





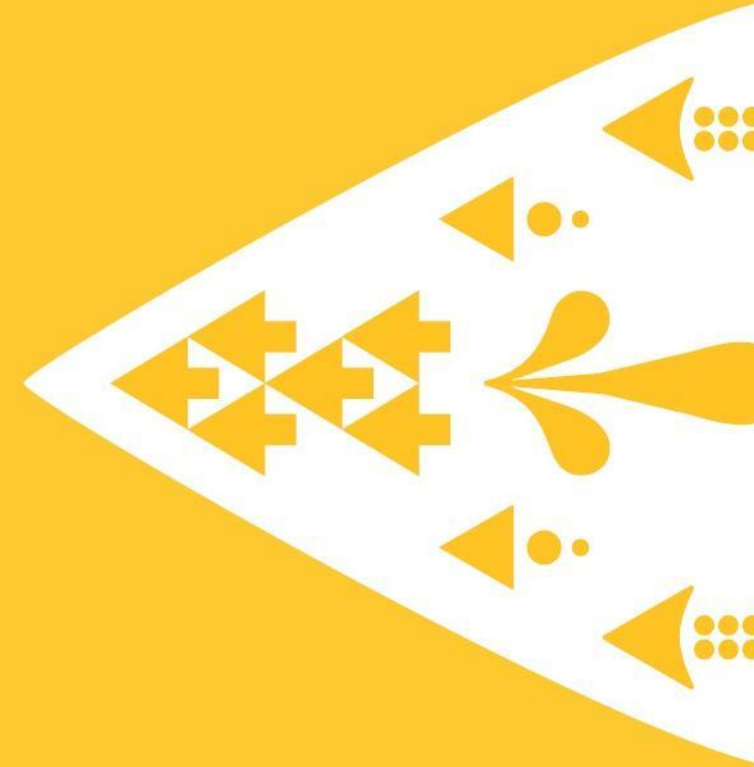
Department of Environment and Science.
Swanbank Community Research.

Research Report.
Colmar Brunton.



Contents.

Background & Methodology	4
Executive Summary	10
Findings	14
General community concerns	15
Awareness and concern of odours	28
Future engagement	36
Appendix (Sample Profile)	45





Background and Methodology.



Background.

The Environmental Services and Regulation (ESR) division of the Department of Environment and Science (DES) sought feedback from the Ipswich community regarding ongoing odour issues associated with odour generating industries in the area.

Odour issues have been experienced by residents surrounding the suburb of Swanbank for some time, and since 2013, there have been significant increases in the number of reported odours during the warmer months of the year.

DES has been working with Ipswich City Council and Queensland Health on the issue, to find solutions to the odour problem and to keep the local community informed.

As part of a multi-faceted review process, DES is interested in hearing community concerns, experiences and feedback about the perceived impacts of odour generating commercial activity in the area, and commissioned independent market research consultancy Colmar Brunton to garner such information and insight.





Research Objectives.

The objectives of this research were to:

- Better understand community opinions on the source and impacts of odour issues experienced in the area.
- Gather further insight into resident's odour experiences —when and where it occurs.
- Seek opinion on how well the odour issues are being managed, and what could be done better and by who.
- Gain insight into residents' experiences interacting with DES when reporting an odour concern—how was it handled?
- Understand community's concerns on the impacts of waste and composting activity conducted in the area more broadly.
- Determine environmental aspects of greatest interest and concern to the community.
- Determine how the community would best like DES to keep them informed on any odour or waste issues.

All which will lead to:

- Improvements in DES's targeted monitoring program and support actions in the management of odour generating commercial activity.
- Increased public awareness of the proactive work being done to manage nuisance and waste issues in the community.
- Improve communication and engagement with the community.



1 →

Project Scoping Meeting

Agreement on research approach (scope, sample, method etc.)

2 →

Quantitative Research

n=800 telephone surveys Ipswich general community + n=635 surveys via public consultation (opt-in; online)
Max 12 mins

3

Insights

Analysis and reporting of results.

- a) Topline report in excel
- b) Full interpretive report (this document)



Methodology in Detail.



DATA COLLECTION APPROACH

- A telephone survey was conducted with n=800 Ipswich residents. A random selection of residents aged 18 years plus living in the odour 'affected' areas around Ipswich was undertaken, including the suburbs of Ripley, Riverview, Redbank Plains, Raceview, Flinders View, Collingwood Park, Blackstone, Ebbw Vale, and Dinmore.
- Surveys were approximately 12 minutes in duration and undertaken between 16 April 18 and 4 May 18.
- In addition to this, the Department made available an online survey link to allow members of this community to opt-in to the survey. The data was reviewed to ensure that only those residents living in the suburbs above, or immediate surrounding suburbs were included (i.e. specifically within the two SA4s of 'Ipswich – Inner' and Springfield – Redbank'). The total sample size achieved in the online survey was n=635.
- Both datasets have been post-weighted according to age, gender and location to correct for any minor skews in the sample profile. The telephone survey was able to be weighted by suburb, whereas the online survey was weighted by SA4. SA4s are a geographical ABS sub-state breakdown of Australia. In regional areas, SA4s tend to have populations of between 100,000 to 300,000 people. In metropolitan areas, SA4s tend to have larger populations (300,000 – 500,000 people).
- The views of each survey group are presented separately due to the fact that opt-in participants were found to be significantly more engaged with the topic and not representative of general community views.

SAMPLE SIZES & MARGIN OF ERROR

- The margin or error associated with the telephone survey is +/-3.4%. This survey can be considered highly reflective of the 'affected' suburbs – generally any margin of error less than +/-5% is considered acceptable in market research.

A detailed profile of the research samples can be seen in the Appendix.



Interpretation notes.

- In some charts and tables figures may add up to more than 100%. This is either because of:
 - Rounding effects; or
 - A question allowing multiple rather than single response.
- Responses shown in bar charts are ordered from highest mentioned response (%) to lowest mentioned response (%).
- Where scale questions are reported, results are ordered from the most positive responses at the left (e.g. highest % strongly agree) to the least positive responses to the right (e.g. lowest % strongly agree).
- Both the telephone and online surveys were weighted by gender, age (3 breaks) and location. The basis on which location was weighted was slightly different for each survey. The telephone survey was weighted by suburb while the online sample was weighted by SA4. The online sample was not able to be weighted by suburb due to a greater distribution of suburbs than the telephone survey. Small samples in particular suburbs meant that suburb weighting could not be applied due to the need to apply weights that were too large.

Because the online survey allowed residents to opt-in whereas the telephone survey was completely random, the telephone survey is the most accurate and representative survey of the Swanbank local community. **Online respondents were found to be much more engaged with the topic** and therefore the results for this group on some survey questions vary significantly from that of the random telephone survey of Ipswich residents. Other differences between the telephone and online samples can be accounted for by mode of data collection.



Executive Summary.

Key Findings.

Ipswich as a place to live

Perceptions of Ipswich and surrounds as a place to live are largely positive.

Positive perceptions are largely associated with proximity to amenities and everything residents need.

Negative perceptions are largely associated with crime/violence/theft, but smells/odour concerns were heightened amongst those who participated in the online consultation.

Specific concerns in the area

The range of **general** issues perceived to be affecting the Ipswich area is varied; but the smell and the dump are spontaneously mentioned in the top third of issues. Environmental impacts rank high in terms of levels of concern.

Looking specifically at **environmental issues** affecting the local area, waste management facilities and air pollution quality are the top two most commonly mentioned issues. Concern about local rubbish issues, air pollution / quality and water management facilities is high.

However when asked about the greatest threats to the local environment, smells / odours rank lower by comparison.

Over half of the Ipswich community believe industry is impacting the Ipswich and surrounding environment.



Key Findings.

Awareness and concern of odours

When prompted, awareness of odours in the local community is moderately high and are certainly a concern given frequency and intensity. Half of residents (52%) have noticed an odour nuisance in the local area, and 6 in 10 (57%) are concerned about local air quality.

Amongst those who have noticed an odour:

- A significant proportion (73%) have noticed it at least once a week, including over a third (36%) who report this occurs daily.
- A significant proportion (76%) also report this most recently occurred in the last week, including 55% reporting it occurred in the last few days.
- The odour generally lasts several hours (57%), a further 19% report it lasts all day.
- The odour is largely described as faecal (like manure) (44%) or compost waste (37%). However a mixture of odours are described, with a further quarter describing it as rotten eggs (25%) or dead animal (22%).
- The intensity tends to vary (65%). Most residents describe the intensity of the odour as strong, very strong or extremely strong (70%).
- Most residents say the odour is more noticeable in changing weather conditions, particularly when its windy.
- 2 in 3 residents believe they know the source of the odour – the Swanbank Dump is the most commonly mentioned suspect.

Odour awareness, concern, perceived frequency and duration is higher amongst those who opted into the online public consultation.



Key Findings.

Future updates on the odour

4 in 10 (39%) Ipswich residents surveyed by telephone would like to be updated on odour management issues in the Ipswich area. This increases to 76% of those who opted into the online public consultation.

Both groups clearly prefer being updated by email than any other channel (60%+).

Future updates on other environmental matters

Residents would like to be updated on a broad range of environmental topics important to Queensland (no stand-out topics).

They would receive this topical information via social media (incl. Facebook), and to a lesser extent, TV or radio.

Reporting environmental matters to the Department

When reporting an environmental matter to the Department, most residents would prefer to do so via phone or email.

However, when prompted on the idea, there is certainly support for a mobile app to report an issue and provide supporting material to the Department, particularly amongst the online public consultation group who are more engaged with the topic.





Findings.

A close-up photograph of a young child with blonde hair, wearing a light purple shirt, holding a purple flower. A large, semi-transparent grey circle is overlaid on the center of the image, containing the text.

