treatment processes be of very high standards (43%) and / or the need for the quality assurance of the process to be strictly monitored (28%).

Awareness of the Water2WATER project

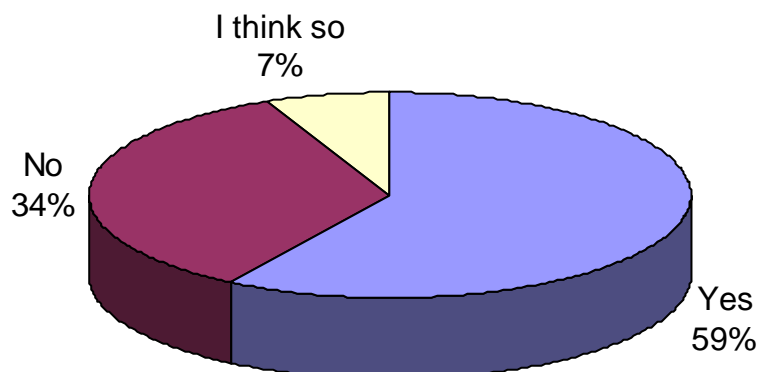
Around three-fifths of respondents (59%) indicated that they were aware of the Water2WATER project. One-third of the respondents (34%) had not seen or heard information about the Water2WATER project.

Further analysis by demographics shows:

- ◆ that older respondents (35 years or more) were more likely to be aware of Water2WATER project compared to their younger counterparts (18-34 years - 67% aware compared to 44% aware); and
- ◆ respondents from Belconnen and Woden Valley were most likely to be aware of the project compared to their Tuggeranong counterparts who were least likely to be aware of the Water2WATER project (74% vs 46%).

Figure 3: Prior to this survey, had you seen or heard information about the Water2WATER project?

Base: All residents (n=350)

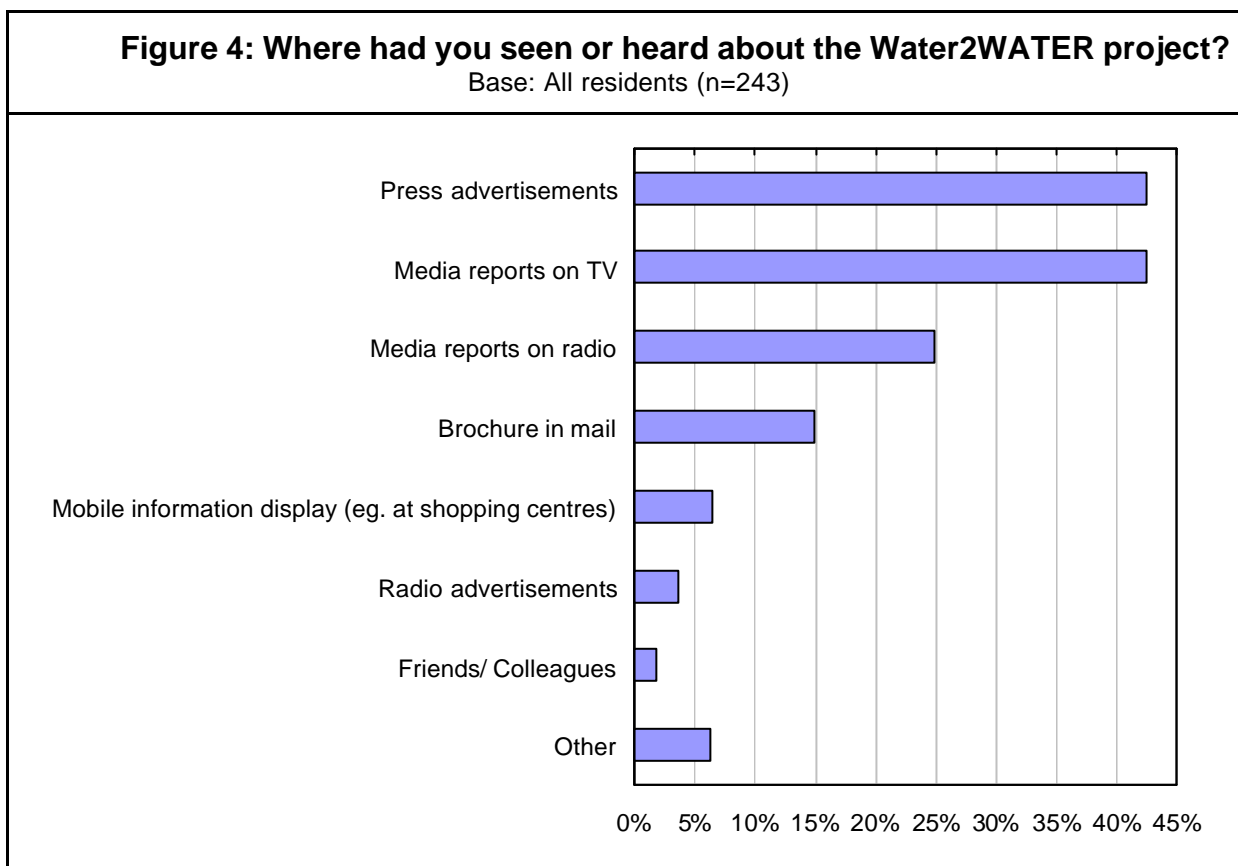


Respondents who indicated that they had seen or heard information about the Water2WATER project were further asked where they saw or heard this information.

More than two-fifths of respondents indicated that they became aware of the project either through press advertisements (42%) and/or media reports on the television (42%). A significant minority indicated seeing or hearing information via media reports on radio (25%) and or via brochure in mail (15%).

