

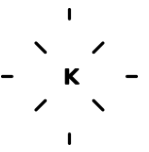


Eden Project Anglesea

Feedback Survey Analysis Report

July 2019

Prepared for Eden Project and Alcoa of Australia



Considerations when reading this report:

Several factors influenced the gathering and analysis of the quantitative data and qualitative feedback presented in this report and should be considered before reading. These include:

- ❖ The information presented in this report was collected from a voluntary survey and therefore the sample is not necessarily statistically representative of the population of the Anglesea community or the wider concept stakeholder group.*
- ❖ The collation and analysis of data has been undertaken by Keep Left.*
- ❖ Given the time period that survey submissions were taken, respondents were expected to have varied levels of insight and understanding of the proposed concepts when they completed the survey.*
- ❖ The comments referenced within this report are often a direct quotation of feedback provided by respondents within their surveys. The accuracy of content provided within this feedback has not been assessed, and therefore should not necessarily be viewed as a statement of fact, but rather a representation of the opinions and perceptions of respondents.*
- ❖ For the purposes of this analysis, Keep Left has assumed that each survey represents one individual. However, due to the multiple methods of distribution and submission, there is the potential that one or more individuals submitted more than one survey, either in hard copy, digitally or both.*
- ❖ To minimise the likelihood of a respondent submitting multiple forms electronically, a capability was activated within the survey platform, which used cookies to restrict a users' capability to submit multiple surveys from a device.*
- ❖ Feedback quoted in this report may have been edited to correct spelling and grammar to aid readability. Care has been taken not to change the sentiment, tone or context of this feedback.*

Acknowledgement of Country

Keep Left acknowledges the Wadawurrung Traditional Owners of the lands on which the mine and former power station stand, and we pay our respect.

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FEEDBACK SURVEY ANALYSIS REPORT

Developed by Keep Left for Alcoa and Eden Project International

Executive Summary

The Eden Project Anglesea concept was introduced to the Anglesea community and key stakeholder groups in late May and early June 2019, during a comprehensive program of community engagement events and activities led by Eden Project International and Alcoa of Australia.

The objectives of these activities were to gather feedback from the Anglesea community and key stakeholders to gauge sentiment towards the project, understand areas of improvement, concern or where more information was sought, as well as uncovering ideas and creating a database of contacts.

To help achieve these objectives a range of feedback methods were utilised, including a feedback survey available in both hard-copy format at community events and digitally via www.edenprojectanglesea.com.au.

This report provides analysis on the surveys received during the consultation period. Between 21 May and 18 June, a total of 413 were submitted. Approximately 59% of respondents self-reported their interest in the project as being a permanent resident, around 21% semi-permanent residents, while the remaining 20% were categorised as general interest respondents.

Thorough analysis was carried out on the feedback provided within the three open-ended questions, which sought to understand respondents' views on: the Eden Project Anglesea concept's key benefits (404 responses); areas for improvement (358 responses); and where more information was requested (352 responses).

Across the 1,114 individual comments, 22 themes were identified and the top ten most commonly mentioned themes are outlined in figure 1.

Themes	
1.	Traffic, roads and access
2.	Local economy and tourism
3.	Education
4.	Flora and fauna conservation
5.	Sustainability
6.	Mine rehabilitation
7.	Town amenity and character
8.	Concept design
9.	Employment opportunities
10.	Community engagement

Figure 1 Top ten feedback themes

Analysis of all survey responses revealed the overall sentiment was generally positive and supportive of the concept, with a minority of feedback assessed as negative towards the concept. Understandably, at this early stage of the concept, there were also many questions and comments raised.

When asked about the benefits of the concept, 89% of respondents identified positive examples. Respondents expressed excitement and optimism centred around the benefits an Eden Project Anglesea could have on the local economy and jobs, with tourists having a reason to stay in town

longer. The positive impact of education about sustainability and the natural world was also commonly raised, together with the opportunities the concept could offer to young people and school groups. The opportunities to showcase the environmental significance of the local region, particularly the Anglesea Heath, was a common area of feedback. Respondents referred to the concept as an exemplary example of mine rehabilitation and a positive long-term outcome for a former industrial site. The sustainability credentials of Eden Project were commonly referenced as were the opportunities to communicate sustainability messages through the concept.

There was clear feedback that respondents wanted the community to be involved in the concept as it evolves and many advocated for further community engagement opportunities and partnerships with local organisations.

The primary area of concern was the impact of an increase in road congestion and traffic that an Eden Project Anglesea could have on the Anglesea's local roads - especially during the summer peak periods. Many respondents wanted assurances that traffic management in and around the site would be effectively addressed in the planning stages. Concerns about how Eden Project Anglesea concept could change the character of Anglesea and town amenity was also a driver of negative feedback for some.

Analysis was also undertaken to determine if there were differences in feedback between residents and non-residents. Traffic, roads and access, local economy and tourism benefits were mentioned by a higher proportion of residents, while education, sustainability and the natural environment were more prominent amongst non-residents.

Introduction

To support the Eden Project Anglesea concept announcement and community engagement program carried out by Eden Project and Alcoa from late May to early June, Keep Left coordinated the development, management and analysis of a “Community and stakeholder feedback survey”.

In combination with the various community events, forums, roundtables and community engagement activities being carried out during this period, the objectives of the survey were to:

- Gauge community sentiment towards concept in an objective and comprehensive way
- Understand key questions and concerns, which exist within the community and other stakeholder groups, following initial concepts and engagement activities being undertaken
- Gather ideas which could help to define and progress the concept
- Build a contact list of people who are interested in the concept, who want to remain informed of its progress

Methodology

To achieve the feedback gathering objectives, the survey was designed to capture feedback across five key elements:

1. Understanding the feedback respondent's reasons for being interested in the concept.

Survey Question 1

Which best describes your interest in the Eden Project Anglesea concept? [multiple choice – select all that apply]

- Local permanent resident
- Semi-permanent resident
- Local business owner/operator
- Member of a business group
- Conserving the environment
- Member of an environmental group
- Recreation
- Visitor
- Potential investor
- General interest
- Other (please specify)

2. Understanding what the feedback respondent saw as the main benefits of the concept.

Survey Question 2

Q2. What elements of the Eden Project Anglesea concept do you see the most benefit?

3. Understanding what parts of the concept survey respondents believed could be improved as well as ideas that they may have to contribute.

Survey Question 3

What elements of the Eden Project Anglesea concept do you think could be improved? [Open field response]

4. Understanding what questions the community and other stakeholders might have about the concept and areas where more detailed information was sought.

Survey Question 4

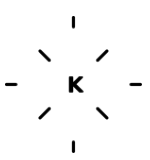
What elements of the Eden Project Anglesea concept would you like more information about? [Open field response]

5. The feedback respondent's contact details and desire to be kept up to date about the concept.

Survey Question 5&6:

Contact details

[Open field responses]



Would you like to opt in to receive more information from Eden Project about the Anglesea concept? [y/n]

An example copy of the survey is provided in Appendix 1.

The survey was distributed via two main channels:

1. Hardcopy surveys were printed and available for completion and submission at all four community engagement events. Respondent's had two options to complete and submit their forms:
 - ❖ Complete the forms at the event and submit immediately.
 - ❖ Take one or more surveys away to complete at a later time and submit with one of the postage-paid self-addressed envelopes provided.
2. A digitised version of the survey managed through the SurveyMonkey platform, was promoted to all visitors on the www.edenprojectanglesea.com.au website, communicated at community engagement events, in a newspaper advertisement, and via email to participants of Alcoa's ongoing CCN meetings and those who signed up at the consultation events.

Feedback Survey Submission Results

Of the **709** people who registered their attendance at the four community events (two drop-in sessions and two invited community stakeholder events), a total of 168 hand written surveys were received. Therefore, approximately one in four people who attended an event provided their feedback in hard copy format.

The Eden Project Anglesea concept website www.edenprojectanglesea.com.au had received a total of **3,312** visitors between going live on the 21st May and 18th June 2019. Through this channel a total of 245 surveys were submitted, representing one in every 13 visitors to the website completing a survey submission.

