

# DWER Corporate Research 2022

## Stakeholder, Customer & Community Insights



**2022 Results**

# Scope of Engagement



**Stakeholder  
Survey**

**Online and  
telephone survey**

n=396 achieved sample



**Customer  
Survey**

**Online survey**

n=307 achieved sample



**Community  
Survey**

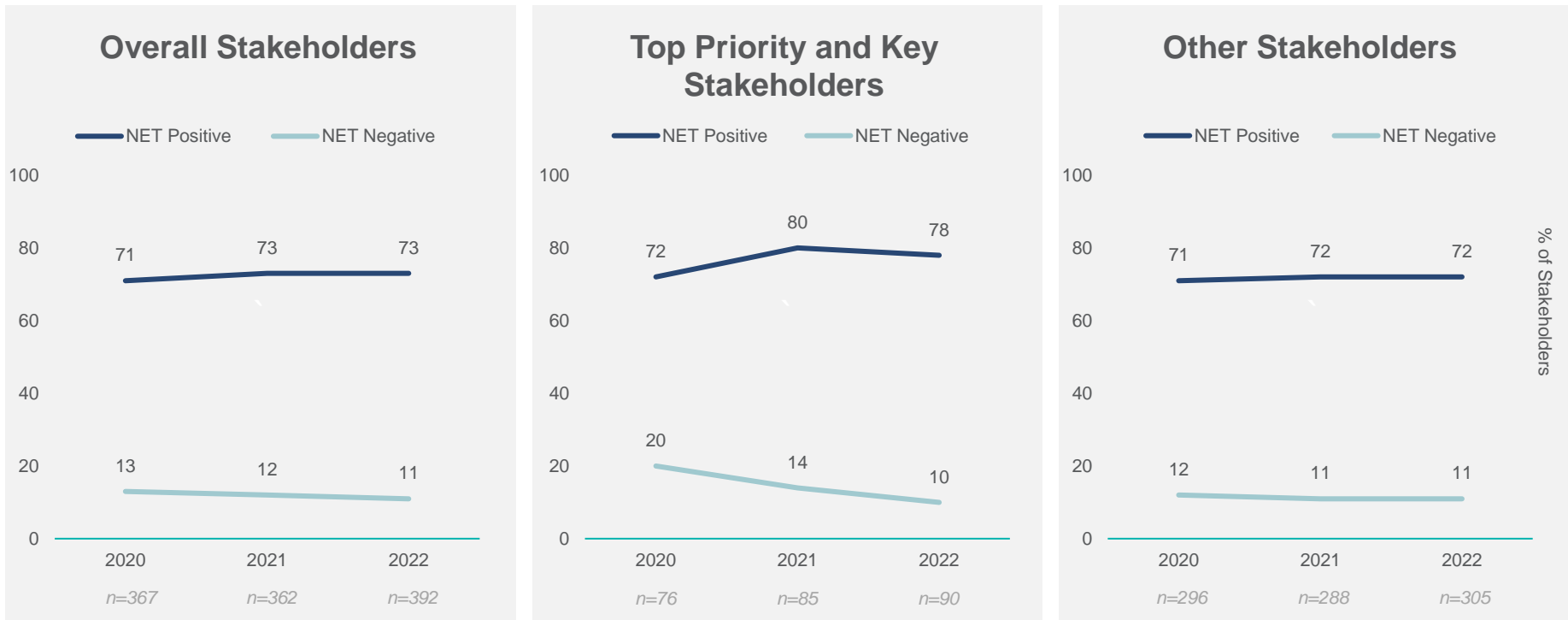
**Online survey**

n=604 achieved sample  
(n=403 metro, n=201  
regional WA)

Data collection: 18<sup>th</sup> October 2021 to 11<sup>th</sup> January 2022.