Further analysis showed that:

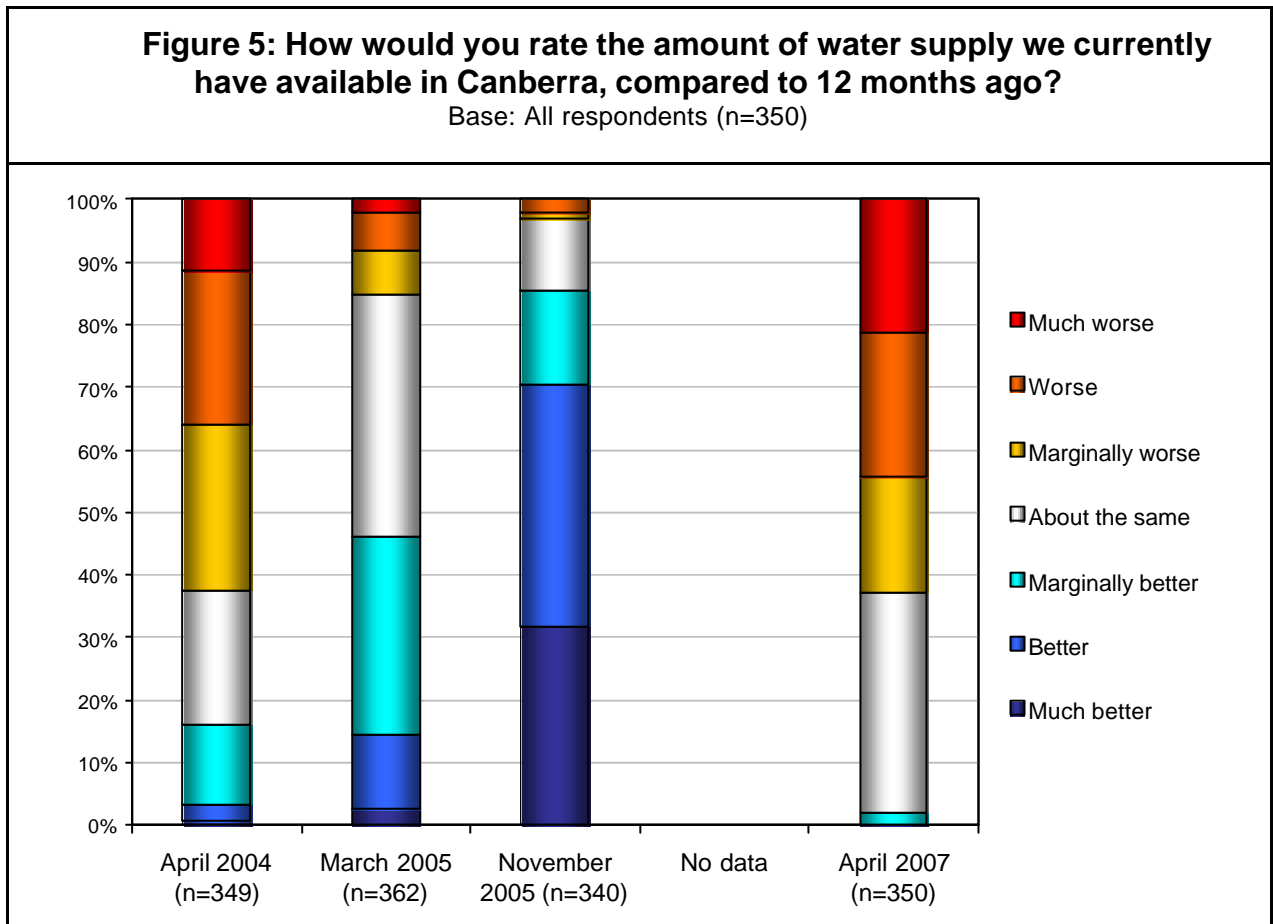
- ◆ younger respondents (18-34 years) were more likely to have seen or heard information through media reports on TV (54%), older respondents (35 years and over) were more likely to have seen or heard the information via Press advertisements (47% - 60%) in addition to media reports on television (35% - 43%); and
- ◆ Female respondents were more likely to have seen or heard information in media reports on TV compared to their male counterparts (47% vs 38%).



Awareness of Current Water Supply Situation

The vast majority of respondents (98%) rated the amount of water supply available in Canberra as either *worse than* (63%) or *about the same* (35%) compared to 12 months ago.

This sentiment has been measured in previous years and the recent findings show that perceptions of the water supply are at their all-time low (See Figure 5).



Apart from respondents' impressions of the change in the water supply, respondents were also asked to indicate how well aware they are of a range of facts about the water supply situation.