FEEDBACK FORM SUBMISSIONS

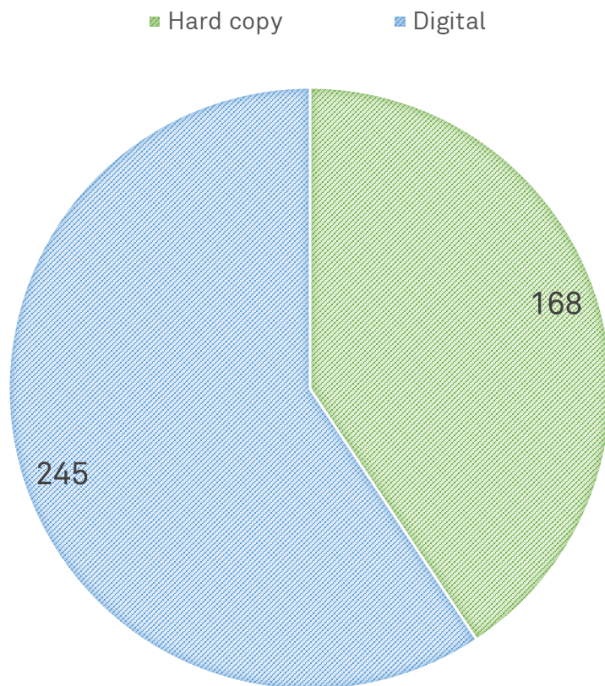


Figure 2 Feedback form submissions

Approximately 80% of all hard-copy surveys were completed and submitted at the community engagement events, while approximately 20% were submitted through the post.

It is worth noting that 6 surveys were received both in digital and hardcopy format which contained no feedback, other than to supply contact details and register the respondent's interest in staying up to date on the project. For the purposes of this report, those surveys have not been included in totals or as part of the analysis.

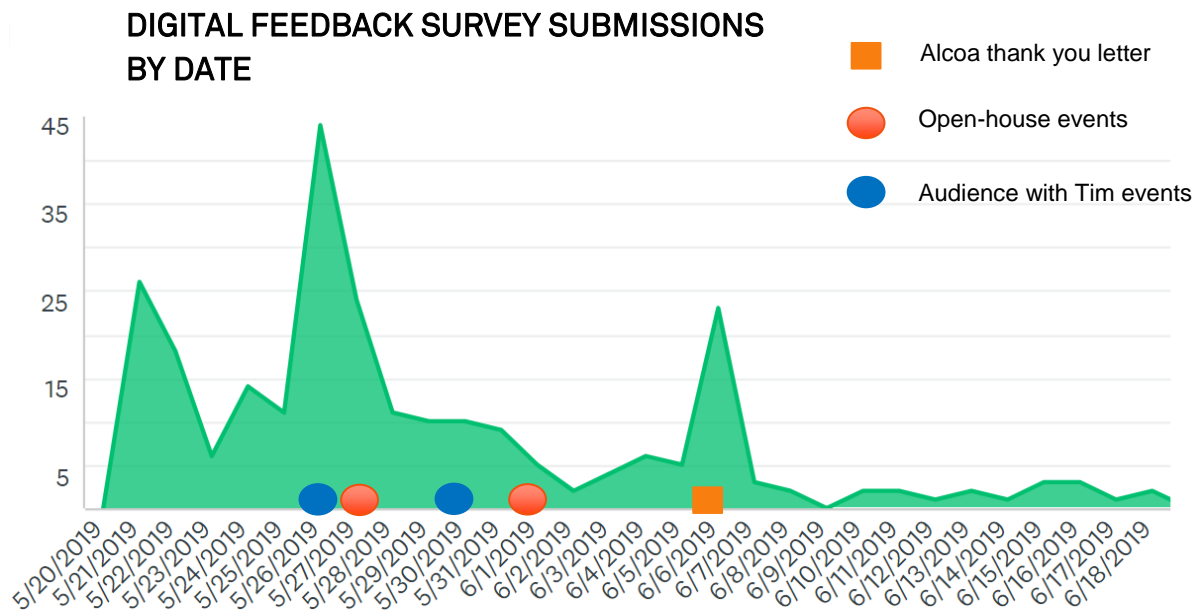
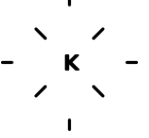


Figure 3 Digital feedback survey submissions by date

- ❖ **May 20th to 25th 2019** – 75 digital survey responses were received during the period between the initial announcement of the concept (May 21st) and the start of the community engagement activities (26th May). As a result of the respondents having less opportunity to understand the concept or participate in the community engagement activities, feedback received in these early stages was generally less detailed and often sought to receive more information and details about the concept and community consultation opportunities.
- ❖ **May 26th to June 2nd, 2019** – Over the period of the four community events, 115 surveys were submitted online, making up almost half of all online forms received. It was expressed by many attendees at the community events that they preferred to provide their feedback online as opposed to hard-copy, for a variety of reasons including the opportunity to consider their feedback more thoroughly, save paper and often avoid waiting at the busy survey completion area.
- ❖ **6th June 2019** – Saw another spike of 26 online survey submissions, which was likely a result of a joint [Eden and Alcoa thank you letter/email](#) sent out to a database of community event attendees and survey respondents, reminding them that feedback remained open and would continue to be accepted digitally.



Thorough analysis of the more than 17,000 words of feedback provided within the 413 surveys, was undertaken to develop this report. A visualisation of the most prominent of the 17,000 words is provided in the below word cloud, figure 4.



Figure 4 Word Cloud - Larger words represent higher volumes of use within surveys.

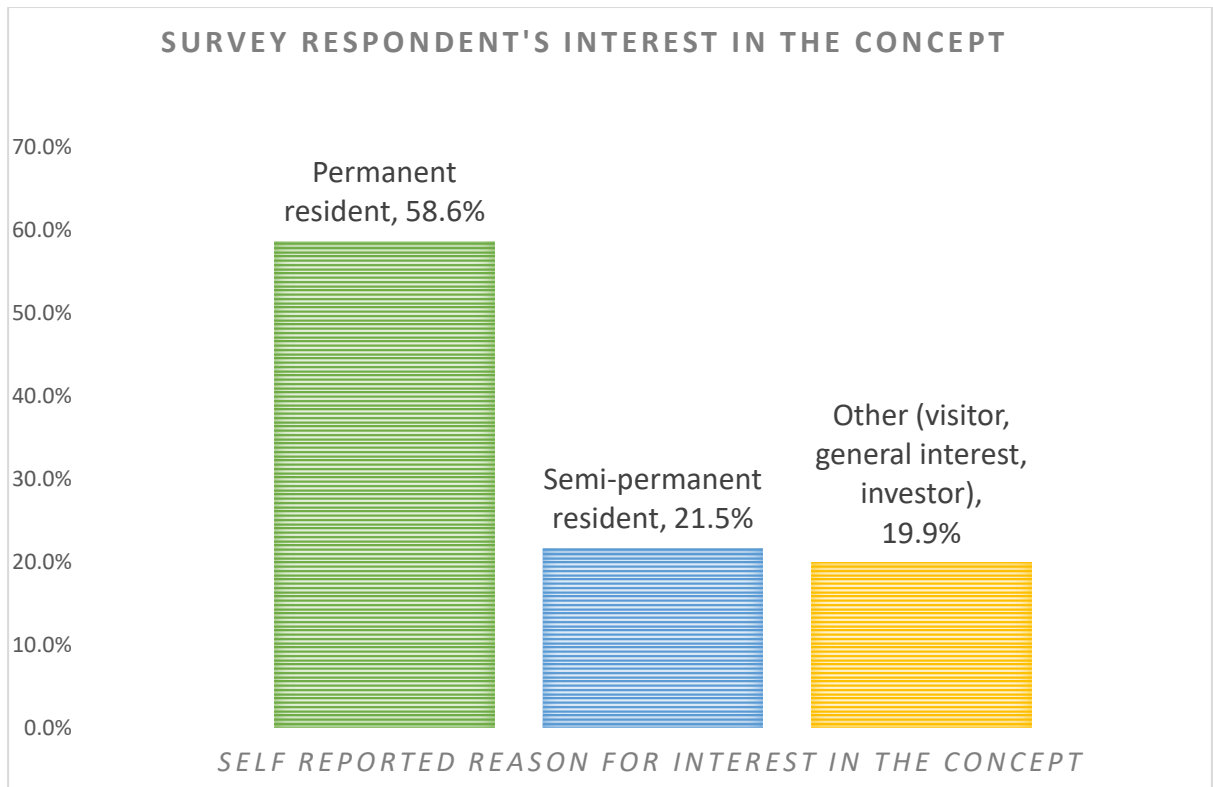
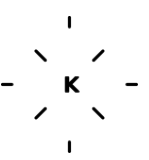
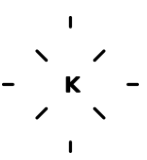