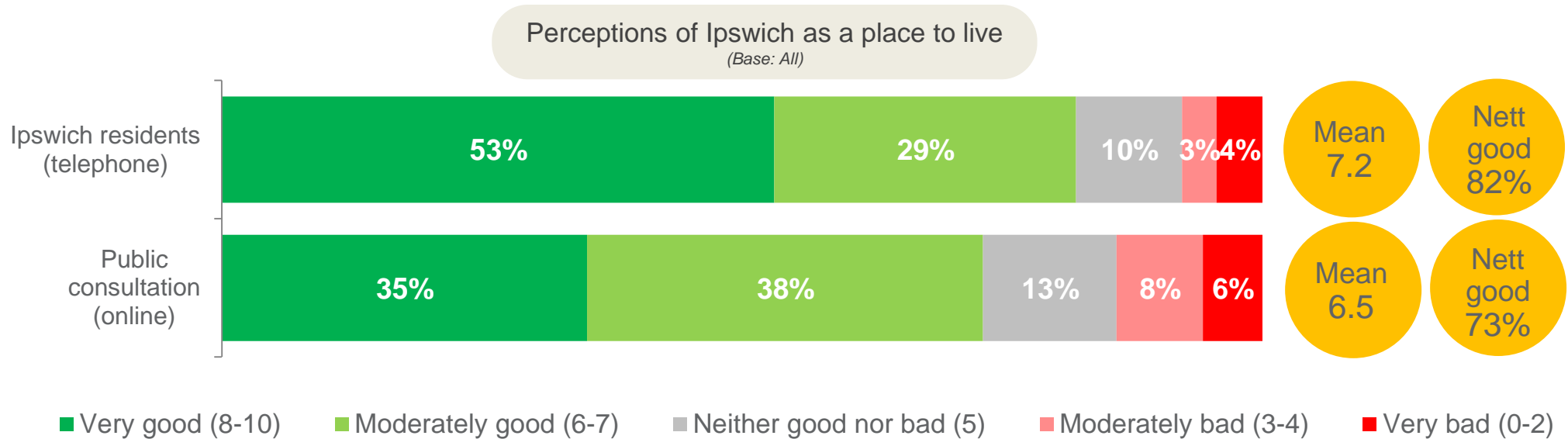
General community concerns.



Perceptions of Ipswich as a place to live.



Perceptions of Ipswich and surrounds as a place to live are largely positive.



- Just over 8 in 10 (82%) of Ipswich residents surveyed by telephone rated Ipswich as a place to live positively, including over half (53%) who described it as very good (% rated 8-10).
- The perception was also largely positive amongst those who participated in the online public consultation (73% rated positively, including 35% who rated it as very good), however the perception was not as positive compared to Ipswich residents surveyed by telephone. Just over one in four (14%) described it as bad or very bad (% rated 0-4).



Positive perceptions of Ipswich and surrounds as a place to live are largely associated with proximity to amenities and everything residents need.

- Apart from general comments about the area being 'a good place to live' (28% of Ipswich residents surveyed by telephone), 'proximity to amenities and everything I need' was spontaneously mentioned by 17% of those who rated it positively.
- This was followed by mentions of the area being a 'friendly community' (10%).
- The drivers of positive perceptions are similar amongst those who participated in the online public consultation.
- These findings can be seen on the next two pages.



Negative perceptions of Ipswich and surrounds as a place to live are largely associated with crime/violence/theft, but smells/odour concerns were heightened amongst those who participated in the online consultation.

- 'Crime/violence/theft' was the top reason mentioned by Ipswich residents surveyed by telephone (26%), whereas smells/odours was mentioned by a significant proportion of those who opted into the online public consultation (66%). 'Crime/violence/theft' ranked second in terms of reasons amongst this group (24%).
- This supports the finding that those who opted into the online public consultation were significantly more engaged with the topic of smells/odours than the general population.



Reasons for rating of Ipswich as a place to live Ipswich residents (telephone)

(Base: All)

	TOTAL Ipswich residents (telephone)	Negative perception of Ipswich as place to live (%0-5)	Positive perception of Ipswich as place to live (%6-10)
<i>Base</i>	<i>n=800</i>	<i>n=107</i>	<i>n=693</i>
Good Place to live/Good area (general comment)	24%	3%	28%
Close to amenities in the area/Everything I need	14%	0%	17%
Crime/Violence/Theft	10%	26%	7%
Not perfect/It's improving	9%	13%	8%
Friendly/Good Community	8%	1%	10%
Trouble in the area (Troublesome Youth, Neighbours etc.)	6%	5%	6%
Need more development/improvements	6%	9%	5%
Have lived here for a long time/all of my life	6%	0%	7%
Smells in the area	5%	9%	4%
Quiet	4%	0%	5%
People (Dodgy, rude etc.)	4%	5%	4%
Location/Proximity to Brisbane/Gold Coast	4%	1%	5%
A lot of work/development being done in the area	4%	3%	4%
Council Issues/Corruption	3%	8%	2%
Good/affordable housing prices/land value	3%	1%	4%
Public Transport Infrastructure (Lack of/Needs improvement)	3%	10%	2%
Overcrowded	2%	7%	1%
Drugs	2%	2%	2%
Dump Issues	2%	3%	2%
Traffic Issues/Bad Traffic	2%	6%	0%
Unemployment/Minimal job opportunities	1%	4%	1%
Not too much traffic	1%	0%	2%
Bogans in the area	1%	2%	1%
Good employment	0%	0%	1%
Nothing/No Problems	7%	5%	8%
Other	17%	26%	15%
Don't know	1%	0%	1%



Statistically significant result – results are **higher** vs. other sub-group
 Statistically significant result – results are **lower** vs. other sub-group



Reasons for rating of Ipswich as a place to live Public consultation (online)

(Base: All)



	TOTAL Public consultation (online)	Negative perception of Ipswich as place to live (%0-5)	Positive perception of Ipswich as place to live (%6-10)
Base	n=635	n=155	n=480
Smells in the area	39%	66%	28%
Close to amenities in the area	17%	1%	22%
Crime	13%	24%	10%
Need more development	13%	14%	12%
Good place to live (general comment)	9%	1%	12%
Bogans in the area	6%	12%	4%
Friendly	4%	1%	5%
Quiet	3%	1%	4%
Issues with the council	3%	5%	2%
Have lived here all of my life	3%	0%	4%
Unemployment	2%	3%	2%
A lot of work being done in the area	2%	1%	2%
Drugs	1%	1%	0%
Nothing	1%	1%	1%
Other	15%	17%	15%
Don't know	6%	0%	8%

	Statistically significant result – results are higher vs. other sub-group
	Statistically significant result – results are lower vs. other sub-group



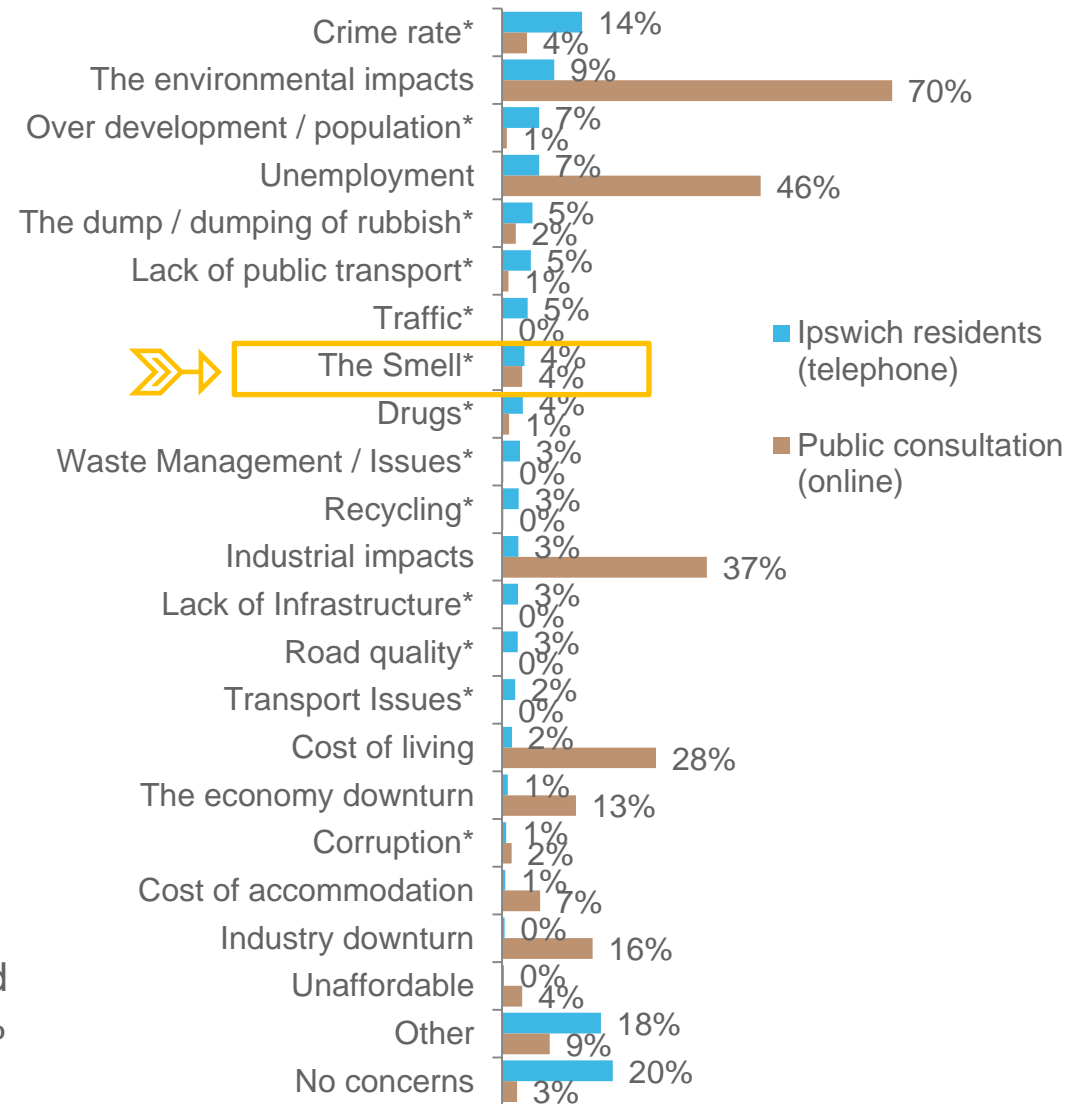
Specific concerns in
the local area.