As shown in Figure 6, most of the residents were 'fully' or 'mostly' aware that

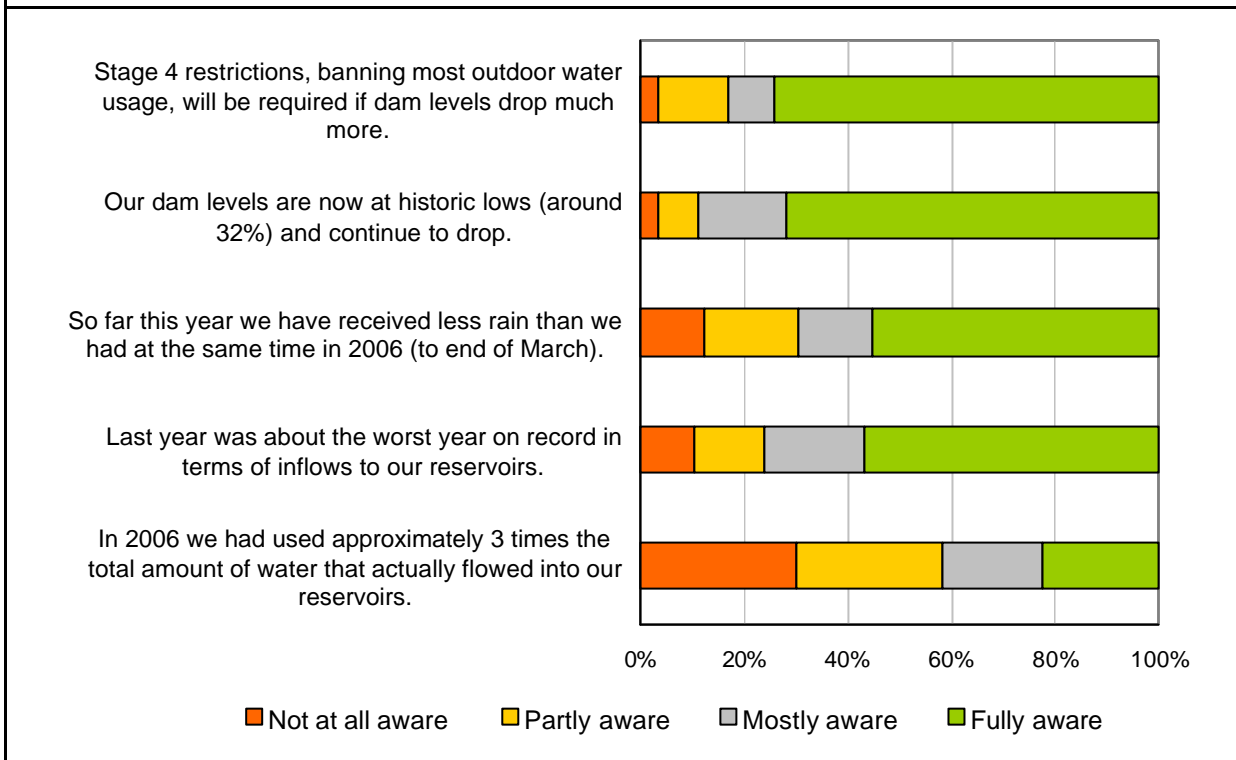
- ◆ Our dam levels are now at historic lows and continue to drop - 89% 'fully' or 'mostly' aware;
 - awareness of this fact was highest among Belconnen respondents and lowest among West Creek/ Stromlo respondents (98% vs 86%).
- ◆ Stage 4 water restriction will be required if dam levels drop further - 83% 'fully' or 'mostly' aware;
 - older respondents (35 years or above) were more likely to be 'fully' or 'mostly' aware of this fact compared to their younger counterparts (90% - 92% vs 69%); and
 - awareness of this fact was higher among South Canberra and Woden Valley respondents and lowest among Belconnen respondents (94% vs 84%)
- ◆ Last year was about the worst year on record in terms of inflows to our reservoirs - 76% 'fully' or 'mostly' aware; and
 - awareness of this fact was higher among the older respondents (35 years and above) compared to their younger counterparts (81%-90% vs 62%)
- ◆ So far this year Canberra has received less rain than what it had received at the same time in 2006 - 70% 'fully' or 'partially' aware.
 - female respondents were more likely to be aware of this fact compared to their male counterparts (76% vs 63%);
 - older respondents (35 years or above) once again were more likely to be 'fully' or 'mostly' aware of this fact compared to their younger counterparts (78% - 82% vs 52%); and
 - respondents from Gungahlin-Hall (82%) were most likely to be aware of this fact compared to respondents from all other suburbs.

However, only 42% of the respondents were aware that in 2006 Canberra had *used* 3 times the total amount of water than the volume that actually flowed into the reservoirs. Nearly three-fifths of the residents (58%) were either 'partly' or 'not at all' aware of this fact.

- ◆ male respondents were more likely to be aware of this fact compared to their female counterparts (50% vs 34%);
- ◆ older respondents (55 years and over) were more likely to be aware of this fact compared to their younger counterparts (57% vs 33%-40%); and
- ◆ Belconnen respondents were most likely to be aware of this fact while South Canberra respondents were least likely to be aware of this fact. (52% vs 36%).

Figure 6: How well are you aware of the following facts?

Base: All residents (n=350)