# Stakeholder impressions of DWER are still largely positive

## Stakeholder Sentiment Towards DWER

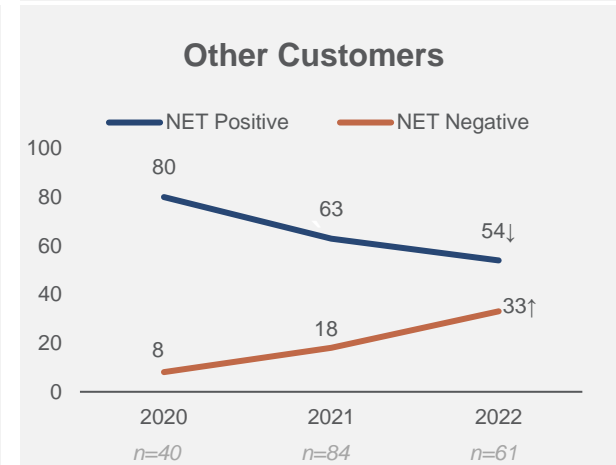
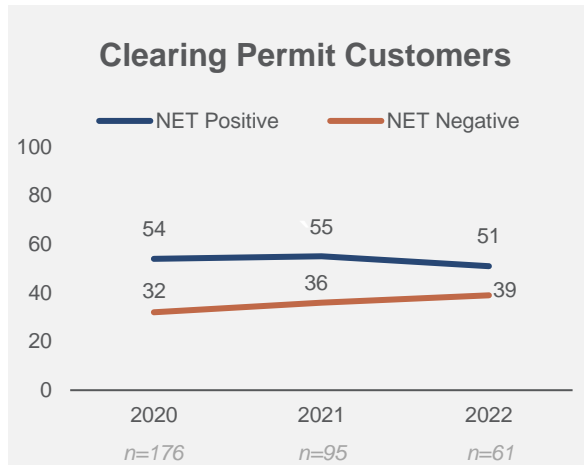
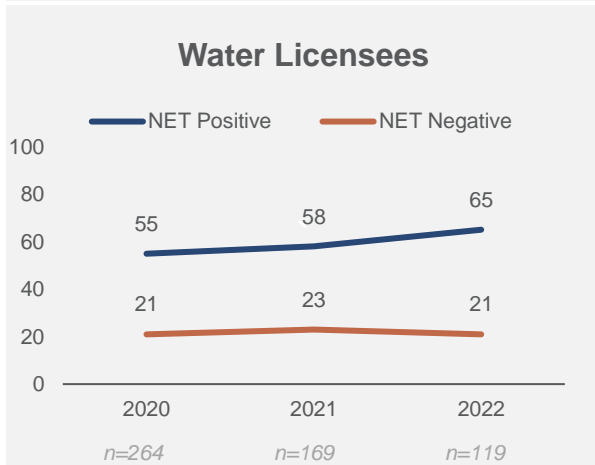
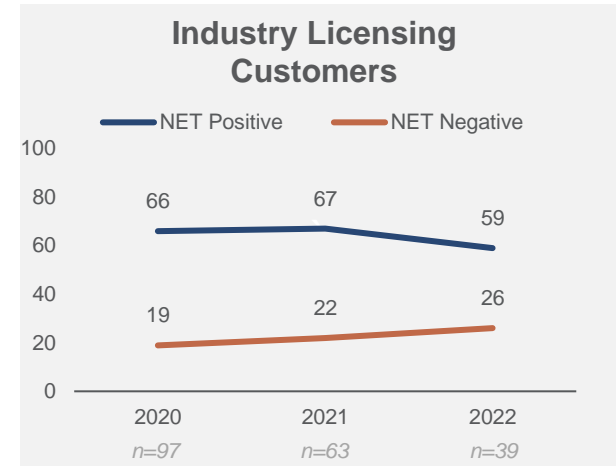
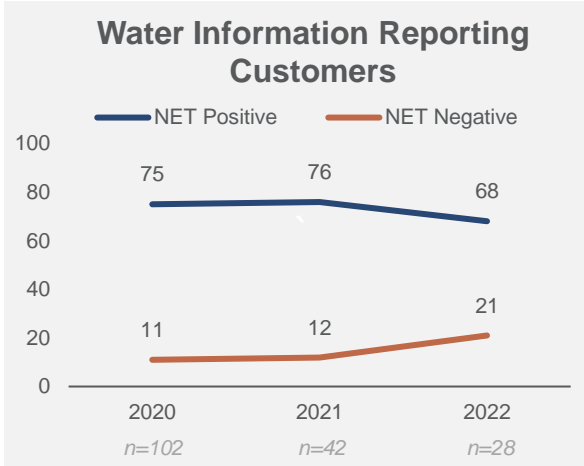
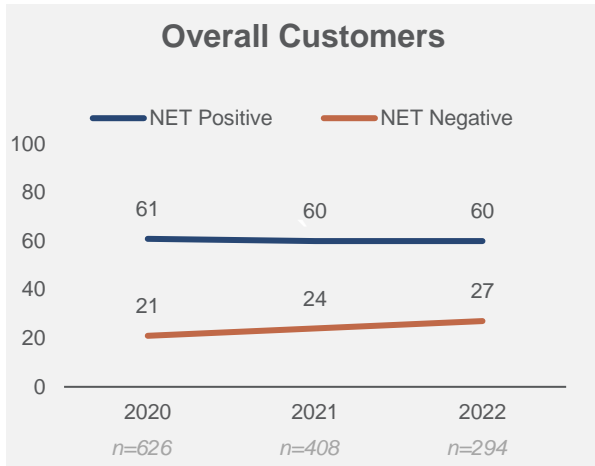