The range of perceived **general** issues affecting Ipswich is varied; but the smell and the dump are mentioned in the top third of issues.

- The crime rate (14%), environmental impacts (9%), over development (7%) and unemployment (7%) are the most spontaneously mentioned issues amongst Ipswich residents surveyed by telephone.
- Environmental impacts (70%), unemployment (46%) and industrial impacts (37%) were the most spontaneously mentioned issues by those who opted into the online public consultation.
- Four percent of both groups spontaneously mentioned smells / odours.
- Results later in this report suggest the Swanbank Dump may be the most likely source of the smell, and mentions of this are slightly higher than the smell (5% amongst Ipswich residents surveyed by telephone).

Perceived **general** issues affecting Ipswich and surrounds
(Base: All)



Q2a. When we think about Ipswich and the surrounding areas, what are the main issues they face currently? (MR)

* Represents codes that have been created from other specify verbatims

NOTE – differences in % mention between telephone and online samples may be accounted for the fact that this question was 'do not read out' in telephone survey whereas the online survey showed this as a list of codes available for selection.



Environmental impacts rank high in terms of levels of concern about the local area.

- Those who mentioned specific issues of concern for the region were asked to rate their levels of concern about them.
- Those issues that were freely mentioned in ‘other specify’ option on the previous page are not included in this assessment – including odour issues.
- Furthermore, the results for some issues cannot be shown due to the small (thus unreliable) sample of residents who reported them as issues for the local area.
- Concerns for environmental issues are highest compared to the other issues rated - over 8 in 10 of each group who mentioned the issue reported they were very concerned about it.

Levels of concern about **general** issues affecting Ipswich and surrounds
(Base: Cited issue as a main concern in the area)

	Base (n=)	Nett not concerned or neutral (%0-5)	Nett concerned (%6-7)	Very concerned (%8-10)
Ipswich residents (telephone)				
Environmental impacts	80	9%	10%	81%
Unemployment	65	30%	15%	56%
Industrial impacts**	29	22%	24%	54%
Public consultation (online)				
Environmental impacts	448	1%	11%	88%
Cost of accommodation	52	6%	11%	83%
Cost of living	179	8%	16%	79%
Industrial impacts	203	10%	13%	77%
Industry downturn	85	15%	29%	57%
Unemployment	292	25%	27%	48%

Q2b. On a scale of 0 to 10 how concerned are you personally about [ANSWER FROM Q2]? Where 0 is not concerned at all and 10 is extremely concerned (SR per issue mentioned at Q2)

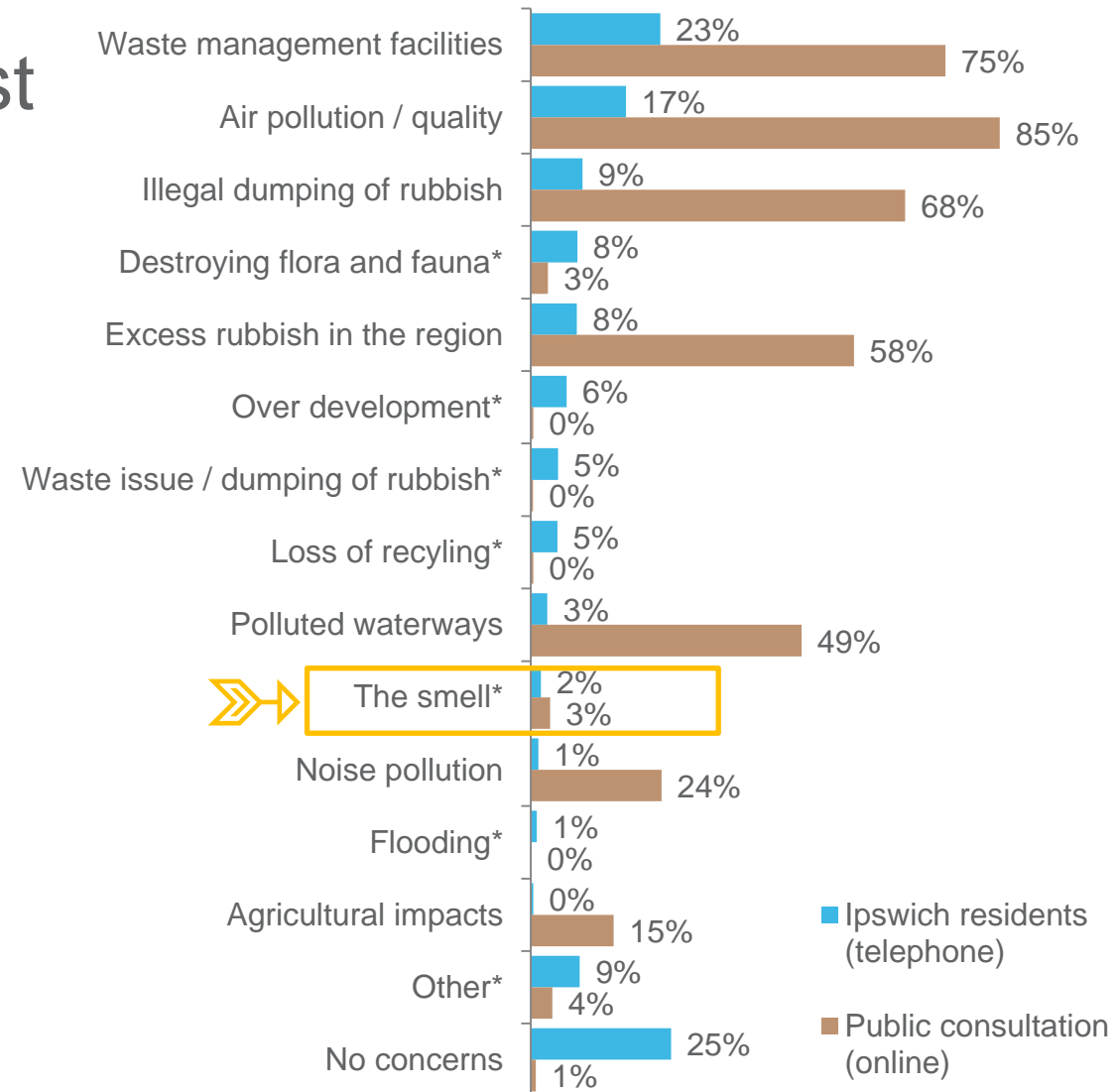
**Note: small sample size – results are indicative only and should be interpreted with caution. Only shown due to potential relevance to the survey topic.



Waste management facilities and air pollution quality are the top two most commonly mentioned environmental issues.

- Waste management facilities were mentioned as a concern by one-quarter (23%) of Ipswich residents surveyed by telephone. A further 17% mentioned air pollution or air quality. Illegal dumping of rubbish was the third most common mention at 9%.
- These three environmental issues were also the most commonly mentioned amongst those who opted into the online public consultation.
- Smells / odours was spontaneously mentioned in other specify verbatims by 2-3% of both survey groups.

Perceived main **environmental** issues affecting Ipswich and surrounds
(Base: All)



Q3a. Thinking more specifically about environmental concerns or impacts, what, if anything, concerns you in the Ipswich region? (MR)

* Represents codes that have been created from other specify verbatims

NOTE – differences in % mention between telephone and online samples may be accounted for the fact that this question was ‘do not read out’ in telephone survey whereas the online survey showed this as a list of codes available for selection.



Concern about local rubbish issues, air pollution / quality and water management facilities is high.

- Around 8 in 10 Ipswich residents who reported illegal dumping of rubbish or excess rubbish in the region as main environmental issues in the area were very concerned (% 8-10) about these two aspects. Around 2 in 3 were very concerned about air pollution / quality (68%) or waste management facilities (67%).
- By comparison, those who opted into the online consultation had elevated levels of concern about waste management facilities (90% very concerned) and air pollution / quality (88% very concerned).

Levels of concern about **environmental** issues affecting Ipswich and surrounds

(Base: Cited issue as a main environmental concern in the area)

	Base (n=)	Nett not concerned or neutral (%0-5)	Nett concerned (%6-7)	Very concerned (%8-10)
Ipswich residents (telephone)				
Illegal dumping of rubbish	62	7%	10%	83%
Excess rubbish in the region	64	9%	13%	78%
Polluted waterways**	29	5%	25%	69%
Air pollution / quality	124	11%	21%	68%
Waste management facilities	181	10%	23%	67%
Public consultation (online)				
Waste management facilities	463	2%	8%	90%
Air pollution / quality	523	3%	9%	88%
Agricultural impacts	94	2%	11%	87%
Excess rubbish in the region	359	3%	14%	83%
Polluted waterways	288	2%	15%	83%
Illegal dumping of rubbish	414	5%	22%	73%
Noise pollution	141	10%	23%	68%

Q3b. On a scale of 0 to 10 how concerned are you about [ANSWER FROM Q3a]? Where 0 is not concerned at all and 10 is extremely concerned. (SR per issue mentioned at Q3a)

**Note: small sample size – results are indicative only and should be interpreted with caution. Only shown due to potential relevance to the survey topic.