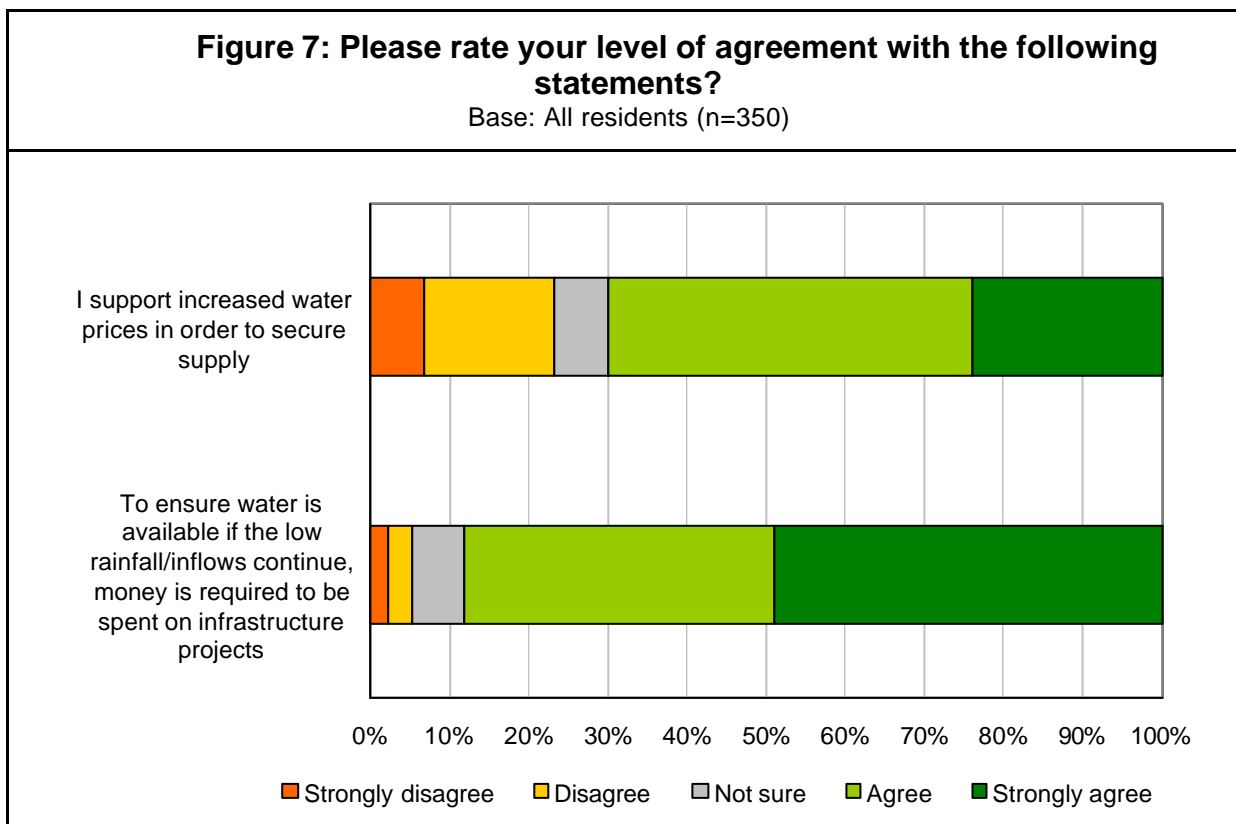
Support for other actions

The majority of respondents (70%) indicated that they would support an increase in water prices in order to secure the water supply. A significant minority of respondents (23%) did not support the price increase.

- ◆ Older respondents (35 years and over) were less likely to support an increase in prices to secure water supply compared to their younger counterparts (67% vs 75%);
- ◆ Female respondents were less likely to agree with any increase in prices compared to their male counterparts (66% vs 75%); and
- ◆ South Canberra and Woden Valley respondents were most likely to agree to an increase in price, while Tuggeranong respondents were least likely to agree with price increases (76% vs 52%).

Furthermore, a large majority (88%) were also of the view that to ensure water is available, if the low rainfall/inflows continue, investments are required in infrastructure projects (see Figure 7).

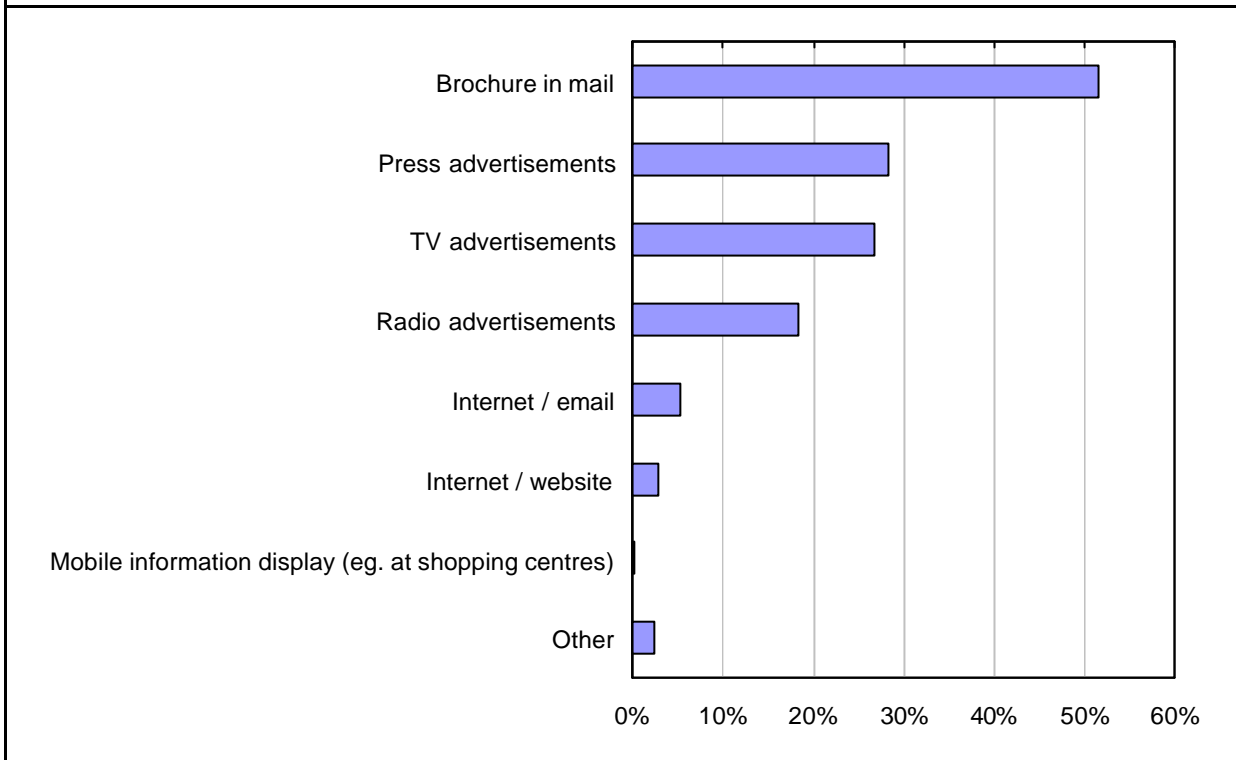
- ◆ Further analysis shows no significant differences in agreement to this view across the demographic variables.