Figure 5 Survey respondent's interest in the concept



- ❖ Analysis of all responses to question 1, seeking to understand the respondent's self-reported interest in the project, identified the following characteristics:
 - 242 respondents (58.6%) classified themselves as a "Permanent resident"
 - 89 respondents (21.5%) classified themselves as a "Semi-permanent resident"
 - 81 non-resident respondents (19.9%) classified their interest under one or more of the following categories:
 - *Local business owner/operator*
 - *Member of a business group*
 - *Conserving the environment*
 - *Member of an environmental group*
 - *Recreation*
 - *Visitor*
 - *Potential investor*
 - *General interest*
 - *Other (please specify)*
- ❖ The result of more than 80% of feedback coming from residents reinforces the priority placed on communicating the concept to the local community, both through local media (editorial and paid advertisement placement) and direct engagement to residents through the existing Alcoa email databases.
- ❖ The percentage of residents dropped to approximately 70% for online survey submissions, demonstrating a slightly higher proportion of general interest audiences, likely driven to the website and online surveys through more mainstream metropolitan, national and international media pieces.



The 413 surveys were analysed against 22 themes most consistently referenced by respondents, to categorise and rank the most common areas of feedback. Respondents' feedback could, and most often did, reference more than one category across the three open-field survey questions. Each respondent's feedback was categorised under at least one theme. *Figure 6 shows the percentage of survey respondents whose feedback was assessed to fit within each theme.*

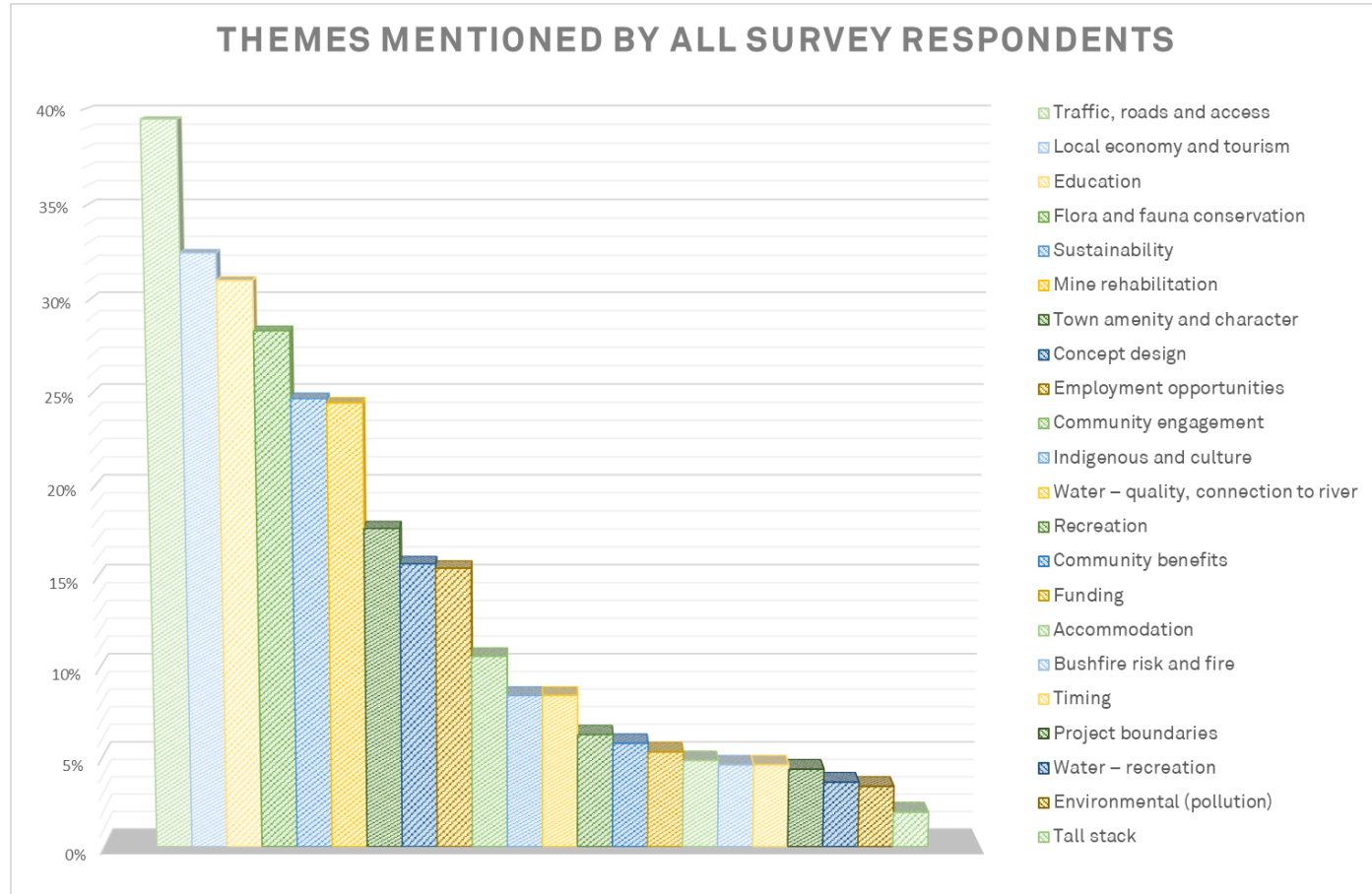


Figure 6 Themes mentioned by all survey respondents

Figure 7, outlines the total number of times the 413 survey respondents mentioned any of the 22 themes, noting again that almost all surveys included responses on a number of themes. In fact, respondents averaged just over three theme mentions within each survey.

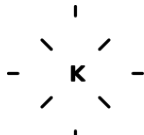
<u>ALL SURVEY RESPONDENTS</u>		
<u>Theme</u>	<u>Number of times in responses</u>	<u>% of survey responses</u>
1. Traffic, roads and access	163	39%
2. Local economy and tourism	134	32%
3. Education	128	31%
4. Flora and fauna conservation	117	28%
5. Sustainability	102	25%
6. Mine rehabilitation	101	24%
7. Town amenity character	73	18%
8. Concept design	65	16%
9. Employment opportunities	64	15%
10. Community engagement	44	11%
11. Indigenous and culture	35	8%
12. Water – quality, connection to river	35	8%
13. Recreation	26	6%
14. Community benefits	24	6%
15. Funding	22	5%
16. Accommodation	20	5%
17. Bushfire risk and fire	19	5%
18. Timing	19	5%
19. Project boundaries	18	4%
20. Water – recreation	15	4%
21. Environment (pollution)	14	3%
22. Tall stack	8	2%

Figure 7 Number of times themes mentioned by survey respondents

As shown in figure 8, comparisons of feedback provided by respondents which were categorised as residents (both permanent and semi-permanent) to all others (categorised as non-residents) was undertaken to identify the themes which were of greater or lesser importance to either group. Interestingly, while there were clear consistencies in the feedback provided from both residents and non-residents, there were some differences to note.

The theme of traffic, roads and access had by far the greatest differential in percentage of mentions when residents' responses were compared with non-residents. Residents were more than twice as likely to mention traffic, roads and access. Town amenity and character was also twice as likely to be mentioned by residents, while the local economy and tourism, water quality and connection to the river and bushfire risk and fire themes all received significantly more mentioned by residents.

In comparison, education, flora and fauna conservation, concept design, sustainability and cultural and indigenous themes received significantly higher percentages of comments by non-residents.