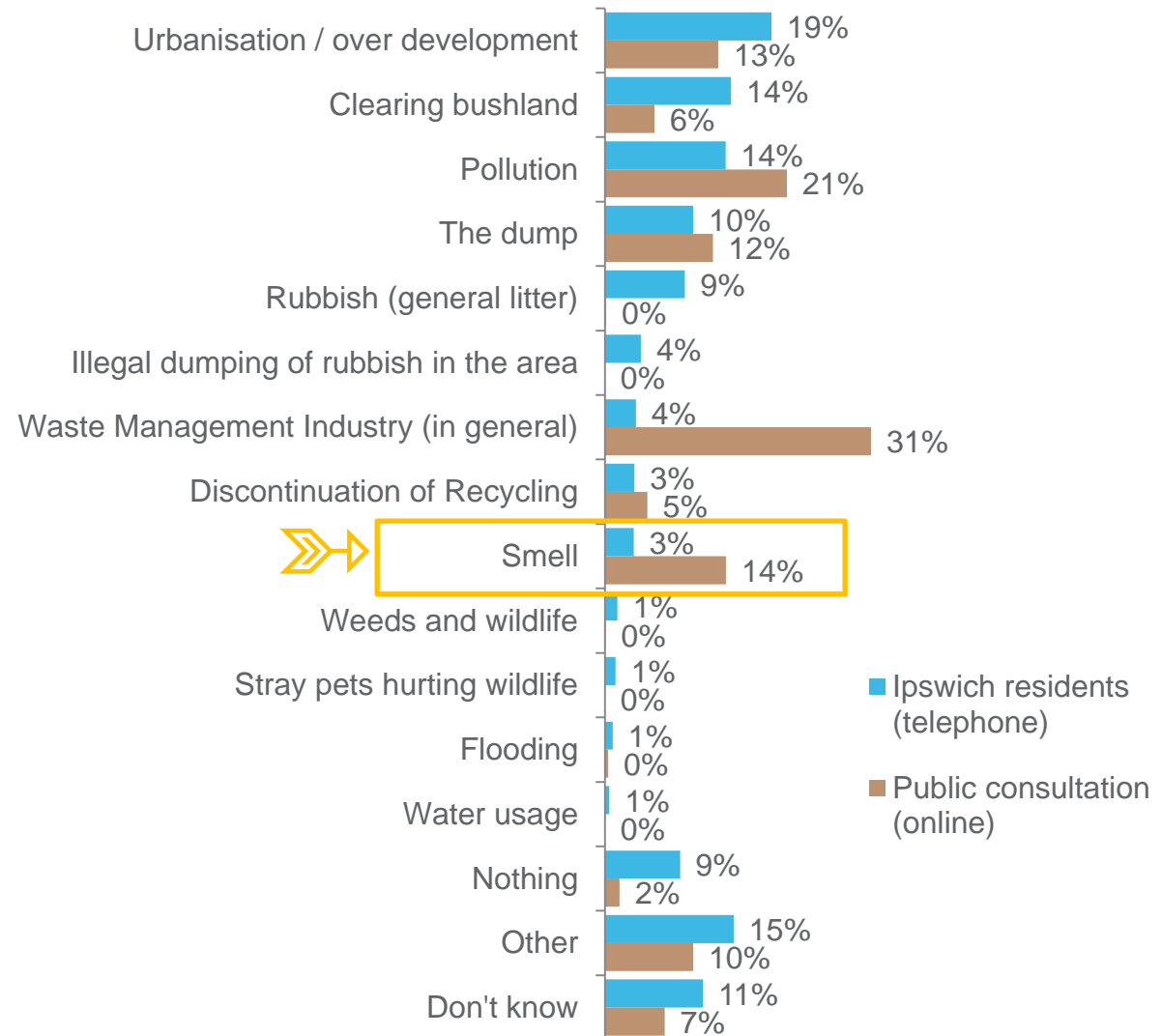


However when asked about the greatest threats to the local environment, smells / odours rank lower by comparison.

- This was spontaneously mentioned by just 3% of Ipswich residents by telephone (ranked 9th greatest threat to local environment). These residents felt urbanisation / over development to be the greatest threat (19%), followed by clearing of bushland (14%) and pollution (14%).
- However those who opted into the online public consultation ranked this as the third greatest threat (14% mention), behind Waste Management Industry (In general) (31%) and pollution (21%).

Perceived greatest threat to local environment (spontaneous mention)

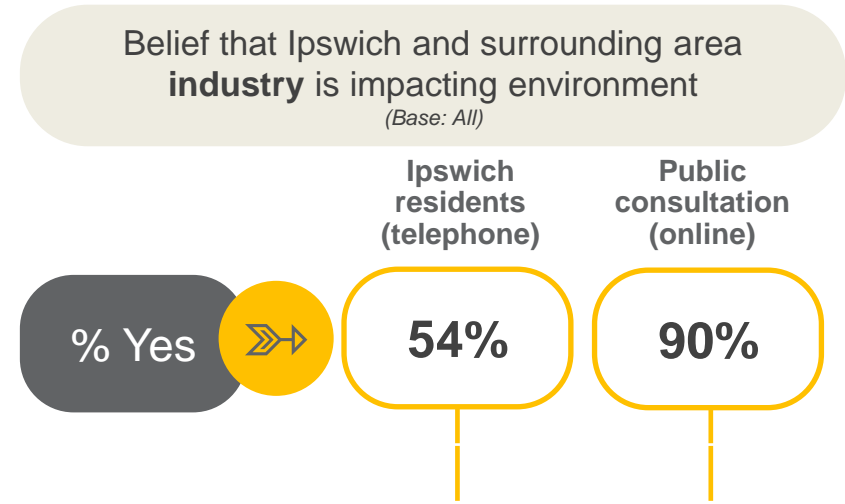
(Base: All)





Over half (54%) of the Ipswich community believe industry is impacting the Ipswich and surrounding environment.

- This perception is significantly increased amongst those who participated in the online public consultation (90%).
- Amongst both groups, the waste services industry is believed to be having the greatest impact (29% Ipswich residents surveyed by telephone; 56% of participants in the online public consultation). This clearly outweighs the perceived impact of other industries.



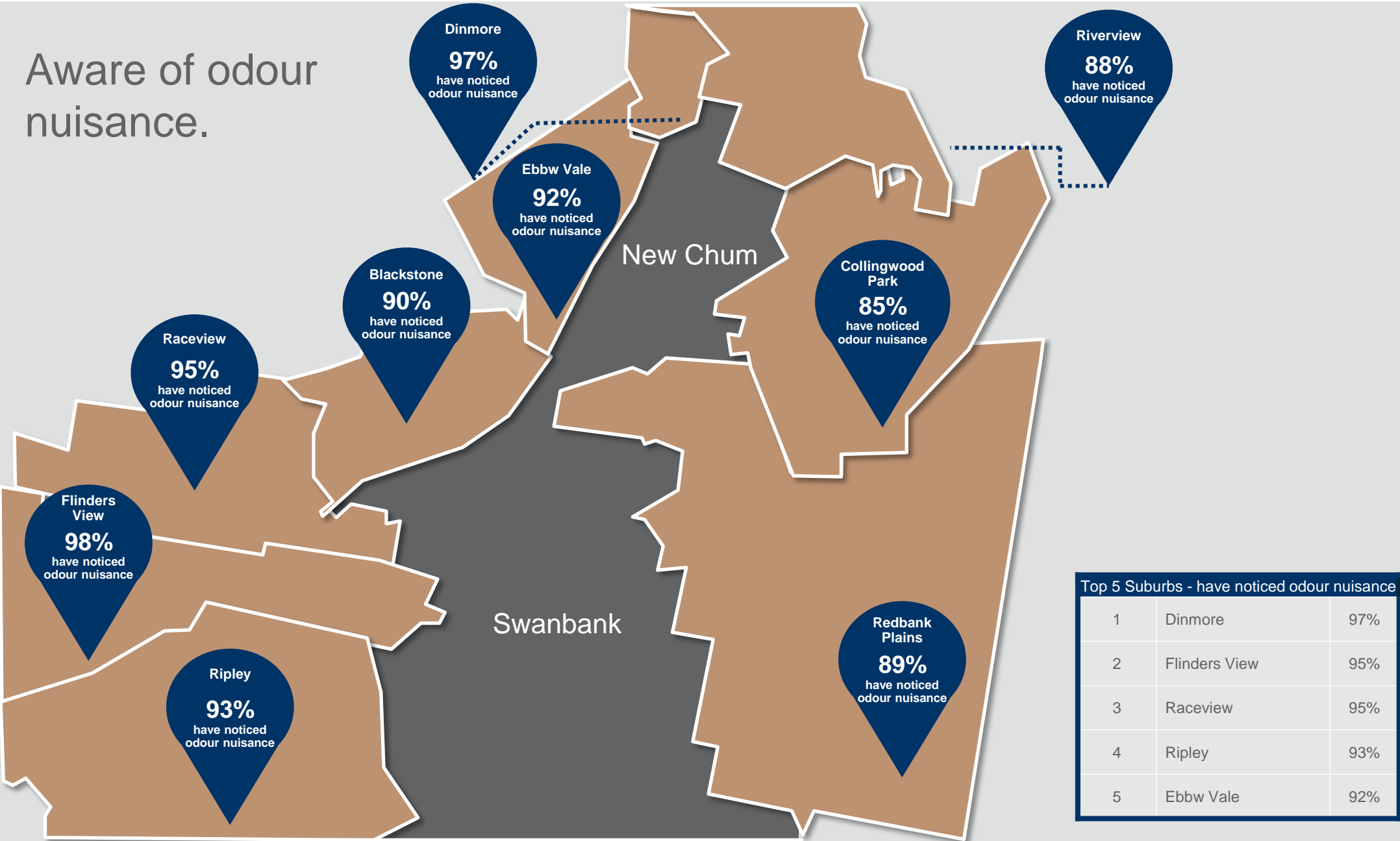
Base: Believes industry is impacting Ipswich and surrounds environment	n=405	n=571
Waste services	29%	56%
Construction	14%	4%
Housing	13%	10%
Manufacturing	5%	1%
Mining	4%	3%
Agriculture	1%	1%
Trade (i.e. retail and wholesale)	1%	0%
Composting	0%	14%
Other (specify)	4%	7%
No specific industry is having a great impact to the region	27%	4%

The background image shows a construction site. In the foreground, there is a large, conical pile of reddish-brown soil. To the right, a large blue tarp is draped over an object, with a person wearing a yellow safety vest visible in the distance. The sky is overcast and grey. A large, semi-transparent grey circle is overlaid on the center of the image, containing the text.