One in two respondents (52%) indicated that brochures in the mail would be their preferred way of receiving information about water recycling related projects. However, press (28%) and television (27%) advertisements are also a key source raising awareness of such initiatives. A significant minority preferred to receive information on water projects via radio ads (18%).

Figure 8: What is your preferred way of receiving information water projects?

Base: All residents (n=350)



General comments about Water2WATER project:

Respondents were asked if they had any general comments about the project. While two-fifths of the respondents (40%) did not have any comments about the project, nearly one-third of respondents (31%) provided their comments - emphasising on the need for immediate action and longer term planning to tackle the situation.

I don't think it is the right approach/I think they should be investigating other options like a rebate for rain water tanks for households/investing in water saving techniques/reducing wastage to the existing system/infrastructure should be improved there/looking at the rainfall patterns and creating new dams accordingly.

Emphasise that all other options be thoroughly checked-out/the toilet system in households is the biggest user of fresh water/all new suburbs could look at the option of using recycled water for this purpose.

I would like to see more publicity for where the schemes have worked in other parts of the world/ pictures of polities drinking the different waters/ it needs careful pre-publicity / get to the people out in the street to prove to people visually that its safe/also it can't happen quickly they need too take their time/the water restrictions need to be more strongly advertised/ warning notices need to be much stronger.

I think when it rains we need to recycle the water that runs through the water drains.

Yes well about the particular project I am not sure they have put in one of the more obvious options being a pipe line from the snowy mountains scheme it means we have to pay for water and I am happy with that.

I don't think that they are doing the right things under the circumstances and there are other options and the public should be told the full story and they need to explain why they cannot tap into underground water

New housing developments should all be supplied with water tanks/they should also be disconnected from the main sewerage system and have localised water recycling/financial incentive should be given to people who use less water/have competitions to see who uses the least water

Stop putting it off and get going/the more we hesitate the more expensive it will become to initiate