Excludes *don't know* responses

Q6. Overall, how do you feel about the Department of Water and Environmental Regulation as an organisation?

# However transactional **customer** perceptions of DWER have softened across most customer groups

## Overall Sentiment Towards DWER



# Key Issues Cited by Transactional Customers...

Decision making

Customer service

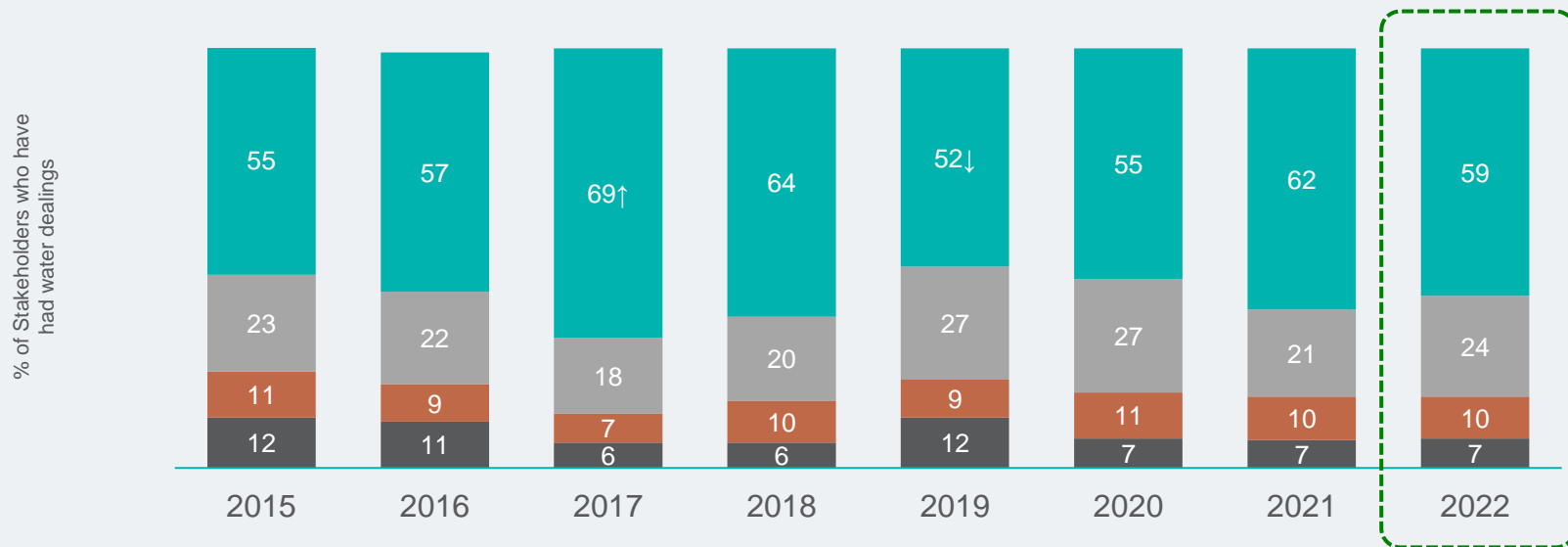


# This year's KPI held steady at six in ten



## Water KPI | Perceived