



Murray-Darling Basin community perceptions research 2024–25

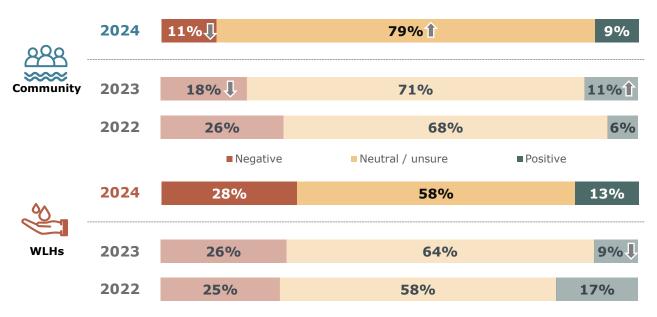
Perceptions relating to water management in the Murray-Darling Basin



Perceptions of water management

The research found that perceptions towards water management remained skewed towards the negative, particularly amongst water licence holders – however there had been a decline in strongly negative sentiment among Basin Community respondents.

Feelings towards the management of water in the Basin...



Q17. On a scale from 1 to 10, where '1' is extremely negative, and '10' is extremely positive, based on what you know, how would you rate your feelings about the management of water in the Basin...? Negative = 1-3, Neutral = 4-7 / Don't know / unsure, Positive = 8-10.

Base: Community (2024: n=865, 2023: n=800, 2022: n=817), WLH (2024: n=203, 2023: n=214, 2022: n=200).

Note: Arrows indicate results are significantly higher or lower than the previous year (at a 90% Confidence level).



The research found that **First Nations community respondents were more likely to report negative feelings towards water management** (24%) in comparison to non-First Nations community respondents (11%).



Many participants in the qualitative research indicated that they had not recently seen or heard information or news relating to water management and the Plan, and when they did, information tended to be negative. Whilst for most community members 'no news was good news', an absence of information on progress/ outcomes was found to contribute to negative sentiment among water licence holders.

The research suggests more information on actions/ progress and circulation of 'positive news' stories about water management efforts across the Basin could enhance positive sentiment.