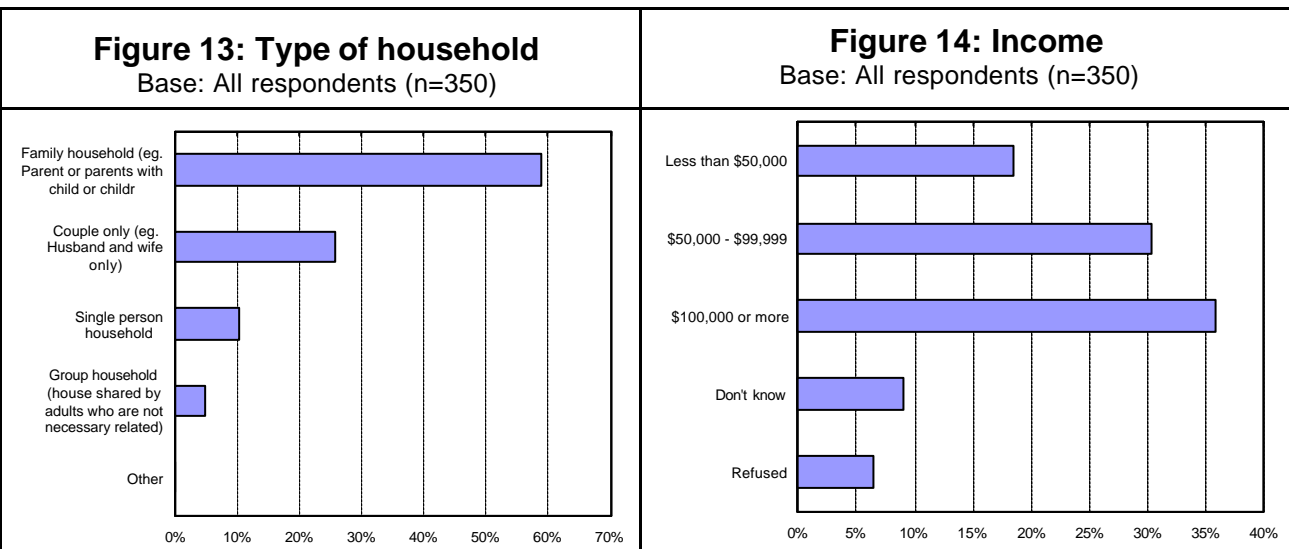
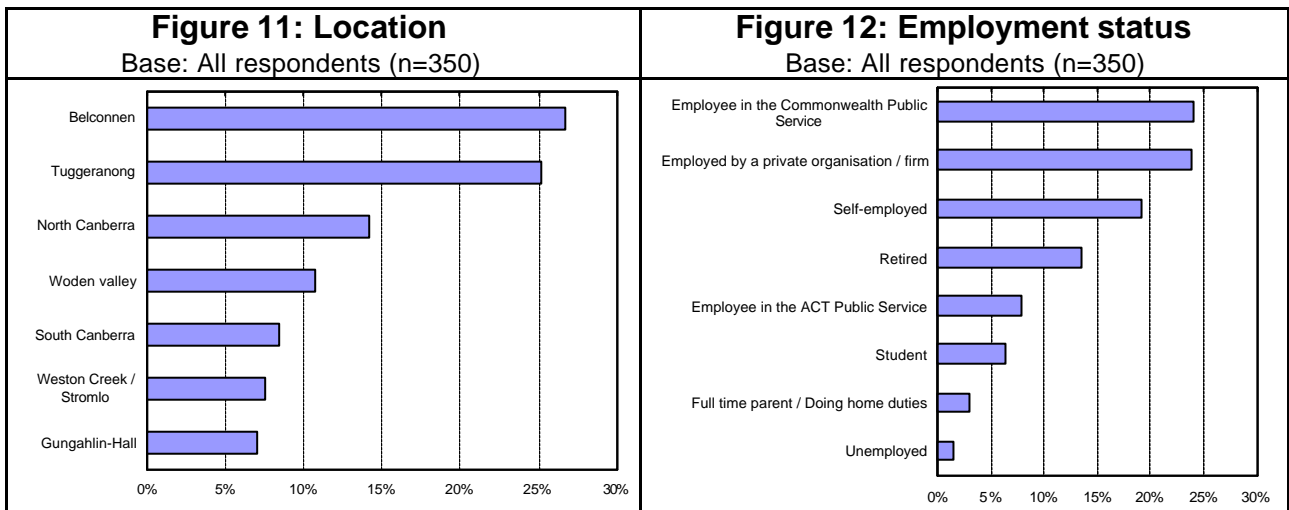
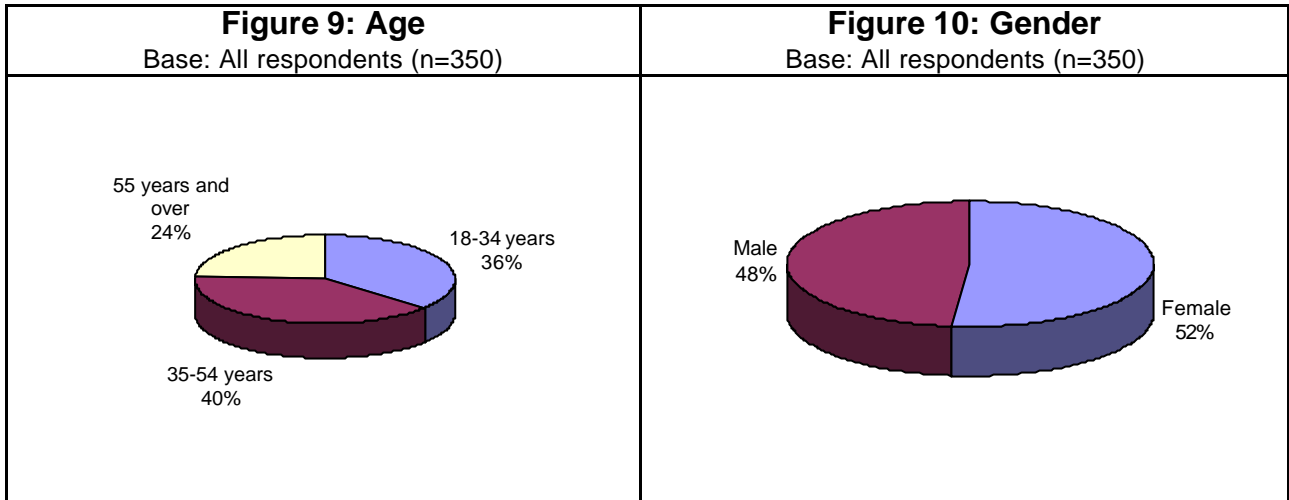
Go ahead and quickly and rapidly go ahead/ it is the reality and millions of people drink recycled water and it's not a problem

Marketing and make it clear what they intend to do and how they are going to do it

It is essential that before the government and their partner ACTEW corp embark on a propaganda campaign to convince the people of the act of the need for their water project they must first see that a fully independent feasibility study is completed by someone at full arms length from both parties so that it can be ascertained that the project is feasibly necessary and that there are no other better alternatives

Demographics

Figure 9 to Figure 14 show the weighted demographic profile of survey respondents.



APPENDIX M **ORIMA RANDOM TELEPHONE
SURVEY QUESTIONNAIRE**

April ORIMA ACT Omnibus Survey

- Questions for the 2007 Community Consultation on Water Recycling -

The next few questions are on behalf of The ACT Government and ACTEW. They are interested in your views and attitudes about the water supply in Canberra as well as your opinion on the new water supply strategies that are being considered.

Please note that this survey forms an important input into the future direction that ACTEW and the ACT Government will consider, to address the water supply situation in the ACT.

1. Firstly, how would you rate the amount of water supply we *currently* have available in Canberra, compared to 12 months ago? [Do NOT prompt.]

Much better	Better	Marginally better	About the same	Marginally worse	Worse	Much worse
1	2	3	4	5	6	7

ACTEW has recently initiated the *Water2WATER* project which is an option to secure ACT and the regions' water supply. This proposal would supplement our water supply by purifying Canberra's used water (or wastewater) and adding this to the Cotter reservoir. Technology exists that can treat used water to a standard safe for human consumption.