RESIDENT VS NON-RESIDENT THEME MENTIONS

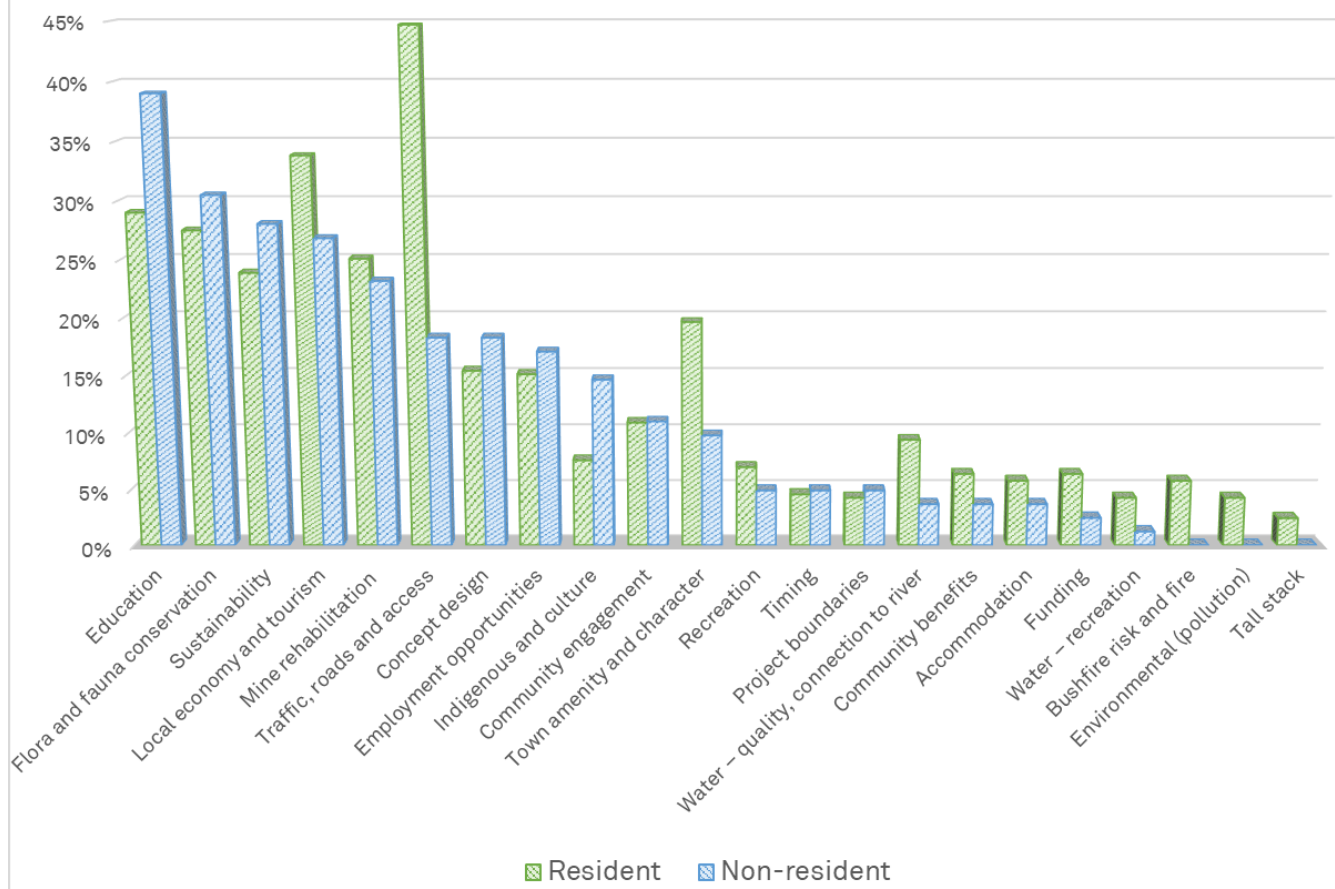
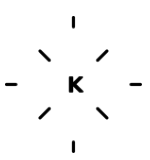


Figure 8 Percentage of themes mentioned - residents vs non-residents



Analysis of survey responses revealed a significant proportion of respondents were positive towards the concept, with a minority of feedback assessed as negative, and as would be expected at this early stage of the concept, there were also many questions and comments which were assessed to be neutral.

When asked about the benefits of the concept in question one, it was telling that 89% of respondents identified positive examples. Respondents expressed excitement and optimism about the benefits an Eden Project Anglesea could have on tourism, the local economy and jobs, and the positive impact of education about sustainability. The opportunities to showcase the local environment including the Anglesea Heath was also a common area of feedback. Respondents often referred to the concept as a positive example of mine rehabilitation, while many others commended the sustainability credentials of Eden Project.

While overall feedback and general sentiment towards the project was positive, the theme analysis identified the most common area of negative feedback was concern about the impact on road congestion and traffic that an Eden Project Anglesea could have on the Anglesea township. Many respondents sought assurances that traffic management in and around the site would be effectively addressed in the planning stages. Concerns about how Eden Project Anglesea concept could change the character of Anglesea and town amenity was also a driver of negative feedback for some. Despite being asked for feedback about how the concept could be improved in question two, just 15% of respondents provided comments which were assessed as directly negative towards the concept.

There was clear feedback that respondents wanted the community to be involved in the concept as it evolves and many advocated for further community engagement opportunities and partnerships with local organisations.

Question three of the survey asked respondents to provide feedback on the elements of the concept that they would like to receive more information about. This resulted in a significant number of questions and comments, with 75% assessed to be neutral towards the concept. Feedback seeking more information was consistent across most theme topics.

The following table, Figure 9, summarises the feedback generally provided within each of the theme areas, including a number of examples of indicative survey comments, republished verbatim (with some spelling and grammar corrected to aid readability).

<p>1. Traffic, roads and access</p>	<p>Traffic, roads and associated infrastructure was the most common theme raised throughout the community engagement events and within survey responses.</p> <p>Traffic, roads and access was mentioned by 39% of survey respondents (n=163).</p> <p>Feedback about traffic was often seeking to make the Eden Project team aware of the existing road access and traffic challenges. While others sought more information and assurances that these challenges would be addressed during the planning process.</p> <p>Some respondents were positive and optimistic that traffic challenges could be overcome. Some expressed that traffic was already a problem in the area, and therefore shouldn't</p>
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stand in the way of the concept progressing and in fact the Eden Project could be the catalyst to improve the issue.

Some respondents suggested the Eden Project should not continue because the traffic challenges were too much of a barrier. Concerns raised included that existing road infrastructure was already at capacity, particularly during peak tourism periods, and would be unable to support more visitors.

Some residents living near the proposed concept site expressed concerns about traffic being funnelled into local streets and a number of respondents expressed desire for a bypass road around Anglesea.

There were also several questions and comments related to parking and public transportation access to the site.

Indicative comments:

"I WANT Anglesea to move into the 21st Century. Hopefully the governments will get on board and upgrade the roads to facilitate growth." - 26th May

"Transportation to the place would be ideal as well." - 30th May

"I am very concerned about the road access and don't want traffic to flow from the project to Camp Road into the town (it's already very congested in summer). I think it needs a dedicated road going to and from the GOR [Great Ocean Road]." - 4th June

"Need to allow for greater traffic flows and build a bypass around Anglesea" - 24th May

"Build a road around the back to take traffic away from town." - 29th May

"Come down the highway in peak season and enjoy the 2 hour already existent traffic snarl. Leave the coast alone and do this in a deserted area that needs the visitors. We have the beaches thanks. I'd like to be able to get to them." - 28th May

"I am concerned that Messmate track gets open to traffic to the site in the future. Traffic to our area is a great concern to Harvey Street residents" - 28th May

"Do you park off site and buses into site, rather than parking on site" - Hardcopy survey

"I believe footpaths into the main town (via river) to allow for a safe link to the site. Discourage traffic to use Camp road to visit site." - 26th May

2. Local economy and tourism

The second most commonly raised theme was around the potential impact of the Eden Project concept on tourism within the local and broader regional area and the flow on effect to the

local economy. This was mentioned by 32% of respondents (n=134).

Feedback on this theme was often provided within the second question response around potential benefits of the concept, with many excited about the prospect of a new eco-tourism offering within the town, hopeful about the prospect of tourists staying in town longer (rather than simply passing through), bringing more visitation to local businesses and year-round guests for accommodation providers. Others saw the potential positive impact of attracting younger workers to the area, as well as visitors seeking more diverse experiences.

There were also contrary views shared, including concerns that existing businesses in Anglesea may suffer if Eden Project were to compete with them. There were several questions seeking to understand the number of commercial elements the Eden Project concept included, such as retail, accommodation and hospitality.