Awareness and
concern of
odours.



Aware of odour nuisance.



1	Dinmore	97%
2	Flinders View	95%
3	Raceview	95%
4	Ripley	93%
5	Ebbw Vale	92%



When prompted, awareness of odours in the local community is moderately high and are certainly a concern.

- The next two slides describe awareness, frequency and description of the odour.
- Half of Ipswich residents (52%) have noticed an odour nuisance in the local area, and 6 in 10 (57%) are concerned about local air quality.
- Amongst those who have noticed an odour, a significant proportion (73%) report they have noticed it at least once a week, including over a third (36%) who report this occurs daily.
- A significant proportion (76%) also report this most recently occurred in the last week, including over half (55%) who report this occurred in the last few days.
- The odour generally lasts several hours (57%), but 19% report it lasts all day.
- The odour is largely described as faecal (like manure) (44%) or compost waste (37%). However a mixture of odours are described, with a further quarter describing it as rotten eggs (25%) or dead animal (22%). The intensity tends to vary (65%).
- Odour awareness, concern, perceived frequency and duration is higher amongst those who opted into the online public consultation. Their description of the odour is consistent with the telephone survey.






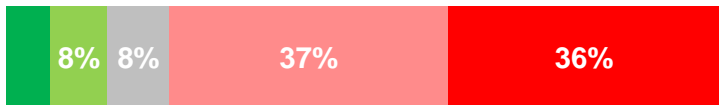




Only 12% of Ipswich residents surveyed by telephone are aware of any proactive work being done to manage odour nuisance in the community, suggesting room for increased visibility by the Department*.

This is at the same level (11%) amongst those who opted into the online public consultation



Ipswich residents (telephone)

Public consultation (online)

Base: All		n=800	n=635
	Concerned about Ipswich surrounding areas air quality or about odours generated by local industry	57% Yes	98% Yes
	Has ever noticed an odour nuisance in Ipswich or surrounding areas	52% Yes	97% Yes
Base: Ever noticed odour nuisance		n=415	n=621
	Frequency of odour nuisance	 <ul style="list-style-type: none"> ■ Every couple of months ■ At least once a month ■ At least once a fortnight ■ At least once a week ■ On a daily basis 	 <ul style="list-style-type: none"> ■ Every couple of months ■ At least once a month ■ At least once a fortnight ■ At least once a week ■ On a daily basis
	Last time noticed odour nuisance	 <ul style="list-style-type: none"> ■ In the last few months ■ In the last week ■ In the last month ■ In the last few days ■ Don't know 	 <ul style="list-style-type: none"> ■ In the last few months ■ In the last week ■ In the last month ■ In the last few days ■ Don't know

Q6a. Are you concerned about Ipswich and the surrounding areas air quality or about odours generated by local industry? (SR)

Q7a. Have you ever noticed an odour nuisance in the Ipswich and the surrounding areas? (SR) (Note: results have been rebased to total sample)


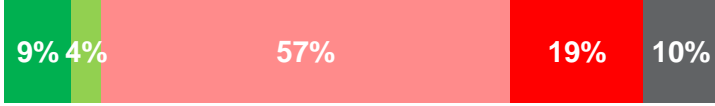
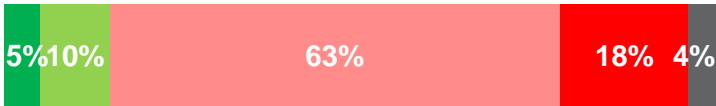

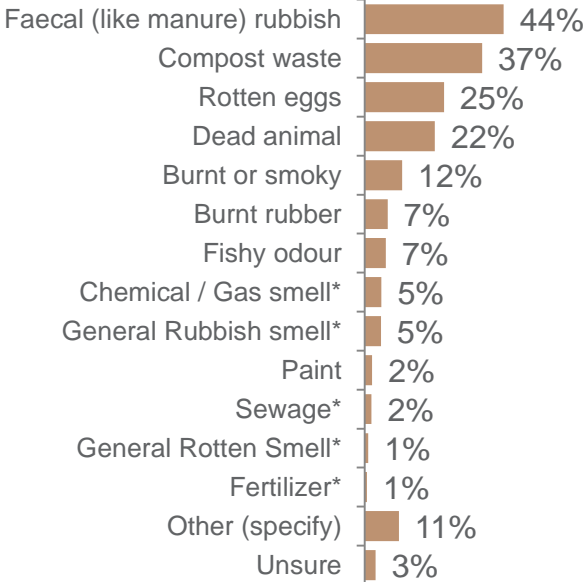
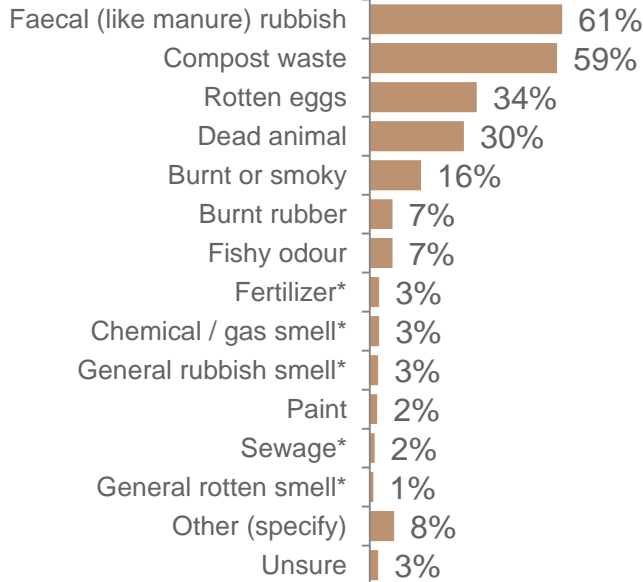

Q7b. How often would you say you notice an odour nuisance in the Ipswich and the surrounding areas? (SR)

Q7c. When was the last time you noticed an odour nuisance in the Ipswich and the surrounding areas? (SR)



Ipswich residents (telephone)

Public consultation (online)

Base: Ever noticed odour nuisance		n=415	n=621
	How long odour nuisance usually lasts for	 <p> ■ Less than 30 mins ■ 30 mins-1 hour ■ Several hours ■ All day ■ Don't know </p>	 <p> ■ Less than 30 mins ■ 30 mins-1 hour ■ Several hours ■ All day ■ Don't know </p>
	Description of odour characteristics and qualities		
	Does odour intensity vary?	<div style="border: 2px solid orange; border-radius: 15px; padding: 10px; display: inline-block;"> <p>65% Yes</p> </div>	<div style="border: 2px solid orange; border-radius: 15px; padding: 10px; display: inline-block;"> <p>72% Yes</p> </div>



Most residents describe the intensity of the odour as strong, very strong or extremely strong.

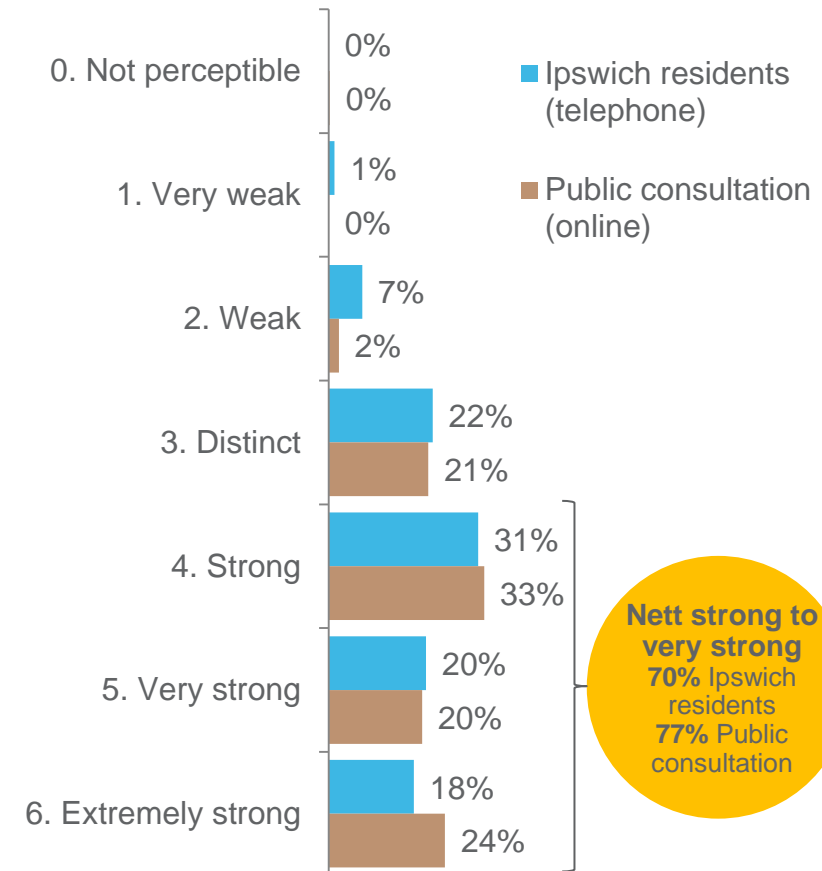
- 7 in 10 (70%) Ipswich residents described the odour in this way, including one-quarter (24%) who described it as extremely strong.
- The odour intensity described was similar amongst those who opted into the online public consultation. Nearly 8 in 10 (77%) described the intensity as strong, very strong or extremely strong, including 18% who described it as extremely strong.
- The intensity of the odour is described as strongest in the suburb of Ripley (both surveys).

