



Executive Summary



Executive Summary - Community

- The name ANSTO is better known and used more often than Lucas Heights compared to 2004 – by both locals and the wider community.
- As in 2004, those living further away from the site have less knowledge about what ANSTO does
- Most people associate ANSTO with nuclear medicine and radioisotopes, medical research and nuclear research and technology
- However, some think that ANSTO operates nuclear power plants and one in ten thought ANSTO was involved in the manufacturing or research of nuclear weapons.
- In 2004, of those people who had heard, seen or read anything about ANSTO, most regarded the messages as negative rather than positive. In 2007, this has significantly improved with most regarding the messages as positive rather than negative.
- As in 2004, about one in three people living in Sutherland, Bankstown/Illawarra or Adelaide feel that the nuclear fuel cycle puts them at risk.



Executive Summary - Community

- In general, the community wants to know more about what ANSTO does and how they do it. Specifically, more information about safety procedures, waste disposal was a strong themes in community information needs.
- Reflective of the need for more information about safety, three in four people felt that there was at least a moderate risk of a security breach of the ANSTO facility.
- Nevertheless, the community is very open to the idea that ANSTO improves the lives of everyday Australians through its medical and scientific research, but information needs to be communicated to reassure them that day to day processes are not putting the community at risk.
- Over the last four years there has been a noticeable improvement in the communication efforts of ANSTO, with both the local and more general community gaining a better understanding of ANSTO. This is evident not only in the increased level of awareness and knowledge reported, but in the marked decrease in people claiming to be too uninformed to have an opinion about ANSTO. The proportions of advocates and quietly positive have risen notably since 2004.
- Importantly, the provision of information which is comprehensive and which reduces feelings of uncertainty and risk has as improved since 2004. Taking into account ANSTO's objective of encouraging community engagement and feelings of safety illustrates that current communication strategies are on the right track.
- Also the performance of ANSTO in the eyes of the community has also improved in the most part. There were notable improvements in perceptions of innovation and nuclear research and technology.



The 2007 ANSTO report card

Area	Performance	Description
Awareness	UP (+6%)	Most noticeable in Sutherland and Bankstown/Illawarra is a rise in unprompted awareness of ANSTO
Knowledge	UP (+10%)	A 10% rise in the number of people who claim to have a detailed understanding of what ANSTO does!
Media position	UP (+18%)	In 2004, there was more negative media perceived than positive. In 2007 there was more positive than negative, a complete turnaround
Importance of a nuclear facility	UP (+2%)	At already very high levels (88%) in 2004, the community continues to recognise the importance of a nuclear facility
Safety	UP (+14%)	The community feels safer living close to the ANSTO facility
Confidence in security	UP (+11%)	More people now feel that the risk of a security breach is either a low or non-existent breach.
Advocates/positives	UP (+9%)	The number of community members that felt uninformed has dropped by 15%! Positive and advocates have increased in number by 9%!

Other key scores:

- ANSTO has improved in all of the important factors as determined by the community!
- ANSTO is seen as less of a target for terrorist attack than other important structures, such as the Sydney Harbour Bridge, transport networks or refineries.



Corporate Communications KPIs

- As part of ANSTO's Corporate Communications Plan written following the 2003 study and executed over the intervening years, the following Key Performance Indicators were developed and agreed.
- The execution of the Plan over recent years has aimed to produce demonstrable change in these areas amongst the community:
 - Based on the advocacy scale, decrease the percentage of community stakeholders that are uninformed about ANSTO from 61% to 56% by June 2005 – **in June 2007, the level achieved is 46%**
 - Based on the advocacy scale, increase the percentage of community stakeholders that are either ANSTO advocates or quietly positive from 18% to 23% by June 2005 – **in June 2007, the level achieved is 27%**
 - Increase the percentage of community stakeholders that have either some knowledge or a detailed understanding of what ANSTO does from 38% to 43% by June 2005 – **in June 2007, the level achieved is 48%**
- Notwithstanding the fact that measurement in these areas did not take place in 2005 as planned, overall, each of the KPIs has been reached and exceeded.
- It would seem the development of a plan and its careful execution over recent years has successfully impacted on the community's relationship with ANSTO.



Where to from here - Community

Continuing from our insights in 2004, in 2007 and beyond ANSTO should...

- Continue to expand communication with wider Australian communities about ANSTO's operations
- Continue to raise awareness about what ANSTO does and addressing misconceptions (e.g. nuclear power production, nuclear weapons research/production, etc.)
- Continue to identify and promote the positive benefits of ANSTO's work, e.g. its contribution to the environmental through research, helping address climate change issues
- Expand dialogue with local community
- Continue to make use of local communication sources which influence community opinion
- Be seen to be consistent, open and honest (i.e. not secretive)

New actions...

- Expand dialogue and engagement with a wider community
- Address concerns of security breaches and day to day safety precautions to both local and broader communities
- Educate the community about the nuclear fuel cycle and nuclear waste handling as they are key areas of concern



The Key Learning – Community

The key learning from this survey is that...

Advocacy in the community is closely related to knowledge and understanding about the positive contributions that ANSTO makes to the lives of every day Australians

ANSTO needs to continue to communicate to and educate the general community about the safety precautions ANSTO undertakes at their facility to prevent a security breach.

The ‘uninformed’, if communicated to in the ‘right’ way can reasonably be converted to advocates/positives – the signs are there of progress made over the past few years..

ANSTO is seen by the community as an authority on all things nuclear, including nuclear power! Its role is set to increase and the community draws great comfort from knowing that Australia’s leading nuclear facility will play an authority role in the debate.