Partnership opportunities were also offered or suggested by respondents within this theme, for example with accommodation, outdoor education and school camp providers.

Indicative comments:

“The Surf Coast region has been in need of a significant ecotourism/ adventure recreation hub for many years. This Eden Project proposal is a tested idea, located on a parcel of Alcoa land that is primed for appropriate development since the closure of the coal mine in 2015.” – 28th May

“I think of the way that it will fit into our small village and relate to existing business and community. I think the concept has to engage outside the site itself which you may have in your vision.” - 29th May

“I would like assurance that retail cafes etc. would be restricted” – 28th May

“Benefits for local community and business as well as for tourists. A focus on sustainability and harmony with nature rather than utilitarian, economic-focused environmental degradation and exploitation. – 25th May

“Anglesea needs permanent young blood, Eden are the hope and future.” – hardcopy survey

“The Eden Project is a good concept but NOT for Anglesea. Anglesea’s natural resources are already groaning under the weight of too much tourism. While the environmental focus of the Eden project is admirable, development would be detrimental and would change the nature of Anglesea FOREVER.” – 6th June

3. Education

Just under a third of survey respondents referenced education within their submissions (31% n=128).

A significant number of comments centred on the opportunities the concept could offer to young people and school groups to visit the eco-tourism concept.

The value of educating people about the natural world, environment and sustainability were also referenced repeatedly. Common questions centred around how schools, camps and other groups could be involved.

Partnership opportunities were offered or suggested in relation to local schools, camps and education providers, as well as research partnership and collaboration opportunities with tertiary institutions.

Indicative comments:

“Education for visiting schoolchildren (to camps in Anglesea). Education for locals about conserving the Anglesea Heath, and the same for Australian visitors. Fun. An inspired use for the hole in the ground.” – 6th June

“Inspiring, immersive, educational, uplifting, an access base to positive examples and information of the environment” – 2nd June

“I would love to see an Eden Project in Anglesea. I also like the work you have done in getting kids outside, nature play and the impact of nature on health. I would love to see you bring some of your learnings from your other international projects to Anglesea so that we can learn from and build on them.” – 27th June

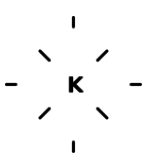
“Education alignment with Australia” – Hardcopy survey

“I think the natural water area could be used in a more dynamic way. The Eden Project being set on the Surf Coast, the lake could incorporate a wave generator for recreation and educational purposes, wave dynamic study, effect on coastal erosion due to sea level rise etc.” – 31st May

“Australia so desperately needs conservation education” – 26th June

“Education, especially for pre-school and school aged children.” – 10th June

“The educational element will be of the most benefit, especially if it focuses on the ecological and historical factors leading to global warming crisis facing the local area and the planet. Bush fires, loss of habitat for indigenous fauna and flora through farming, logging and housing development are all factors to be explored within this project.” – Hardcopy survey



4. Flora and fauna conservation

"Turning an area that has had devastating environmental impact into a place that celebrates the natural world and educates people to connect with it - AMAZING." – Hardcopy survey

The contribution that the Eden Project Anglesea concept could offer in conserving and celebrating natural flora and fauna was referenced by 29% of survey respondents (n=117).

The opportunities to showcase the Anglesea Heath and other indigenous plants to the world was a common area of feedback. Many also suggested that the concept could look to support the protection of indigenous fauna, such as by providing appropriate fencing, or that the concept could include native animals in a more formal way.

Potential partnerships and collaborations with local community groups and organisations such as ANGAIR and Mt Rothwell were also suggested.

Some concerns were raised about the impact a development on the site could have on native wildlife, while others suggested they would prefer the area be rehabilitated completely back to a natural state.

Indicative comments:

"Environmental education centre - potential to highlight the significance of environment (re: heathlands) around Anglesea. Fenced area where native animals can be kept away from pest animals. – Hardcopy feedback

"This project will create enormous interest with local/interstate/overseas visitors and provide an opportunity to educate them about our amazing diverse environment in an interactive way" – 27th May

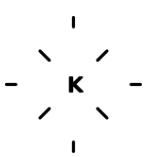
"The project should be about rehabilitation of the environment and the river, not about bringing in extra tourists to the area." – 6th June

"Fenced area where native animals can be kept away from pest animals." – Hardcopy feedback

"Would like to see a fifth element added being the Australian fauna and wildlife." – 3rd June

"More details, and an impact statement on environment, planning requirements" – Hardcopy survey

"How about letting people experience the actual flora, fauna and landscape of Anglesea by being in it??" – 1st June



A quarter of all survey respondents referenced the sustainability message and sustainability credentials of the concept.

Feedback under this theme was mentioned by over 100 respondents or more than one in four (25%) (n=102).

Many saw the concept as an opportunity for Anglesea to be recognised as a leader in sustainability, while others sought more clarification on the concept's sustainability targets with regard to energy, building materials and ongoing operations.

The desire to showcase environmentally sustainable practices within the concept and its potential ongoing operation was commonly raised, with the potential for the site to showcase renewable energy technologies including the supply of Anglesea with clean energy suggested on several occasions.

Questions were also posed about how the concept balances a significant scale development with the desire to heal the natural landscape and provide a message about sustainability.

Indicative comments:

“Opening minds and attitudes towards caring for our Earth, giving hope we can survive in an increasingly hostile climate, celebrating biodiversity and its benefits” – 4th June

“Hope that it would use 100% renewable energy and materials to show us the full transformation from fossil fuels to renewables/zero waste is possible.” – 4th June

“Opportunity to help Anglesea transition to 100% renewable energy.” – 6th June

“The opportunity for large-scale education and connection with the natural world to promote and encourage people to live in a more sustainable way on the planet.” – 6th June

6. Mine rehabilitation

One quarter (24% n=101) of all survey respondents mentioned mine rehabilitation in their comments, with respondents often commenting that they thought the concept was a smart, thoughtful and positive use for a former industrial site.

The symbolic message of transitioning a former fossil fuel coal mine to a place which educates people and tells a positive message about the environment was commonly referenced, as was the possibility that it would become a benchmark for other mine rehabilitation areas in Australia.

Some were cautiously optimistic about the way the concept would fit within the Alcoa's overall mine rehabilitation activities, while others mentioned that they didn't see the value of an Eden Project over returning the site to a natural state.

Indicative comments:

7. Town amenity character

"I see the benefit in telling the story of the transformation from a fossil-fuel extraction site to a sustainability centre. I think it is valuable as a model for transformation of other former mine sites around Australia. I love that it will help people learn about and celebrate our local ecology." – 21st May

"Fun. An inspired use for the hole in the ground. I think the whole idea is fantastic. Well done Alcoa and Eden." – 6th June

"A complete revamp of the site as opposed to the mining industry concept of 'rehabilitation'." – 25th May

"Regeneration of a degraded site by experts who have dealt with similar issues." – Hardcopy Survey

"An antidote to Adani" – Hardcopy Survey

Potential impacts to the current character and amenity of Anglesea township as well as the lifestyle of residents was a theme raised by 17% of respondents (n=73).

Protection of the quiet, small coastal town character were important issues to many residents who wished to retain these attributes. Feedback in this area was often concerned with the size and scale of the development. Many believed Eden's low-impact designs were sensitive to the area, while others disagreed, with concerns about overdevelopment, and requests for a scaled-back design or no development on the site at all.

Questions were asked as to whether modelling and studies had been undertaken to predict the impact on Anglesea of additional tourists.

A commonly expressed comment was regarding the opportunity for the concept to 'leave a legacy' for Anglesea and that it had the opportunity to redefine Anglesea's sense of identity with alignment to a positive sustainability message.

Indicative comments:

"An inspiring destination which will benefit the town's image and viability." – 4th June

"Legacy for our children. The contributions and involvement of school children in its creation will be of everlasting value." - Hardcopy survey

"World class enterprise that is based on solid community values" – Hardcopy survey

"Education, flora fauna, consultation with community, low scale. I see that if done right, this development could set a benchmark for other areas surrounding it-low-scale and environmentally respectful." – Hardcopy survey

8. Concept design

“I see an opportunity to transform Anglesea into a living example of a village that can live sustainably in its natural environment; this requires considerable support and collaboration with the Eden project and other organisations and government.” – 6th June

“It will be important to reflect on how the character of Anglesea will be respected” – 4th June

Given the conceptual nature of the designs, more details on the size, scale and design of the buildings and concept elements were commonly sought. Concept design feedback or questions were included in 17% of all surveys received (n=65).