Effectiveness of DWER At Managing the State's Water

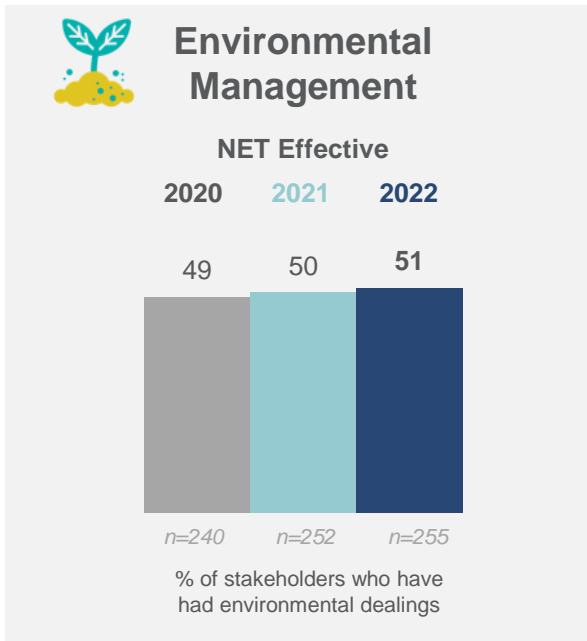
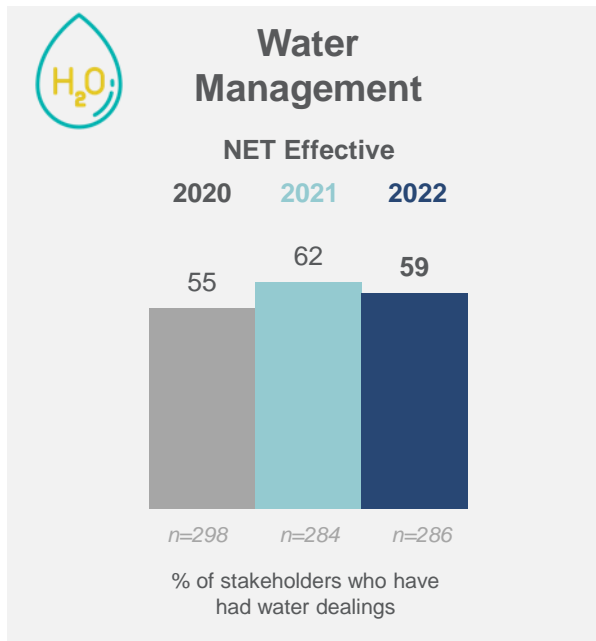
■ Don't know ■ NET ineffective ■ Neither ineffective nor effective ■ NET effective



2022 n=286 | 2021 n= 284 | 2020 n=298 | 2019 n=250 | 2018 n=233 | 2017 n=319 | 2016 n=263 | 2015 n=279  
 Q11. From your experience with and understanding of the Department, would you say that overall it ...?  
 Scores may equal 100% by +/- 1% due to rounding