Once purified, the water would blend with the water in the catchment and after some time go through the normal treatment process at the Stromlo Treatment Plant before being distributed to households. The purification project would take 2-3 years to implement.

In addition, the Cotter reservoir would also be enlarged to provide additional storage for the purified water and catchment flows.

Water2WATER will only proceed if the ACT Government and ACTEW are assured that the quality of water produced will meet Australian drinking water standards.

2. Based on this brief description, how would you describe your initial reaction to this project? [Do NOT prompt until initial response is provided]

Positive	Positive initial reaction, but conditional	Neutral initial reaction	Negative initial reaction, but conditional	Negative
1	2	3	4	5

3. Why do you say that? [Probe fully, e.g. what but's and 'if's' do people state]

4. What do you think needs to be done by ACTEW and the ACT government to fully satisfy any reservations you may have? [Do **NOT** prompt. Multiple response]

1 The **health and safety** of the treatment process must be of a very high standard

2 The **quality assurance** of the treatment process must be strictly monitored

3 Water **prices** must not increase too much

4 The negative **impact on the environment** must be minimal

5 Current level **water restrictions** must be reduced

6 ACT government to cease attempts to increase **population**

7 **Nothing** can satisfy reservations

8 I need **more information** to satisfy my reservations [Prompt: What question(s) would you like answered by that information?

9 <Other, interviewer to probe fully> _____

I would like to read out a number of facts that relate to our water supply situation. Please tell me how well aware you were of these facts.

	Fully aware	Mostly aware	Partly aware	Not at all aware
5. In 2006 we had used approximately 3 times the total amount of water that actually flowed into our reservoirs.	1	2	3	4
6. Last year was about the worst year on record in terms of inflows to our reservoirs.	1	2	3	4
7. So far this year we have received less rain than we had at the same time in 2006 (to end of March).	1	2	3	4
8. Our dam levels are now at historic lows (around 32%) and continue to drop.	1	2	3	4
9. Stage 4 restrictions, banning most outdoor water usage, will be required if dam levels drop much more.	1	2	3	4

In light of these facts and the prospect of low rainfall continuing, please tell me how you would rate your level of agreement with the following statements:

	Strongly agree	Agree	Not sure	Disagree	Strongly disagree
10. To ensure water is available if the low rainfall/inflows continue, money is required to be spent on infrastructure projects	1	2	3	4	5
11. I support increased water prices in order to secure supply	1	2	3	4	5

	Yes	I think so	No
12. Prior to this phone call, had you seen or heard information about the <i>Water2WATER</i> project?	1	2	3 Go to Q14

13. [If yes] Where was it? [Do **NOT** prompt. Multiple response]

1 Media reports on **TV**

2 Media reports on **radio**

3 **Press** advertisements (newspapers, etc)

4 Radio **advertisements**

5 Mobile information display (eg. at shopping centres)

6 Brochure in mail

7 Can't recall

8 Other [Please specify] _____

14. What is your preferred way for receiving such information?

[Do **NOT** prompt. Multiple response]

1 Press advertisements

2 TV ads

3 Radio ads

4 Brochure in mail

5 Mobile information display (eg. located at local shopping centre)

6 Other [Please specify] _____

15. Do you have any other comments you would like to make about the *Water2Water* project? **[Probe fully]**

That brings us to the end of the interview. Thank you for sharing your time with us and I hope you found the survey interesting too.

APPENDIX N INFORMATION DISPLAY SCHEDULE

Table 25 Information Display Schedule

Date/Time	Event	Where
Friday 23 to Sunday 25 March	Home Improvement Expo	Exhibition Park in Canberra, Mitchell
Saturday 24 March 10.00am – 2.00pm	Big Community Fun Day	Belconnen Baptist Church, Page
Thursday 29 March to Wednesday 4 April	Information display	Canberra Centre, City
Thursday 5 April to Monday 9 April	National Folk Festival	Exhibition Park in Canberra, Mitchell
Saturday 14 April 6.00am – 10.00am	Canberra Balloon Fiesta	Lawns of Old Parliament House
Sunday 22 April 11.00am – 2.00pm	Dog's Day Out	Lake Tuggeranong Foreshore, off Mortimer Lewis Drive
Thursday 26 to Sunday 29 April	Information Display	Westfield Woden
Sunday 29 April 12.30pm – 2.30pm	'Round Town' Party in the Park	Yerrabi Pond District Park Gungahlin
Saturday 5 May 10.00am – 3.00pm	ACT Girl Guides Fete	Grounds of Government House, Yarralumla
Sunday 6 May 12.30pm – 2.30pm	'Round Town' Party in the Park	Gordon Point Hut Pond, District Park
Thursday 10 May	Information Display	Lanyon Marketplace, Conder
Saturday 12 May 11.00am – 3.00pm	Brindabella Christian College Autumn Fete	Brindabella Christian College, Lyneham
Wednesday 16 May	Information Display	Cooleman Court, Weston Creek
Sunday 20 May 9.30am – 2.30pm	Million Paws Walk	Stage 88, Commonwealth Park www.rspca-act.org.au
Tuesday 22 May	Information Display	The Terrace, Cnr Franklin St and Flinders Way, Manuka