The desire for the built form to be low-impact, architecturally responsive and sensitive to the surrounding natural environment was a regularly expressed sentiment.

Several survey respondents expressed desire for more water or land-based recreation elements to be included in the concept design. Others offered more practical advice and questions, such as accessibility features.

Some expressed support for the four elements concept with a number offering advice about how the fire element could be further explored, as well as the additional focus areas on native fauna, or a night sky observatory.

Indicative comments:

“(I like) the way it fits into the environment and the way it meets all the community concern of sustainability, low impact and environmentally friendly.” – 29th May

“I think it is fabulous and as an architect, I am very excited by interesting buildings. The earth project needs to include the volcanic (Lava) aspect evidenced along the coast near Aireys, and the Lift /Shift at Point Roadknight - both pointing to the natural features where visitors can be encouraged to explore beyond Eden to the real natural coastal phenomena” – 13th June

“As a wheelchair user I want to ensure that the design allows universal access to all members of the community – 26th May

“Very concerned about the potential size of development in other areas in particular the commercial development numbers, size, heights, design and how these will compliment the neighbourhood character” – Hardcopy survey

“Would like to see the Alcoa site developed into a low key, passive recreation area with a cave, board walks and bike/walking tracks/bird watching areas and managed by Parks Victoria – Hardcopy survey

9. Employment opportunities

The theme of employment was mentioned by 17% of all respondents (n=64).

Feedback relating to the prospect of additional employment in the area was positive. Many survey respondents sought the priority employment of locals, both in construction and ongoing operations as well as the provision of opportunities for employment of Indigenous people.

Feedback also identified the need for more employment opportunities for both existing young people as well as a way to attract more young people to Anglesea.

The diversity of potential job opportunities and career progression possibilities in comparison to existing tourism and hospitality centred work was also highlighted. Comments about increased workers were often accompanied by challenges around access to affordable long-term housing.

A number of respondents took the opportunity to declare their desire to gain employment, in the construction, development and ongoing operation of the concept.

Indicative comments:

"As an Anglesea resident in her mid-20s, I am excited by the variety of job opportunities, the Eden project can bring." – Hardcopy survey

"Creation of quality jobs with an ongoing future rather than low level hospitality which is mainly those in coastal towns. It will bring a great natural attraction to Anglesea especially showcasing the biodiversity of the heath. Giving the surrounding towns better employment opportunities." – 6th June

"Jobs - I would so love to be involved in the planning, installation and ongoing maintenance, it's what I have been trained in" – 26th June

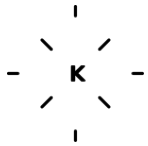
"Impact study, how will you ensure jobs are for locals, (perhaps you can sponsor students through a whole variety of courses, so they have a job when they finish)." – 6th June

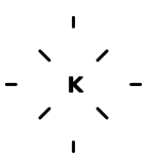
"Modelling of potential economic benefits to the community. I don't believe the "at least 300 FT [full-time] jobs" – 22nd May

10. Community engagement

Feedback about the community engagement process that Eden and Alcoa were conducting were raised by 11% of all survey respondents (n=44).

A number took the opportunity to express their excitement that an Eden Project style concept, which had been suggested at previous consultation sessions, could come to fruition.





Some respondents used their feedback to share scepticism of how feedback would be used, while others referenced concerns about previous Alcoa consultation activities. Some respondents were unhappy about not being given the opportunity to attend invite only community events.

Some of the digital surveys submitted before the community engagement activities had commenced were critical about the levels of consultation and sought to understand what the ongoing opportunities would be. On the other end of the spectrum, some respondents were positive and grateful of the community engagement opportunities that had been provided.

Indicative comments:

*“Great communication with local community” –
Hardcopy survey*

*“It seems as though there is a lot of community
engagement already, which is great.” – 8th June*

*“i really like your community engagement process and
the way you provided so many different levels of
engagement of the information session. It gave people
so many people opportunities to provide input in so
many different ways. Also, very informative and
approachable “ – Hardcopy survey*

*“Unfortunately, there is a level of distrust amongst the
community of a consultation process involving Alcoa. I
worry that this may transfer to Eden and think the Eden
Project might be better received if it was presented
separate from Alcoa. “ – 28th May*

*“I would like an information night, with information
presented as per “Invite Only” sessions, I feel I missed
out on important information. (I did enjoy the Open
Sessions and the staff were great with their
responses).” – Hardcopy survey*

*“As a permanent resident of Anglesea I have a deep
suspicion of “community consultation”. In the past this
has been a case of - consult the community and then
ignore them and do whatever we want. A quick 3
question survey leaves me feeling deeply suspicious
that you don't want any feedback, that this is about
other people making money and whether that benefits
our community or not is irrelevant.” – 26 May*

**11. Indigenous and
culture**

A total of 8% of all survey respondents referenced indigenous community engagement as part of their feedback (n=35).

This feedback was generally expressing a desire for the Wadawurrung Traditional Owners to be involved in the concept, from its design and development, to the ongoing operations.

Higher rates of feedback on indigenous engagement were provided during community events, and paper surveys submitted from these, as opposed to the online surveys and

referenced the Eden Project team's presentations and conversations undertaken at the events.

Comments were registered ranging from support at the level of indigenous engagement, to concerns about a lack of engagement to date.

Indicative comments:

"I noted the stated commitment to engage and collaborate with Traditional Owners, which is great. For me, that is the most important part of the project." – 8th June

"(I would like to see) involvement of all aboriginal communities and a greater input by more than a single isolated individual" – Hardcopy survey

"Bringing the local indigenous people to have their say (is) important and show their heritage to us all" – Hardcopy survey

"The other major players in this project should be the original custodians of this land. They should be central to the formation, development and ongoing life of the Project" – Hardcopy survey

"(I would like to see Eden and Alcoa) engaging local Wadawurrung elders in the design and running and ongoing promotion of the site" – Hardcopy survey

"Would have been nice to see what ideas the traditional land owners would have for the various concepts." – Hardcopy survey

12. Water – quality, connection to river

Comments referring to the creation of a water body, methods and timelines for it to be filled, and the impact of flows to the Anglesea River were raised by 8% of all survey respondents (n=35).

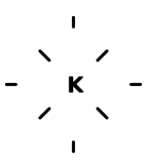
The most common feedback on this theme was presented in the form of questions, seeking to understand how the water body would be filled, how long it would take, where the water would be sourced from, if drought conditions had been factored into the water modelling and what impact the water body would have on downriver flows and water quality.

Indicative comments:

"(Benefits include) providing a sustainable water source for Anglesea River – 10th June

"An issue is low rainfall. The concept designs show lots of greenery. However, the new project will need to be drought-proof. This isn't Cornwall where it rains 6 days out of 7." 3rd June

"(Benefits include) use of the water body to flush and fill and replenish Anglesea river." – Hardcopy survey



13. Recreation

“(I am concerned about) the water required to fill lake, water quality, no wetland area to improve biodiversity, larger focus on flora and fauna” – Hardcopy survey

“The proposal of the lake I agree with - but leave any other development out” – 6th June

“Victoria lacks a dedicated freshwater ecology center, and this project could really deliver that” – 21st May

“I’m worried about the lake - how and when it will be filled and connection to the concept. Everyone is avoiding the question. Thank goodness it’s raining!” – 26th May

“(Need to conduct) water studies for the lake on a 30-year projection of available flows” – Hardcopy survey

Suggestions for potential additional recreation activities to be incorporated into the concept design were provided by 6% of all survey respondents (n=26).

Integration of walking and cycling trails was commonly suggested, particularly mountain biking with the potential to create a new trail ‘hub’ and to connect with existing networks.

Indicative comments:

“Design of whole area should include connected network or active recreation routes (walking, running, mountain biking single track) and opportunity for passive engagement (eg. watching) with wildlife and natural flora.” – 6th June

“Details vague, world class mountain bike park would be more beneficial to the town.” – Hardcopy survey

“Add provision for mountain biking/hiking trails.” – 30th May

“(I would like to see) trail linkages and usages beyond the boundary and partnerships with other land managers” – 27th May

14. Community benefits

Local community benefits, such as potential access to the Eden Project site and opportunities for the concept to act as a community hub, were referenced by 6% of all survey respondents (n=24).