*Description of intensity provided to respondent:

- 0. Not perceptible:** Odour is not detectable.
- 1. Very weak:** Odour is just detectable in the outdoor air.
- 2. Weak:** Odour is detectable in the outdoor air, but is not clearly distinguishable, noxious or offensive
- 3. Distinct:** Odour is present in the outdoor air and is very distinct and clearly distinguishable
- 4. Strong:** Odour is present in the outdoor air and would be noxious or offensive and cause a person to attempt to avoid it completely
- 5. Very strong:** Strong odour present in the outdoor air, which is so strong it is overpowering and intolerable for any length of time
- 6. Extremely strong:** Odour in the outdoor air, which is immediately intolerable

Description of most recent odour intensity*

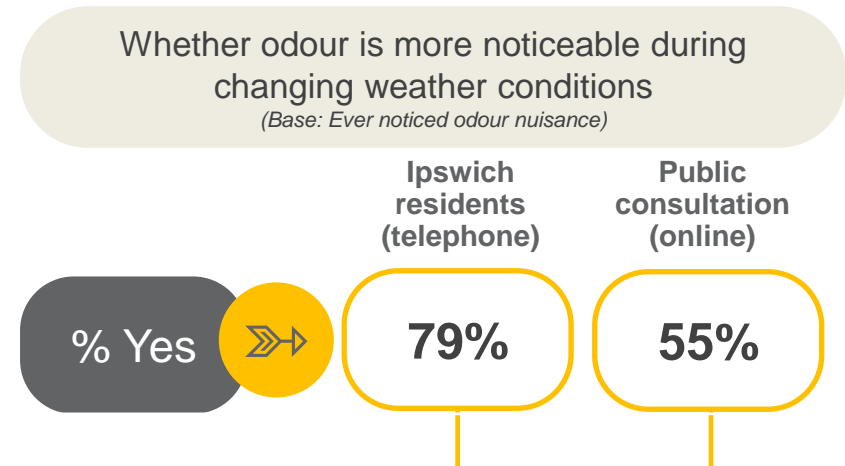
(Base: Ever noticed odour nuisance)





Most residents say the odour is more noticeable in changing weather conditions, particularly when its windy.

- 8 in 10 (79%) Ipswich residents report the odour is more noticeable in changing weather conditions, with over half of these residents reporting it is more noticeable during windy conditions (52%). To a lesser extent, the odour is more noticeable when its particularly hot (27%).
- These two weather conditions are also the top mentions amongst the 55% of online public consultation participants who report the odour is more noticeable in changing weather conditions. This group are more likely to consider the odour is consistent (based on results shown earlier in the report).



Base: Believes odour is more noticeable during changing weather conditions (% yes)	n=334	n=305
When it's windy	52%	68%
Heat	27%	21%
Rain	17%	8%
When it's cold	14%	10%
Morning	7%	13%
Humidity	6%	3%
When it's cloudy / overcast	4%	2%
Late afternoon/ night time	4%	12%
Damp weather	2%	2%
Don't know	1%	0%
After it's been raining	0%	5%
Other	6%	3%

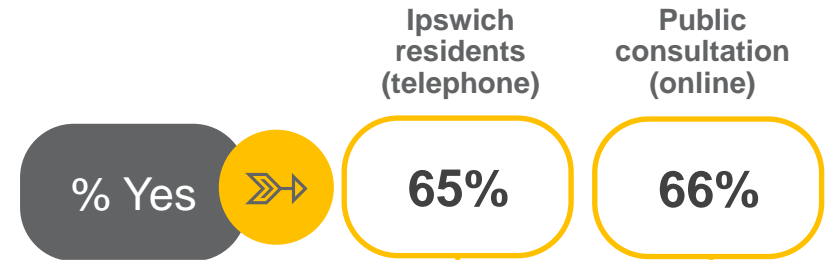


2 in 3 residents believe they know the source of the odour – the Swanbank Dump is the most commonly mentioned suspect.

- Levels of belief about the source are consistent amongst both the Ipswich residents surveyed by telephone (65%) and those who opted into the online public consultation (66%).
- Both spontaneously mention the Swanbank Dump as the believed source (44% Ipswich residents surveyed by telephone; 31% online public consultation participants).
- Following this were general mentions of a dump as well (Swanbank not specifically mentioned) (16% Ipswich residents surveyed by telephone; 18% online public consultation participants) – though a number of people also described the odour as coming from Swanbank area generally.

Whether residents believe they know the source of the odour

(Base: Ever noticed odour nuisance)



Base: Believes they know the source of the odour (% yes)	n=285	n=396
Swanbank Dump	44%	31%
General mention of dump	16%	18%
General Swanbank area	11%	17%
Dinmore meatworks	3%	1%
General mention of meatworks	3%	1%
Dinmore dump	3%	0%
General mention of a factory	2%	0%
Composting plant	1%	4%
Sewage plant	1%	1%
Passing trucks	1%	0%
Riverview waste management facility	1%	0%
Fertiliser plant	1%	2%
Mulching	1%	4%
Redbank Dump	0%	0%
New Chum landfill	0%	4%
Other	12%	15%



Future
Engagement.



Future updates on
the odour.

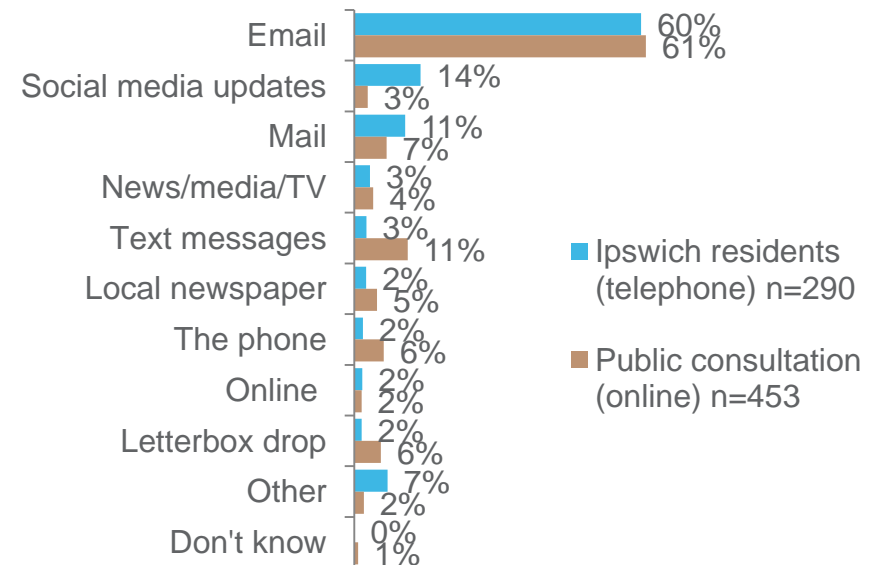


39% of Ipswich residents surveyed by telephone would like to be updated on odour management issues in the Ipswich area.

This increases to 76% of those who opted into the online public consultation (remembering that this group are potentially more engaged with the topic than the general community).

- Both groups clearly prefer being updated by email than any other channel (60%+).
- Social media (14%) and mail (11%) rank second and third most preferred channels amongst Ipswich residents surveyed by telephone.
- Potentially because of their higher level of engagement with the topic, those who opted into the online public consultation have a second preference of text messages directly to their mobile (11%).

Preferred channel for updates on odour management issues
(Base: Would like to be updated on odour management issues)



Q8. Would you like to be updated on odour management issues in the Ipswich area? (SR) Base: All minus those who answered pilot survey; n=746

Ipswich residents (telephone); n=631 Public consultation (online)

Q9. How would you like to be updated on the odour management issues? OPEN ENDED QUESTION CODED INTO THEMES FOR THE PURPOSE OF