# Water management continues to receive the highest ratings from Stakeholders, with perceptions of waste management trending upwards

## Perceived Effectiveness of DWER At Managing... | % NET Effective



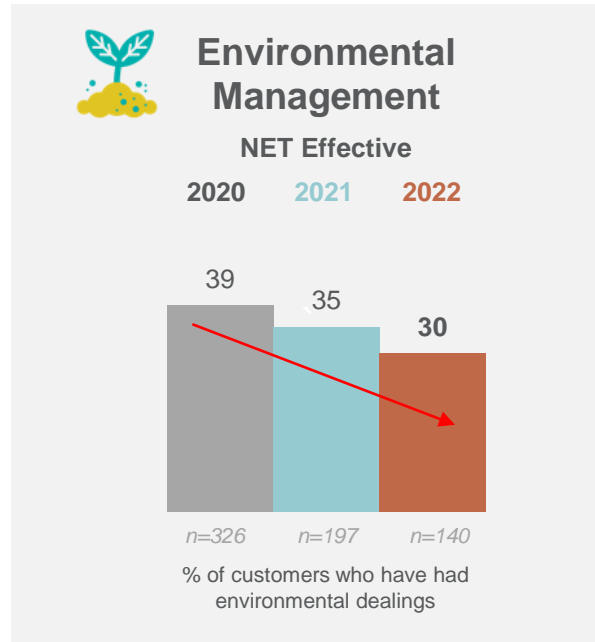
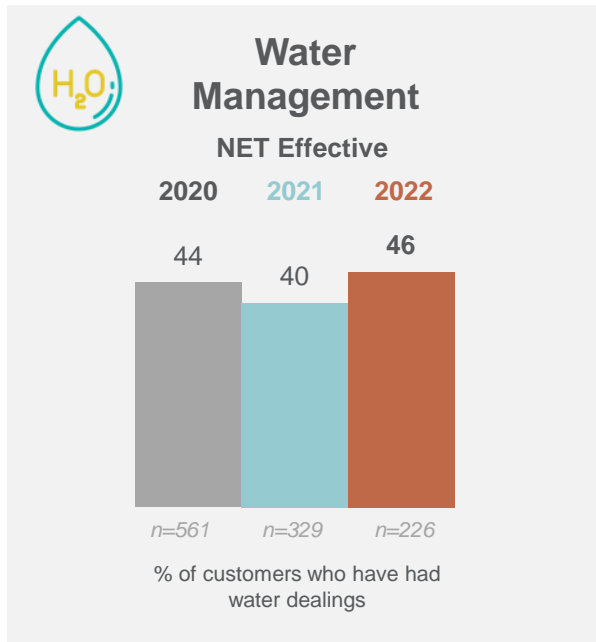
Q11. From your experience with and understanding of the Department, would you say that overall it ...?

Q14. Overall, how effective do you think DWER is in managing the state's environment for sustainable productive use?

Q16. Overall, how effective do you think DWER is in setting the framework for better management of waste including improving the reuse and recycling of waste products?

# Customer perceptions of DWER's waste management continue to trend upwards; perceived effectiveness of environmental management has declined

## Perceived Effectiveness of DWER At Managing... | % NET Effective



Q11: Overall, how effective do you think DWER is in managing the state's water as a resource for sustainable productive use?

Q14: Overall, how effective do you think DWER is in managing the state's environment for sustainable productive use?

Q16: Overall, how effective do you think DWER is in setting the framework for better management of waste including improving the reuse and recycling of waste products?