A number of respondents expressed concerns about access to the site only being for paying customers, some sought guarantees the local community would get free or discounted access.

Others were optimistic about the potential for new community accessible facilities to be provided such as those at Eden Project Cornwall.

Indicative comments:

“It seems that the Eden Project in Cornwall is a community hub. I hope that the Anglesea project will become similarly embedded.” – 8th June

“A positive eco-tourism experience for visitors and a community meeting place and centre for the permanent residents and visitors alike” – 23rd May

“For it to be a community installation, it needs to be readily accessible by the community.” – 1st June

“I am interested in the possibility of facilities for concerts and performances. Anglesea really needs a bigger/better venue for functions than the Memorial Hall” – 6th June

“Local access to the lake, is it user pays?” – Hardcopy survey

15. Funding

A variety of questions regarding project funding were asked by 5% of all survey respondents (n=22).

Common queries included who was funding the project, both now and on an ongoing basis, what Alcoa’s financial incentives were, whether the concept would exist to gain a profit, and where those profits would go, as well as what levels of local, state and/or federal government funding would be required in development and maintenance.

Some sought more clarity on how the project would be economically viable, while others questioned entry fees costs and worker wages.

Indicative comments:

“The project is vast enough to warrant considerable support from State and Federal government - and they should be involved” – 6th June

“(I would like) information about how the Surf Coast Shire will assist or not in infrastructure ie roads in/out and how that may impact on ratepayers – 26th May

“Funding if private investment, what are the commercial hand offs? How will this relate to the Great Ocean Road concept and what is the role of the new Great Ocean Road authority in this?” – Hardcopy survey

“What will be done to ensure that if this project goes ahead that the ongoing maintenance and refurbishment costs are guaranteed to be available from the project company so that they do not fall back on the community or the State?” – 22nd May

16. Accommodation

“The plan to get investment is too ambitious, \$1M is hardly enough to get local traffic, amenities etc.” – Hardcopy survey

Around 5% of all survey respondents mentioned accommodation with many seeking clarifications on the potential inclusion of accommodation within the concept plans (n=20).

Demands for affordable permanent accommodation for Eden Project employees as well as temporary tourist accommodation were raised.

Respondents’ feedback was split in relation to whether short-term accommodation should be provided within the concept site, with some suggesting this would encourage tourists to stay in the region longer. While others preferred for tourist accommodation to exist exclusively within the town, to ensure benefits went to local businesses.

Indicative comments:

“(I would like to see) some form of accommodation/ eco cabins that would encourage visitors to spend time exploring the hinterland / region (Not just day trippers being served !!)” – 6th June

“Include accommodation to keep tourists within the area.” – Hardcopy survey

“Any residential/accommodation should be in Anglesea town, not compete against it.” – Hardcopy survey

“An issue for employment is going to be affordable housing within a reasonable distance.” – 27th May

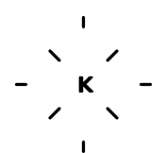
“Whilst I have not been able to attend the information sessions I believe I read somewhere that there is not any consideration for accommodation. I feel short term accommodation could be considered for both education and tourism. Experience the four elements after dark.” – 28th May

“Impact on community - concerned could further affect housing market and create more incentive for short term accommodation vs residents / families who live here.” – Hardcopy survey

17. Bushfire risk and fire

Feedback relating to bushfire risks, mitigation and management strategies, as well as comments about how the element of fire could be explored within the concept were provided by 5% of all survey respondents (n=19).

Bushfire risks and emergency management plans in relation to traffic, roads and access issues were raised with some respondents seeking assurances that fire mitigation strategies would be incorporated in the concept.



Some suggestions were offered about how the element of fire could be showcased as part of the concept.

Indicative comments:

“Bushfires, loss of habitat for indigenous fauna and flora through farming, logging and housing development are all factors to be explored within this project” – Hardcopy survey

“I am interested in developments in the design, the river, road access, fire prevention measures” – 4th June

“I get the feeling that fire should be explored much more deeply before any firm decisions are taken around construction of buildings and amenities. There is a paramount need for construction of road access and more importantly escape routes for tourists and locals who will be faced with bushfires. Water is also of paramount importance.” – Hardcopy survey

“Fire element concept is great, and I know it is challenging to harness the opportunities of fire, however there may be more opportunities to explore and ‘hero’ fire on the site (especially given the impact fire has on the Australian landscape and native flora and fauna)” – 29th May

“The single biggest limitation is the access. This is an extremely high fire risk area. The Anglesea road is so busy and already experiences major ‘tail backs’. During peak holidays, how will this site be accessed and not adversely impact on existing local, commercial and tourist traffic as well as in an emergency? During bush fire season, how realistically can this be managed?” – 3^d June

18. Timing

Questions and comments relating to the timing of the concept, from when construction would commence to when it could be complete and operational, were raised by 5% of all respondents (n=19).

Timing queries commonly sought to understand the staging of the concept and the estimated development start and completion dates.

Indicative comments:

“When will it start and how long will it take? How can I help get it off the ground?” – 7th June

“I’d like more transparency on the various stages of the project and budget.” – Hardcopy survey

19. Project boundaries

Comments and questions regarding the Eden Project Anglesea concept’s boundaries accounted for 4% of all feedback for survey respondents (n=18).

Feedback on this theme was often categorised by queries about how the concept was connected to the township and how it integrated with the rest of the Alcoa landholdings, including the former power station and other parcels of land.

Indicative comments:

“(I need more information about) visions for former power station and links with Eden project.” – Hardcopy survey

“(I need more information about) connections to town and the roads. Also, what it might mean for Area 6 (power station site)” – 26th May

“(I need more information about) scale and the rest of Alcoa’s development plans for the other areas so we can see how it all fits together. I cannot support the Eden Project without this information & results of past consultations with Alcoa. “ – 3^d June

“Sounds to me like the project will only take up a small area of the mine. What is the plan with the rest of the land?” – 6th June

20. Water – recreation

Ideas and queries regarding the opportunity for water-based recreational activities to be undertaken as part of the concept were shared by 4% of survey respondents (n=15).

Ideas ranged from desires to see a purpose-built rowing facility, to swimming, fishing and even a wave generator for educational purposes. Some raised concerns about the value of a lake that couldn’t be accessed by the community or used for recreational purposes.

Indicative comments:

“Please include a purpose-built addition of a 2km rowing course using natural appearing amphitheatre design for the finishing area. Currently there is no international standard rowing course in Victoria. The main infrastructure of toilets and car parking would be there anyway. A natural appearing amphitheatre could be constructed at the finish line. This could also double as an out-door theatre/performance venue particularly if situated on the southern site of the lake looking north, much as the ancient Greeks built their amphitheatres to make the most of the natural environment.” – 2nd June

“Make the lake more interactive (and incorporate) rowing, paddle boarding, small boat sailing, picnicking on island destinations, or jetties, create reed beds and erect island cottages for nature lovers accessible by boat” – 27th May

“I’d really like the lake to be “fishable” as well as just beautiful.” – 26th May

21. Environment (pollution)

“Why make an unusable lake? I don’t want more tourists or shops, I live here because it’s like it is not for what it could be” – 6th June

The potential impact on pollution and waste (n=14) was raised by 3% of all survey respondents.

Concerns were raised about the strain additional tourists could put on existing infrastructure like toilets, and pollution in the form of littering. A number of queries related to how sewerage would be managed at the site, referencing the challenges with the town’s existing sewerage system.

Potential light pollution and the impact this could have on native wildlife and residents were also raised.

Indicative comments:

“Light pollution, impact on nocturnal wildlife, reducing waste and recycling, increased recreation and conservation areas, increased indigenous education.” – Hardcopy survey

“(I am concerned about) sewerage, the towns sewers don’t cope” – Hardcopy survey

“The infrastructure in terms of access to Anglesea via roads; the public toilets with tourist operators; sewerage treatment to Anglesea.” – Hardcopy survey

22. Tall Stack

The existing tall stack, located on land owned by Alcoa at the adjacent former power station site, was raised by 2% of all survey respondents (n=8).

