

Greater Melbourne Flood Information Program Council briefing pack 2026

Community attitudes and sentiment

Melbourne Water commissioned research in late 2024 to test elements of our flood messages and communications to ensure our target audience, the community, are optimally informed and understand our flood communications.

Over 800 people from across Melbourne were involved in the user testing.

The research revealed that baseline community sentiment is as follows:

- People are generally glad to be hearing from Melbourne Water and appreciate their proactive approach to flood modelling and communications.
- While a minority are apprehensive – a feeling stemming largely from a general mistrust of state and local government as well as concerns around the 2022 floods – a majority of Melburnians trust Melbourne Water's flood management and communication capabilities.
- Communications need to be in simple, direct language and should not overestimate the general public's prior knowledge of flooding.
- Participants expressed a desire to seek out further information. They primarily want to know whether they are in a flood affected area, and how they can prepare, but they are also curious about the specifics of flood modelling.