# Key Issues/Suggestions for Improvement



## Water Management

Key reasons for perceived ineffectiveness are:

- Perceived lack of long-term planning
- Inadequate monitoring and enforcement
- Lack of a balanced/fair and equitable approach
- Too much reliance on modelling
- Need for more focus on regional and remote issues



## Environmental Management

Commonly cited issues are:

- Allowing too much clearing of land
- Being too focused on industry development
- Lack of a strategic approach
- Lack of enforceable policies
- Not enough monitoring of water use



## Waste Management

Stakeholders would like to see:

- More support for LGAs and industry to meet their waste strategy targets
- Regulation regarding waste and recycling in particular.

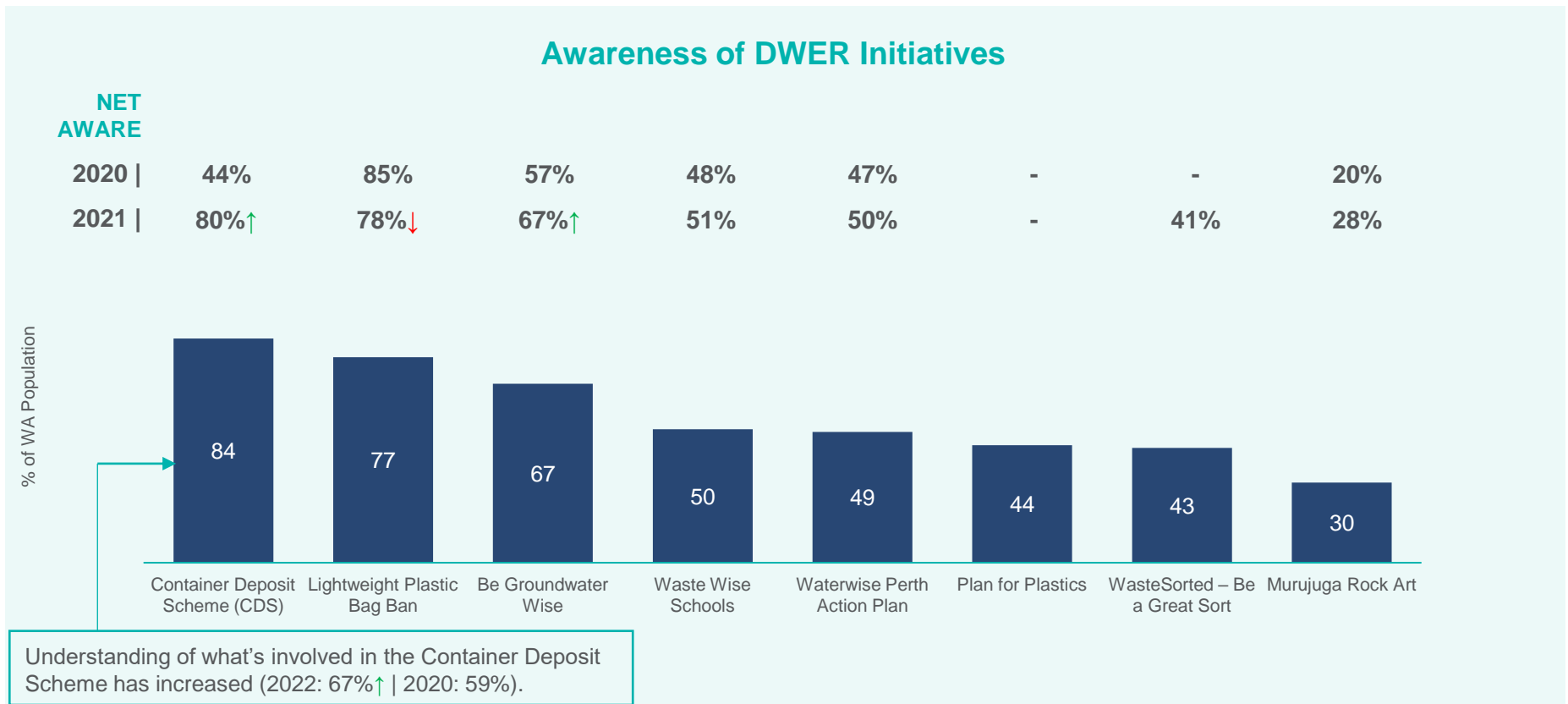
# Water security is still the key priority; Climate change has increased as a priority for Stakeholders



	% High Priority	Stakeholders		Customers	
		2022	2022	2022	2022
Management of the state's ground water resources	68%			52%	
Protection of drinking water sources	66%			51%	
Investing in water projects to address the drying climate	64%			51%	
Climate change	64% ↑			47%	
Contamination of water (i.e. water quality)	61%			58%	
Clearing of land and the environment for development	52%			41%	
Facilitate recycling of waste	51%			47%	
Rubbish/litter polluting our waterways and ocean	47%			45%	
Rubbish/litter polluting our land and environment	45%			44%	
Ensuring waste wise alternatives are available to consumer	45%			40%	
Volume of waste generation by the WA community	45%			39%	
Air pollution	32%			34%	

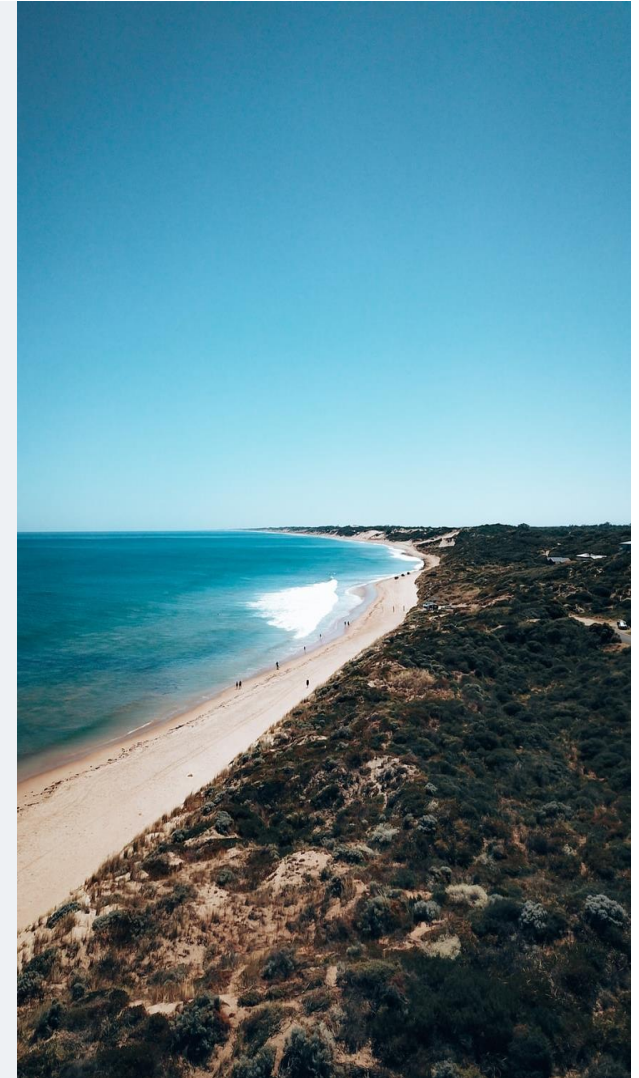
# Community awareness of key DWER initiatives held steady

Understanding of CDS is improving as the scheme enters its second year.



# Key Insights

1. **DWER's stakeholder management framework and increased focus on relationship management since 2019 continues to have a positive impact on Stakeholder perceptions**
2. **However, transactional Customers are less positive**
3. **Customer perceptions of DWER's environmental management have softened**
4. **Perceived effectiveness of waste management is improving**
5. **Water security is still considered the key overall priority, although Climate change has increased in priority for Stakeholders**
6. **Improved understanding of the CDS as the scheme enters its second year**



Metrix Consulting  
Melbourne | Perth | Sydney  
[metrixconsulting.com.au](http://metrixconsulting.com.au)