Feedback on this theme consisted of respondents sharing their views on whether the chimney stack should be retained or not, as well as those seeking information on whether the stack would be incorporated into the Eden Project Anglesea concept design.

There was a level of confusion about whether the chimney stack was within the proposed Eden Project concept area.

Indicative comments:

“Please keep the smoke stack - paint it make into a lookout” – Hardcopy survey

“Tear that chimney down” – Hardcopy survey

“Remove the smoke stack” – 25 June

“Incorporate the existing stack. I love it.” – Hardcopy survey

“It is not clear whether the eyesore of the power station smoke stack will be demolished and removed” – 22 May

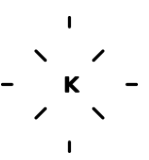


Figure 9 Detailed survey feedback by theme



Many survey respondents took the opportunity to share one or more ideas related to the Eden Project Anglesea concept, across all theme areas. A selection of some of the ideas shared in survey responses is outlined below:

Traffic/roads and access ideas:

- ❖ Access road to the north of the site
- ❖ Build a road around the back to take traffic away from town eg bypass road
- ❖ Public transport to the site. Rail link from Geelong to Warrnambool via Anglesea and other key locations.

Water body ideas:

- ❖ Purpose built international standard rowing course
- ❖ Wave generator for recreation and education purposes

Concept design ideas:

- ❖ Day Spa like the Peninsula Hot Springs
- ❖ Star observatory
- ❖ Short term accommodation
- ❖ Facilities for performances, concerts, functions
- ❖ The addition of a fifth element focused on Australian fauna and wildlife.
- ❖ The earth element needs to include the volcanic (Lava) aspect evidenced along the coast near Aireys, and the Lift /Shift at Point Roadknight
- ❖ I believe footpaths into the main town (via river) to allow for a safe link to the site.
- ❖ A "final" stage or element at Portland or nearby encouraging people to continue their journey to draw visitors down the Great Ocean Road.

Employment ideas:

- ❖ Perhaps you can sponsor students through a whole variety of courses, so they have a job when they finish

Community, visitor and student participation ideas:

- ❖ If there was a way for visitors to actively participate in the rehabilitation process, such as by planting trees, that would forge a sense of connection to place and reinforce your values.

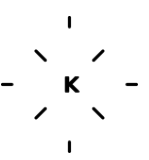
Partnerships ideas:

- ❖ I would like to be involved in creating content that incorporates digital displays with original artefacts, with an artistic flare, to engage further and compliment the other elements already outlined and listed, including: incorporating the geology of the area, from the start to today, and featuring the wonder of the local plants in large-scale detail.
- ❖ “Incorporating the work of Mt Rothwell in some way would be amazing and befitting of the Anglesea area trail linkages and usages beyond the boundary and partnerships with other land managers”
- ❖ “Jobs - I would so love to be involved in the planning, installation and ongoing maintenance, it’s what I have been trained in”
- ❖ “I would love to see opportunities for artists, especially those whose art promotes connection to nature.”
- ❖ “I want to work on this project! I have experience in community engagement/consultation, urban design and a range of other things. Since I visited the Eden Project it's been my dream to one day work for this organisation.”
- ❖ “Opportunity for partnership with TAFE conservation and land management courses/students”
- ❖ “Development in conjunction with Parks Victoria and other groups (DELWP, GORCC) as centre of excellence for environmental protection”
- ❖ “Get community involved, groups like ANGAIR, Art House, wildlife rescue”
- ❖ “Keen to work with you to educate the community”

Frequently Asked Questions

A selection of 10 frequently asked questions, indicative of those posed by survey respondents, is outlined below:

1. How will the site avoid adverse impact on existing local, commercial and tourist traffic? (mentioned 170 times)
2. What sustainability features will be incorporated into the concept eg energy (mentioned 102 times)
3. How will Eden and Alcoa engage with the community about the concept, moving forward? Will we have access to final reports detailing community feedback? (raised 89 times)
4. How much involvement will locals have in the concept design? (mentioned 66 times)
5. What employment opportunities exist? Will it provide jobs for locals? (mentioned more than 64 times)



6. Will the water quality in the waterbody be able to be used recreationally? (raised 34 times)
7. What retail, hospitality and commercial uses is proposed within the concept and will it impact on local businesses? (mentioned 29 times)
8. Can you provide more information on the various project stages and the timeframes for design, planning, funding and construction? (mentioned 19 times)
9. How will bushfire risks be managed? (raised 19 times)
10. Which part of the Alcoa site would the Eden concept occupy? (mentioned 18 times)

Example hard copy survey form:

eden project

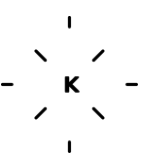
Eden Project Anglesea Concept

Community and stakeholder feedback survey

1. Which best describes your interest in the project? (tick all that apply)

<input type="checkbox"/> Local permanent resident	<input type="checkbox"/> Recreation
<input type="checkbox"/> Semi-permanent resident	<input type="checkbox"/> Visitor
<input type="checkbox"/> Local business owner/operator	<input type="checkbox"/> Potential investor
<input type="checkbox"/> Member of a business group	<input type="checkbox"/> General interest
<input type="checkbox"/> Conserving the environment	<input type="checkbox"/> Other (please specify) _____
<input type="checkbox"/> Member of an environmental group	_____

2. What elements of the Eden Project Anglesea concept do you see the most benefit in?



3. What elements of the Eden Project Anglesea concept do you think could be improved?

4. What elements of the Eden Project Anglesea concept would you like more information about?

Contact Details:

Name: _____ Address: _____
Phone number: _____
Email Address: _____

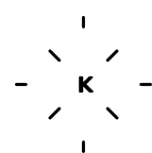
Would you like to opt in receive more information from Eden about the concept?

YES NO

Thank you



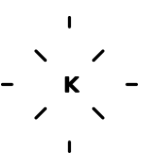
Completion of this feedback form is entirely voluntary. The feedback collected will be used to inform the evolution of the concept through the next stages of planning. For the purposes of this survey and the information and contact details provided, all feedback will be analysed by a third-party, and presented to Eden Project in an anonymised format. Respondents are welcome to choose to opt out from receiving future updates from Eden Project about the Anglesea concept.



		<u>RESIDENTS</u>	
<u>Theme</u>		<u>Number of times in responses</u>	<u>% of survey responses</u>
1.	Traffic, roads and access	148	45%
2.	Local economy and tourism	112	34%
3.	Education	96	29%
4.	Flora and fauna conservation	92	28%
5.	Mine rehabilitation and land use	83	25%
6.	Sustainability	79	24%
7.	Town amenity character	65	20%
8.	Concept design	51	15%
9.	Employment opportunities	50	15%
10.	Community engagement	36	11%
11.	Water – quality, connection to river	31	9%
12.	Indigenous and culture	25	8%
13.	Recreation	23	7%
14.	Community benefits	21	6%
15.	Funding	21	6%
16.	Accommodation	19	6%
17.	Fire	19	6%
18.	Timing	15	5%
19.	Environmental (pollution)	14	4%
20.	Water – recreation	14	4%
21.	Project boundaries	14	4%
22.	Tall stack	8	2%

Figure 10 Themes mentioned by residents

		<u>NON-RESIDENTS</u>	
<u>Theme</u>		<u>Number of times in responses</u>	<u>% of survey responses</u>
1.	Education	32	39%
2.	Flora and fauna conservation	25	30%
3.	Sustainability	23	28%
4.	Local economy and tourism	22	27%
5.	Mine rehabilitation	19	23%
6.	Traffic, roads and access	15	18%
7.	Concept design	15	18%
8.	Employment opportunities	14	17%
9.	Indigenous and culture	12	15%
10.	Community engagement	9	11%
11.	Town amenity and character	8	10%
12.	Recreation	4	5%
13.	Timing	4	5%
14.	Project boundaries	4	5%
15.	Water – quality, connection to river	3	4%



16.	Community benefits	3	4%
17.	Accommodation	3	4%
18.	Funding	2	2%
19.	Water – recreation	1	1%
20.	Bushfire risk and fire	0	0%
21.	Environmental (pollution)	0	0%
22.	Tall stack	0	0%

Figure 11 Themes mentioned by non-residents