QUANTIFICATION



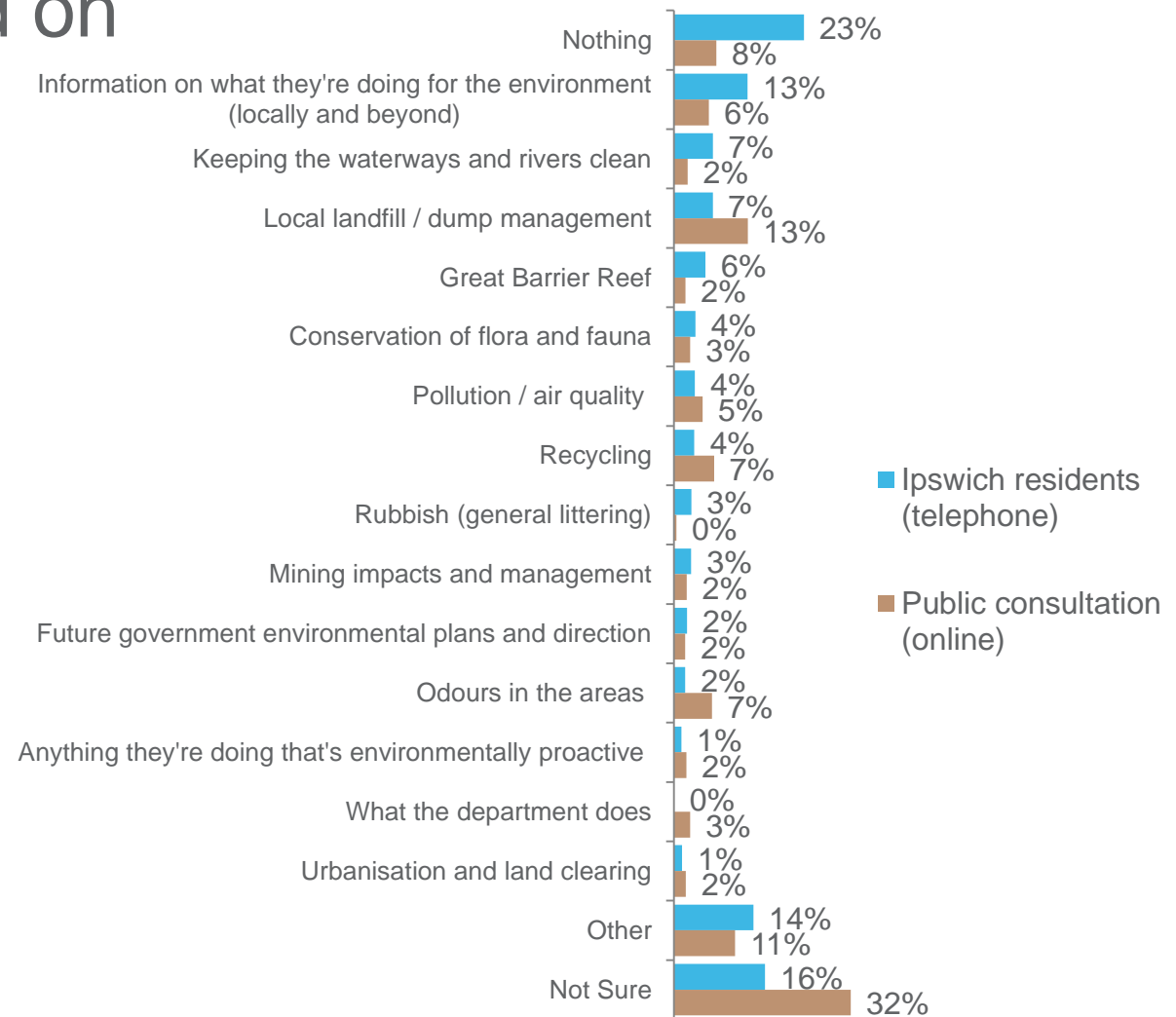
Future updates on
other environmental
matters.



Looking more broadly than odour issues, residents would like to be updated on a broad range of environmental topics.

- Six percent or more of Ipswich residents surveyed by telephone spontaneously mentioned information on what the Department is doing generally for the environment (locally and beyond) (13%), keeping waterways and rivers clean (7%), local landfill or dump management (7%) or the Great Barrier Reef (6%). However a broad range of topics were mentioned in addition to these.
- A broad range of topics were also mentioned by those who opted into the online public consultation – though local landfill and dump management ranked first at 13% spontaneous mention.

Queensland environmental topics of interest (future updates) – spontaneous mentions
(Base: All)

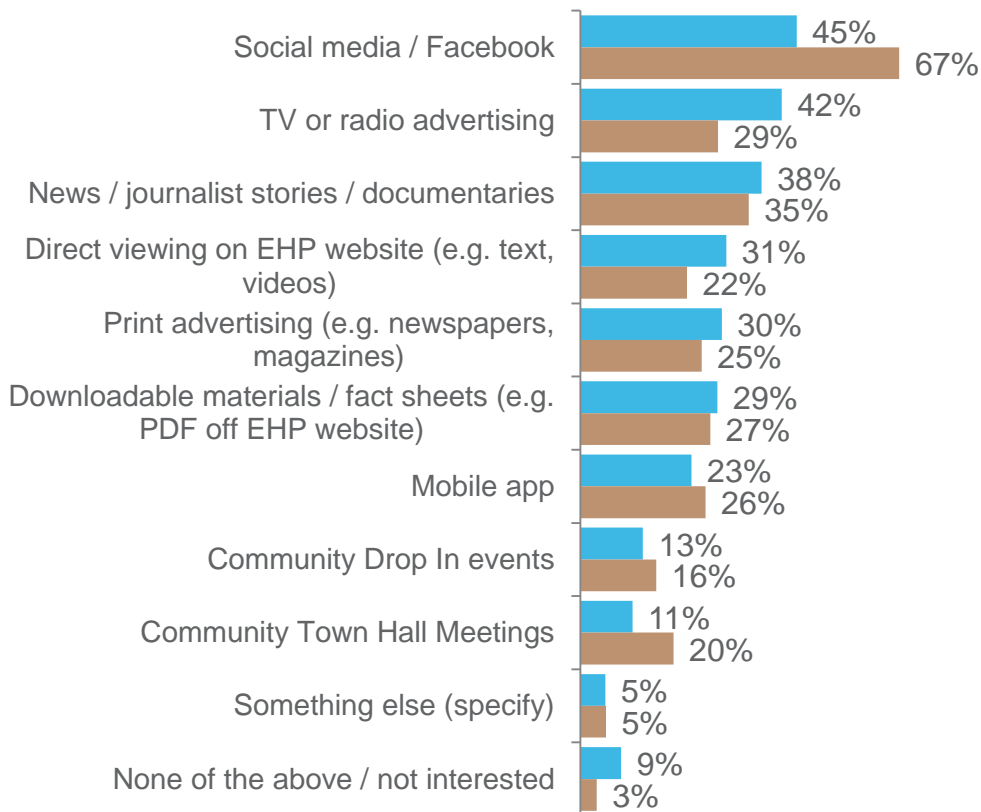




Residents would prefer to receive this topical information via social media (incl. Facebook), and to a lesser extent, TV or radio.

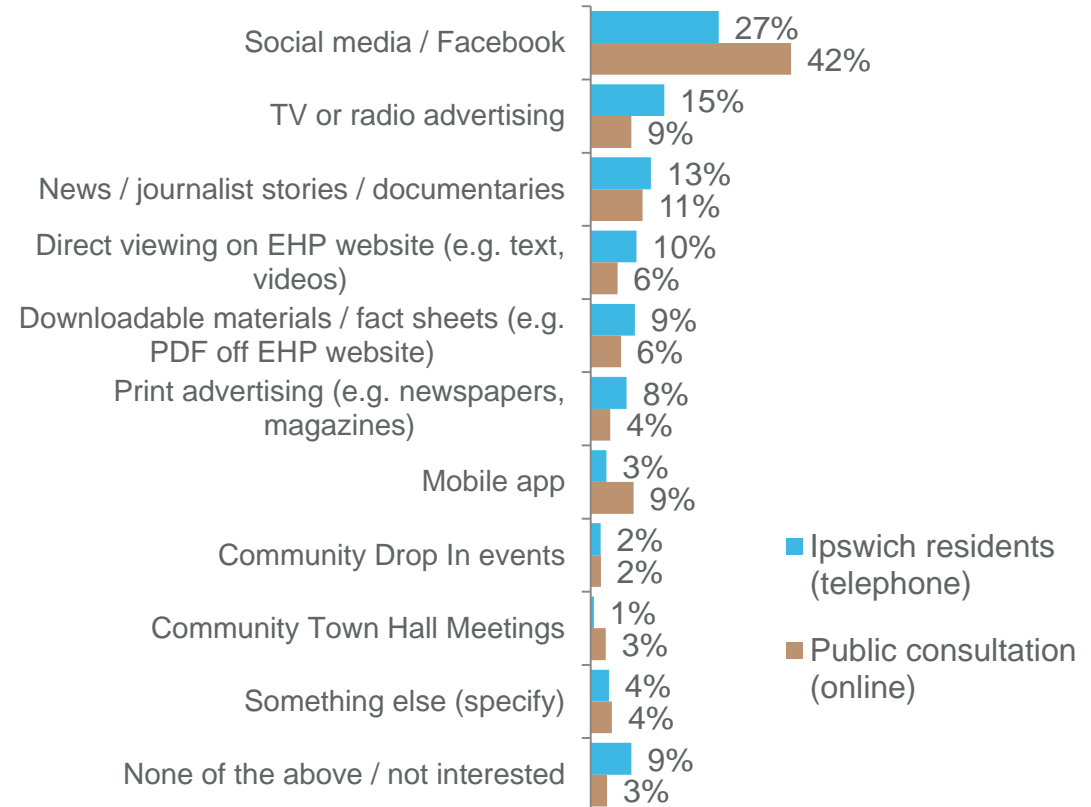
Accessing topical information from the Department – preferred channels (all)

(Base: All)



Accessing topical information from the Department – most preferred channel (single)

(Base: All)



Q13. How would you like to see or access this sort of topical information from the department? (MR)

Q14. And, what is your most preferred channel to see or access this sort of topical information from the department? (SR)

(Note – Q14 has been rebased to total sample)



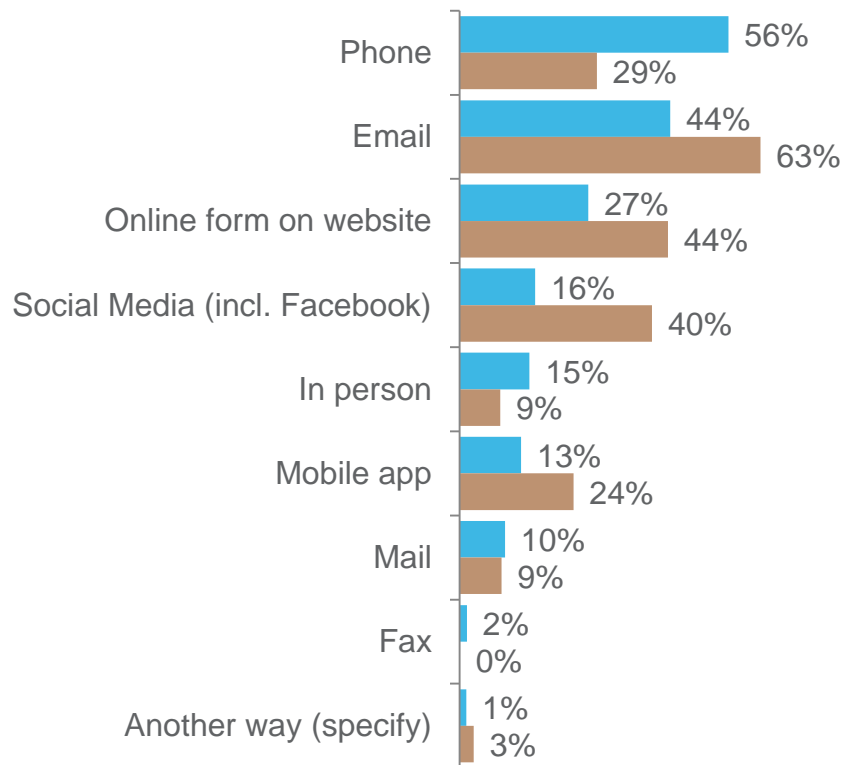
Reporting
environmental matters
to the Department.



When reporting an environmental matter to the Department, most residents would prefer to do so via phone or email.

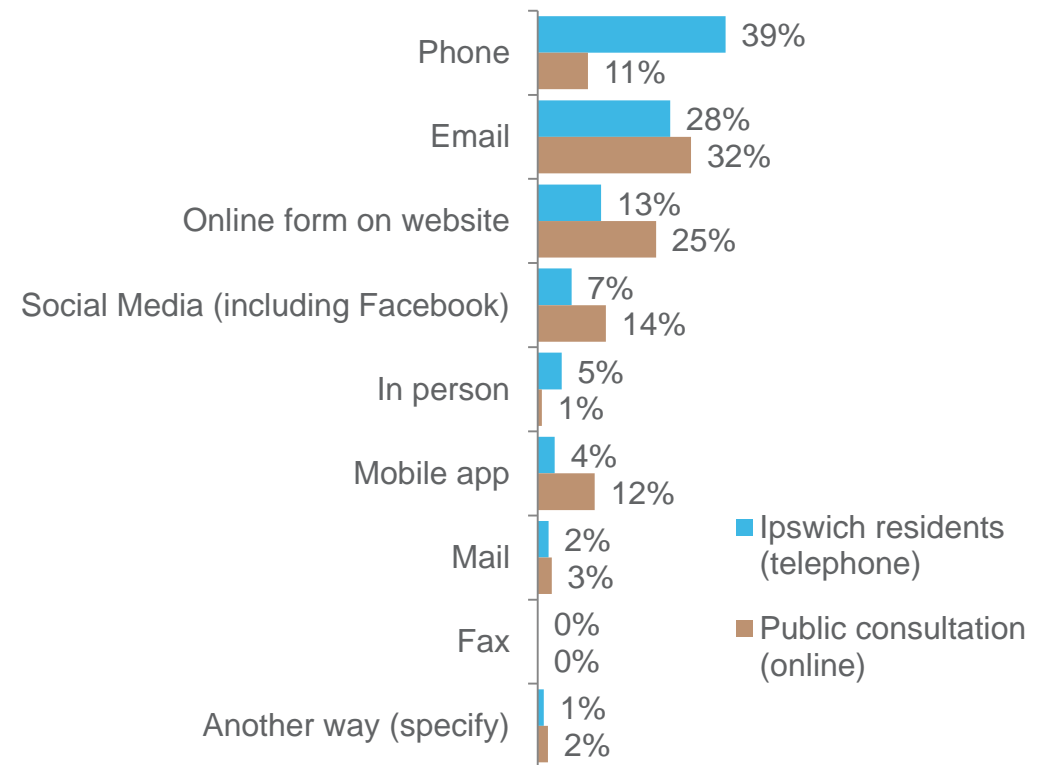
Reporting an environmental matter to Department – preferred channels (all)

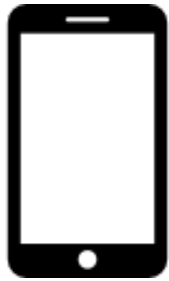
(Base: All)



Reporting an environmental matter to Department – most preferred channel (single)

(Base: All)



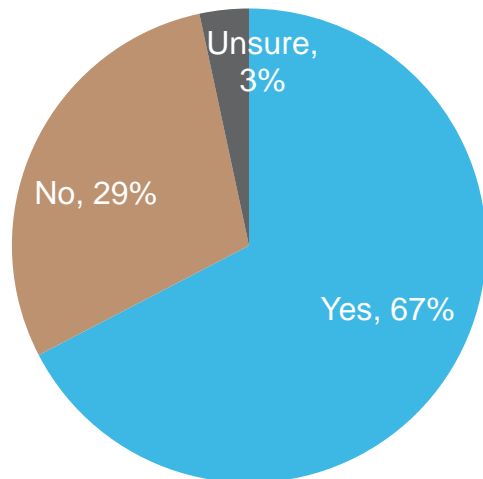


However, when prompted, 2 in 3 Ipswich residents report they would potentially use a mobile app to report an issue and provide supporting material to the Department.

This increases to 80% of those who opted into the online public consultation (remembering that this group are potentially more engaged with the topic than the general community).

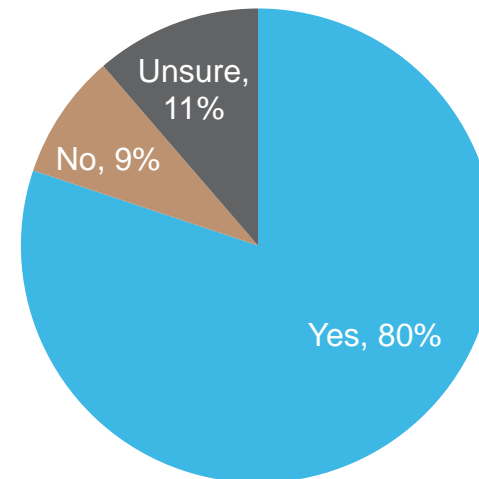
Potential usage of a mobile app – Ipswich residents (telephone)

(Base: All)



Potential usage of a mobile app – Public consultation (online)

(Base: All)





Appendix.

Sample Profile.



Sample Profile

* Differences in the profile of telephone and online samples can be accounted for the following:

1. The online survey allowed residents residing in a greater range of suburbs participate, not just the immediate ones surrounding Swanbank.
2. The online survey allowed residents to opt-in, whereas the telephone survey was completely random. The online survey would be slightly skewed towards those who are more engaged with the topic.

	Ipswich residents (telephone) (n=800)	Public consultation (online) (n=635)
Gender		
Male	48%	49%
Female	52%	51%
Age		
18 - 24 years	6%	3%
25 - 39 years	42%	42%
40 – 54 years	25%	27%
55 plus	27%	28%
Employment status		
Full time	48%	53%
Part time / casual	17%	15%
Retired	17%	12%
Home duties	10%	10%
Not currently employed	5%	2%
Full time student	1%	2%
Other (specify)	1%	4%

	Ipswich residents (telephone) (n=800)	Public consultation (online) (n=635)
Suburb of residence		
Redbank Plains	38%	31%
Raceview	21%	10%
Collingwood Park	14%	8%
Flinders View	13%	12%
Riverview	7%	1%
Ripley	3%	18%
Blackstone	2%	0%
Dinmore	2%	0%
Ebbw Vale	1%	0%
Karalee	-	2%
Bellbird Park	-	2%
Bundamba	-	1%
Silkstone	-	1%
Brassal	-	1%
Deebing Heights	-	1%
Barellan Pt	-	1%
Other	-	12%

S2. And what is your gender? (SR)

S1. Into which of the following age groups do you fall? (SR)

S4. Which of the following best describes your current employment situation?

S2a. What suburb do you live in? (SR)

S7. Which of these best describes the structure of your household? (SR)

*Note: All data is weighted by age, gender and region to reflect the Queensland population profile ABS estimates 2015).



Sample Profile

* Differences in the profile of telephone and online samples can be accounted for the following:

1. The online survey allowed residents residing in a greater range of suburbs participate, not just the immediate ones surrounding Swanbank.
2. The online survey allowed residents to opt-in, whereas the telephone survey was completely random. The online survey would be slightly skewed towards those who are more engaged with the topic.

	Ipswich residents (telephone) (n=800)	Public consultation (online) (n=635)
SA4 – residence*		
Ipswich Inner	48%	57%
Springfield - Redbank	52%	43%
Length of residence in area		
Less than 1 year	2%	16%
2- 5 years	18%	21%
5 + years	80%	63%

	Ipswich residents (telephone) (n=800)	Public consultation (online) (n=635)
Household structure		
Couple / family with children at home	48%	51%
Couple whose children have left home	14%	15%
One parent family	10%	5%
Couple without children	10%	17%
Single person household	9%	6%
Group / share household	7%	4%
Other (specify)	1%	3%
Member of environmental or waste associated groups/causes		
Yes – Flora and Fauna	4%	0%
Yes – Sustainability	3%	4%
Yes – Animals	2%	0%
Yes – Other	1%	3%
None	93%	93%

S2a. What suburb do you live in? (SR)

S3. How long have you lived in the Ipswich region?

S7. Which of these best describes the structure of your household? (SR)

S6. What, if any, environmental or waste associated groups or causes are you a member of or affiliated to? OPEN ENDED

*Note: All data is weighted by age, gender and region to reflect the Queensland population profile ABS estimates 2015).