Date/Time	Event	Where
Friday 25 May to Sunday 27 May	Information Display	Westfield Belconnen
Tuesday 29 May 6.00pm – 9.00pm	Community Forum	Woden – Call the Water2WATER project team on 02 6248 3563 to reserve your place
Wednesday 30 May 6.00pm – 9.00pm	Community Forum	Ainslie – Call the Water2WATER project team on 02 6248 3563 to reserve your place
Friday 1 June to Sunday 3 June	Information Display	Hyperdome, Tuggeranong
Thursday 7 June to Friday 8 June	Information Display	Riverside Plaza, Queanbeyan
Thursday 14 June	Information Display	Gungahlin Marketplace, Gungahlin
Thursday 14 June 6.30pm – 9.00pm	Community Forum	Queanbeyan – Call the Water2WATER project team on 02 6248 3563 to reserve your place
Saturday 16 June 9.00am – 1.30pm	Kambah Village Markets	Kambah Village Shops, Marconi Cross, Kambah
Wednesday 20 June 5.30pm – 7.30pm	CROWK Sustainability Forum	Kambah High School, Kambah

Introductions to Water2WATER
 Canberra Times – 31 March, 7, 11, 21, 28 April and 2 May 07
 City News – 5 April 07

SECURING OUR WATER SUPPLY

Clean water for a clear future

Get involved and have a say

Full Page – Theme: WHY
 Canberra Times – 19-21 and 26-28 April 07
 City News – 26 April 07
 The Word – 1 May 07
 The Chronicle – 24 Apr 07, 1 May 07

What if dam levels continue to drop?
 Our water challenge

Canberra Reservoir 100% full

Full Page – Theme: OPTIONS
 Canberra Times – 3-5 May 07
 The Chronicle – 8 May 07

Why Water2WATER?

Are there other options?

Tenness Dam

Rainwater Tanks

Full Page – Theme: HEALTH
 Canberra Times – 10-12 May 07
 Chronicle – 15 May 07
 City News – 17 May 07

Clean water for a clear future

The process to water purification

Who else is doing it?

Frequently Asked Questions
 The Canberra Times – 12 May 07

Water2WATER
 Frequently Asked Questions

What is the Water2WATER project?

What will you ensure the purified water is safe?

Frequently Asked Questions
 Canberra Times – 26 May 07

Water2WATER
 Frequently Asked Questions

Where did ACTEW's Water2WATER project come from?

What are water2waster tanks and why do we need them?

Events Schedule – Updated weekly
 Canberra Times – 7, 21 April, 5, 12, 19, 26 May 07

Water2WATER Information & Talks SCHEDULE

DATE/TIME	EVENT	WHERE
Saturday 5 May 10.00am - 10.00pm	ACT Day Garden Fair	Canberra of Government House
Sunday 6 May 12.30pm - 2.30pm	Talk from Park to the Park	Canberra Field House, District Park
Tuesday 8 May 4.00pm - 6.00pm	Queanbeyan Business Presentation	Phone on 6299 1112 to reserve your place
Thursday 10 May 11.00am - 1.00pm	Information Display	Largan Station
Saturday 12 May 11.00am - 1.00pm	Workshop: Citizen College Autumn Fair	Elizabethan Christian College, Gungahlin
Sunday 13 May 11.30am - 1.30pm	Workshop: Citizen College	Glades Park, Civic
Sunday 20 May 10.30am - 12.30pm	Milton Plains Walk	Shops St, Commonwealth Park, Monarto and Long DC
Thursday 22 May 10.30am - 12.30pm	Information Display	The Terrace, Manuka
Thursday 24 to Sunday 27 May	Information Display	Waterfield Belconnen
Friday 1 to Sunday 3 June	Information Display	Hipokristine, Sugganuggi

Summary – Theme: WHY
 Canberra Times – 24-26 May, 7-9 June 07
 Chronicle – 29 May 07
 Queanbeyan Age – 25 May and 8 June 07
 City News – 31 May 07

What if dam levels continue to drop?

With declining inflows and erratic climatic conditions, ACTEW is working to secure supply by diversifying our water sources. ACTEW has initiated Water2WATER, an option to supplement the ACT's water supply by purifying Canberra's used water and adding it to the Cotter reservoir, which would also be enlarged.

Summary – Theme: OPTIONS
 Canberra Times – 31 May – 2 June 07
 Queanbeyan Age – 1 June 07
 Chronicle – 5 June 07
 City News – 7 June 07

What are our water options?

ACTEW has studied and continues to investigate a range of short, medium and long term options to secure our water supply. These were discussed with the community as part of the Future Water Options project and reported to the ACT Government in 2005.

Community Forums
 Canberra Times – 9, 12, 16, 19, 23, 26, 30 May 07
 Chronicle – 15, 22, 29 May 07
 Queanbeyan Age – 11, 18, 25 May and 8 June

Water2WATER Free Community Forums

Get Involved and Have Your Say

Invitation to the ACT and Queanbeyan communities

Queanbeyan Business Council
 Queanbeyan Age – 4 May 07

Water2WATER welcomes Queanbeyan businesses

In response to the dramatic changes to water availability, ACTEW has initiated Water2WATER, a proposal to supplement the ACT's water supply by purifying Canberra's used water and adding it to the Cotter reservoir, which would also be enlarged.

Conclusion – Thank you
 Canberra Times – 21-23 June 07
 City News – 21 June 07
 Chronicle – 26 June 07
 Queanbeyan Age – 22 June 07

Thank you for your feedback

The Water2WATER consultation process closes on 22 June 2007. Over the past three months, ACTEW has received extensive feedback regarding the proposal to supplement Canberra's water supply by purifying Canberra's used water and adding it to the Cotter reservoir, which would also be enlarged.

Information Display Feedback Form

What information did you find most useful?

How could the display / information materials be improved?

What other information about *Water2WATER* would you like?

Other Comments:

