

1. Executive Summary

1.1. Introduction

Colmar Brunton was engaged by the Asbestos Safety and Eradication Agency (ASEA) to undertake quantitative research to provide a current measure of awareness, attitudes and behaviours towards asbestos across its key primary and secondary audiences captured following similar studies undertaken in 2014 and 2016. This information will provide an update on whether attitudes and behaviours towards asbestos have changed since the previous study.

The following table summarises the audience groups, the survey methodology and the number of respondents for each group in each survey year:

Target group	Methodology	Total respondents in Survey 1 (2014)	Total respondents in Survey 2 (2016)	Total respondents in Survey 3 (2018)
General public	Online survey	N=1,015	N=1,125	N=1,013
Tradespeople	CATI (Computer Assisted Telephone Interview) survey	N=401	N=402	N=400
DIY home renovators	Online survey	N=824	N=848	N=814
Real estate agents and landlords	Online survey	N=122	N=130	N=263

Fieldwork was conducted between 16 April and 4 May 2018. This report presents the findings of this research.

1.2. Key Findings – All groups

1.2.1. Advertising awareness

Respondents across the four target groups were asked if they recalled seeing or hearing any advertising on the dangers of asbestos over the past month.

One quarter (25%) of general public respondents said they had seen or heard such advertising over this time, compared to 26% of tradespeople and 30% of DIY renovators. Of note, real estate agents and private landlords were significantly more likely to recall such advertising over this period (47%).

Those recalling such advertising over this period were asked specifically what they saw or heard. A wide variety of the types of information was recalled, with the most frequently mentioned topics for each group noted below:

- 6 General public – ‘dangers of asbestos once removed’ (28%), ‘asbestos is dangerous and harmful to health’ (17%) and ‘use a professional to remove and dispose of asbestos’ (12%)
- 6 Tradespeople – ‘dangers of asbestos once disturbed’ (31%), ‘correct methods of handling asbestos’ (18%), and ‘general TV coverage’ (11%)
- 6 DIY home renovators – ‘asbestos is dangerous and harmful to health’ (23%), ‘dangers of asbestos once disturbed’ (22%) and ‘use a professional to dispose of asbestos (12%)
- 6 Real estate agents/private landlords – ‘dangers of asbestos once disturbed’ (17%), ‘asbestos is harmful to health’ (17%) and ‘news/pamphlets/newsletters’ (13%).

Those who recalled any advertising were asked where they had seen or heard this.

- 6 For general public respondents, the most commonly recalled channels for asbestos advertising and messaging were TV (65%), newspaper (33%), radio (23%) and social media (21%).
- 6 For tradespeople, the most commonly recalled channels for asbestos advertising and messaging were TV (33%), radio (24%), newspapers and workplace signage (both 11%).
- 6 For DIY home renovators, the most commonly recalled channels for asbestos advertising and messaging were TV (58%), online/internet (32%) and newspapers (26%).
- 6 For real estate agents/private landlords, the most commonly recalled channels for asbestos advertising and messaging were TV (53%), newspapers (31%) and social media (29%).

1.2.2. Perception of being informed about asbestos and its related dangers

There was an increase in the proportion of general public respondents saying they felt at least moderately informed or better (84%, up from 76% in 2016) and also a reduction in tradespeople reporting feeling poorly informed or worse (3%, down from 6% in 2016). There was also a rebound in DIY and home renovators’ level of feeling informed (58% feeling very informed or informed, up from 49% in 2016, but still below the 61% observed in 2014).

Females, people aged 18-39, those renting their property and those who speak a language other than English were all observed to have significantly lower levels of feeling informed than other groups, as were DIY home renovators based in both Melbourne and Adelaide.

1.2.3. Importance of being knowledgeable about asbestos and its dangers

On another positive note, there is a clear upwards trend observed in terms of the importance the general public place on being knowledgeable about asbestos and its related dangers, including strong

growth in the proportion considering this to be ‘very important’ (59%, up from 52% in 2016 and 43% in 2014).

For both DIY home renovators and real estate agents/private landlords, Survey 3 saw a rebound in perceived importance of the issue to levels higher than observed in the initial 2014 study. This was driven primarily by large jumps in the proportion of these groups describing such knowledge as very important (64% from 54% in 2016 for DIY home renovators, and 58% from 39% in 2016 for real estate agents/private landlords).

Tradespeople are already well convinced of the importance of being knowledgeable about asbestos and its related dangers and their results have remained stable over time.

Younger people, renters and those speaking a language other than English were observed to rate this importance lower than other groups.

1.2.4. Perceived level of knowledge associated with asbestos and its dangers

Self-rated knowledge of the dangers associated with exposure to asbestos has remained relatively stable over the past three surveys.

Tradespeople have demonstrated a small but noticeable positive trend in terms of a knowledge increase, while DIY home renovators self-rated knowledge is similar to that observed in 2016 (after this fell from 2014 to 2016) – possibly reflecting a greater awareness of the limitations of their knowledge of such dangers.

Again, younger people 18-39, renters and those speaking a language other than English were observed to rate their knowledge of asbestos dangers as lower than other groups, as did DIY home renovators in Melbourne.

1.2.5. Confidence in ability to identify asbestos containing material

Self-rated confidence in the ability to identify materials containing asbestos has remained relatively stable over the three surveys and across the four cohorts, suggesting the task of communicating the breadth of materials that could contain asbestos remains an important and ongoing one.

There has been a small but observable upwards trend in self-rated confidence among real estate agents/private landlords (with the proportion rating themselves as very confident more than doubling in Survey 3 to 17%). Females, general public respondents from Melbourne, and younger DIY home renovators (18-39) provided significantly lower self-confidence ratings than other groups.

1.2.6. Confidence in ability to identify situations with risk of exposure to asbestos

Self-rated confidence in the ability to identify situations with risk of exposure to asbestos has also remained relatively stable across the three surveys, with only relatively minor changes observed.

Encouragingly, the gains in self-rated confidence to identify situations with risk of exposure to asbestos observed for real estate agents/private landlords in 2016 has been sustained through to the 2018 findings. Females, younger DIY home renovators and tradespeople aged 18-29 were observed to rate their confidence lower than other groups.

1.2.7. Attitudes towards risks and importance of asbestos

Encouragingly, there has been a broadly positive trend observed in terms of attitudes towards asbestos across all of the four target cohorts. The broad pattern of a slight decline in attitudes towards asbestos in the 2016 study has been reversed in 2018, with most attitudinal measures now sitting at or better than the levels first observed in the 2016 study. The average agreement level for each statement, by cohort – is presented below.

	General public			DIY home renovators			Real estate agents/private landlords			Tradespeople		
	2014	2016	2018	2014	2016	2018	2014	2016	2018	2014	2016	2018
Asbestos only poses a danger if disturbed (e.g. as part of building, demolition or renovation activity)	3.7	3.7	3.6	3.8	3.7	3.6	4.0	3.8	3.6	4.2	4.0	4.0
I would pay for specialist advice if I was unsure something contained asbestos	4.5	4.3	4.5	4.5	4.3	4.3	4.5	4.1	4.3	4.0	4.1	4.2
Asbestos is not a major concern for me	2.7	2.8	2.8	2.6	2.8	2.6	2.9	3.1	2.9	2.4	2.2	2.5
Even a small exposure to asbestos can be very dangerous	4.4	4.3	4.3	4.4	4.3	4.3	4.3	4.1	4.1	4.3	4.2	4.3
Asbestos is very common in Australian buildings	4.0	4.0	4.2	4.1	4.0	4.1	4.1	3.8	4.0	4.2	4.1	4.4
Anyone doing renovations needs to be very mindful of asbestos	4.6	4.5	4.6	4.7	4.5	4.6	4.5	4.4	4.3	4.8	4.7	4.8
I wouldn't have a clue what types of materials contain asbestos	3.3	3.2	3.3	2.9	3.1	3.1	3.2	3.2	3.3	2.3	2.0	2.1

1.2.8. Preferred asbestos information sources

There have been some interesting changes observed across the three surveys in terms of where people would go if they wanted information on asbestos and its related dangers.

While general 'Google searching' remains an important channel for people to turn to, there has also been growth in channels such as builders/building inspectors, companies specialising in the identification and safe removal of asbestos, and local government. This suggests there is growing appreciation that more specialist and tailored advice are often required for any building or renovation work where asbestos is likely to be a relevant issue.

1.2.9. Awareness of ASEA

Awareness of the Asbestos Safety and Eradication Agency (ASEA) has remained broadly stable across the three surveys, with real estate agents/private landlords consistently observed to have higher awareness of the agency than the other three cohorts. Given there has been limited advertising or promotion of the agency to boost awareness, these results are expected.

Of those aware of the agency, visitation of the agency's website has varied by specific cohort. Between a third and a half of both general public and DIY home renovators aware of ASEA report having visited the website, while more than half of real estate agents/private landlords aware of ASEA have visited the site. Tradespeople are the group least likely to have been to the site (if aware of ASEA) at between 14% and 18% across all surveys.

1.2.10. Additional asbestos information required

Survey 3 saw general public respondents significantly less likely to indicate a need for additional information on asbestos and how it should be managed to avoid risks to human health (7% in Survey 3 compared to 10% in Survey 2). Slightly fewer proportions of tradespeople and DIY home renovators have been observed to have requirements for specific additional information over time, potentially reflecting slightly higher cumulative asbestos knowledge among these cohorts. Real estate agents/private landlords remain the group with the highest proportion indicating a need for additional information (24% in Survey 3).

The specific nature of the additional information required varies according to cohort. Not surprisingly, general public respondents were most likely to say they had a need for 'general information' (19%). Tradespeople were most likely to say 'information about identifying materials that contain asbestos' (57%), while DIY home renovators want practical information about the health risks of exposure (25%) and how to identify asbestos (24%).

1.3. Key findings - Tradespeople

1.3.1. Formal training related to asbestos

The proportion of tradespeople who reported undertaking formal training in relation to asbestos and how it needs to be managed in any building, renovation or demolition work was 37% in Survey 3, broadly consistent with levels observed in previous surveys.

Out of those who had previously undertaken formal asbestos training, there was a mix of how recently such training had been delivered. Just over half (53%) indicated that this training had been delivered within the past 5 years, while for the remainder such training was delivered more than 5 years ago.

Tradespeople who reported attending formal training were asked who delivered this to them. The 2018 survey saw an increase in the proportion of tradespeople indicating that this training had been delivered by an external training organisation (29%, up from 17% in 2016). Other key channels included peak bodies (31%) and at TAFE as part of job training (16%). As observed in previous surveys, the vast majority of those attending formal asbestos training considered such training to be either ‘very useful’ (63%) or ‘quite useful’ (30%), with very few indicating such training was not useful.

Survey 3 saw a significant reduction in the proportion of tradespeople who indicated that they needed further training in this regard, with just 22% (down from 32% in 2016) expressing this need. This can be viewed positively and indicates at least a proportion of those previously indicating the need for additional training have had this need met over the intervening period.

Tradespeople expressing a need for additional asbestos training were asked what topics the additional training should cover. The majority of respondents said they wanted the training to cover how to identify asbestos (49%) and how to manage its safe removal and disposal (41%).

1.3.2. Tradespeople attitudes towards risks and importance of asbestos

There was generally little movement observed in average agreement for the battery of attitudinal statements presented to tradespeople, with the attitudinal positioning of this cohort already positive in terms of identification and management of asbestos on site. The average agreement level (on a 1 to 5 scale, where 1 is strongly disagree and 5 is strongly agree) is presented in the table below.

Average	2014	2016	2018
I know what to do if asbestos is identified on a building, renovation or demolition site	4.5	4.4	4.5
I am happy to raise the costs of asbestos removal with clients if necessary	4.7	4.7	4.6
I know how to protect myself from exposure to asbestos	4.4	4.3	4.5
Our business/organisation takes asbestos and its dangers very seriously	4.7	4.7	4.8
All staff in this business are discouraged from taking any risks in relation to asbestos on a job site	4.8	4.7	4.8
I have enough information about asbestos to make informed decisions on the job site	4.2	4.2	4.4
I have had sufficient training about how to identify and manage asbestos on the job site	3.5	3.4	3.6
I am concerned about potentially being exposed to asbestos	3.7	3.8	3.6

1.3.3. Employers' understanding of obligations

In line with previous surveys, around three quarters of tradespeople (76%) feel they have sufficient understanding of their legal obligations to ensure their staff are not exposed to asbestos.

Tradespeople aged 50 to 59 were significantly more likely to have a sufficient understanding of legal obligations as an employer in terms of ensuring your staff are not exposed to asbestos when working for their business (90% compared to 76% overall).

1.3.4. Employers' rating of staff knowledge

A slightly positive trend has been observed in relation to tradespeople feeling that their staff have adequate knowledge of asbestos and its dangers, with growth observed in the proportion of those rating knowledge as either 'very good' or 'good' (72% combined in 2018, up from 65% in 2016), and a corresponding decline in the proportion indicating that staff have low or no knowledge on the topic.

1.3.5. Businesses level of asbestos awareness

While around half of tradespeople surveyed indicated their awareness of asbestos, its dangers and how to manage it had not changed over the past years, some 29% said they had much more awareness than 5 years ago, and a further 19% said they had more awareness of the issue.

1.3.6. Businesses awareness of asbestos identification, management and removal best practice

For the first time in the survey, tradespeople were asked if they were aware of best practice with regards to asbestos identification, management and removal, and the degree to which their operations were conducted in accordance with this.

Encouragingly, almost three quarters of tradespeople indicated they were aware of best practice and do this all the time (74%). A further 9% said they were aware of best practice and did this most of time, while a further 3% said they were aware of best practice but do this only some of the time. Another 8% said they were not aware of best practice but were open to learning about this and doing this into the future.

Those tradespeople who said they were aware of best practice (in terms of asbestos identification, management and removal) but do not do this all the time were asked the main reasons why. The most common reason cited was a lack of experience in dealing with asbestos (28%), followed by not all staff in their business being aware of what best practice is (20%) and that best practice is either impractical or unrealistic (15%).

The same businesses (those who indicated they were aware of best practice but did not always follow it) were then asked what would help their business to always follow best practice. More than half of these respondents (53%) indicated that developing a better understanding of what best practice is would help them. This suggests ASEA's efforts to identify examples of best practice and showcase these to the trades sector should be continued and actively promoted.

1.3.7. Commercial building work and asbestos registers

Those who reported undertaking commercial work on buildings constructed before 1990 were asked about their behaviours in relation to requesting the asbestos register for the building.

Around a third of these tradespeople said they always ask for the asbestos register before undertaking work. Of concern was the same proportion who said they never ask to see the asbestos register (36%), along with the proportions that said they only ask for this 'rarely' (10%) or 'sometimes' (12%).

Those that reported asking for the asbestos register were subsequently asked in what proportion of cases one was made available to them. Encouragingly, this register was available (on average) in 83% of cases where it is asked for.

1.3.8. Information sources

As with previous iterations of the survey, tradespeople were asked what channels would be most effective in delivering asbestos safety information to them.

While email was observed to still be the most common channel mentioned (34%), there were a number of significant differences observed by channel preferences in 2018. Interest in television advertising (19%, up from 8%), radio advertising 10%, up from 3%), internet banner ads (9%, up from 5%) and Facebook (6%, up from 2%) increased. Conversely, interest in training courses (7%, down from 20%), internet/websites in general (2%, down from 11%) and brochures/leaflets/flyers (2%, down from 8%) all decreased in 2018.

1.4. Key findings - DIY home renovators

These survey participants were originally asked if they had undertaken a range of renovation activities on properties built or renovated between 1940 and 1990. The incidence of all activities was higher than observed in 2016 and broadly in line with levels of activity seen in the initial 2014 study.

In line with previous studies (and not surprising given they have at least some interest in DIY home renovators), around 80% undertook at least some of this renovation work themselves, including 20% who did all of the work without the use of professional tradespeople.

1.4.1. Assessment of risk as part of recent renovations or demolitions

The 2018 study showed that the proportion of DIY home renovators who had assessed the planned work to determine the risk of exposure to asbestos was 47% - the same as observed in the 2016 study.

Those who indicated that risk of exposure to asbestos had been assessed as part of the planning process for renovations were subsequently asked who undertook this assessment.

Encouragingly, the majority indicated this was done either by a tradesperson/builder/contractor (45%) or a licensed asbestos assessor (31%). However, some 22% indicated they had undertaken this assessment themselves.

1.4.2. Asbestos removal during recent renovations or demolitions

For those undertaking renovations, asbestos needed to be removed in 20% of such activities. This level is broadly in line with levels observed in previous surveys (18% in 2014, 23% in 2016).

Very encouragingly, Survey 3 saw a significant increase in the proportion of those needing to remove asbestos engage a licenced asbestos removalist to do this (49%, well up on the 33% observed in 2016 and the 23% observed in 2014). A corresponding decline has been observed in both the tradesperson/contractor removing the material (29%, down from 41% in 2014) and people undertaking this work themselves (20%, down from 36% in 2014).

Those 1 in 5 respondents who indicated they removed the asbestos containing materials themselves were asked the main reason they undertook the removal themselves. Close to half said this was because they felt they had the skills or knowledge to do this appropriately (46%), while a further 39% said this was done to save money. Just 11% said this was because they could not find a licensed removalist in their area.

Over half of those who had removed asbestos containing materials themselves said they had accessed information on safe asbestos material prior to undertaking this task (54%), while a further 18% said they had undertaken formal training on this.

Of some concern was the 21% of these respondents who said they had just used their own common sense/judgement in undertaking this task.

1.4.3. DIY home renovators' attitudes towards risks and importance of asbestos

After a dip in 2016, average levels of agreement with a range of attitudinal statements increased again in 2018. Average agreement levels (on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree) are presented in the table below.

Average	2014	2016	2018
I know what to do if asbestos is identified on a building, renovation or demolition site	3.5	3.2	3.6
Asbestos removal must be undertaken by licensed specialists in this field	4.6	4.4	4.5
I know how to protect myself from exposure to asbestos	3.4	3.1	3.6
I take asbestos and its dangers very seriously	4.6	4.3	4.5
When preparing for any renovation project, asbestos is a key consideration	4.3	4.0	4.4
I have enough information about asbestos to make informed decisions when doing any renovation work	3.4	3.1	3.6
I have sufficient knowledge about how to identify and manage asbestos on the job site	3.1	2.8	3.3
I am concerned about potentially being exposed to asbestos	3.7	3.5	3.8

1.4.4. Information sources

As with the previous iterations of the study, DIY/home renovator respondents were asked which channels would be most effective in delivering asbestos safety information to them.

While television advertising remained the most popular channel for this cohort (44%), the 2018 findings saw a number of significant changes in channel preferences. Government websites (42%, up from 34%), a letter in the mail (24%, up from 17%) and other social media channels outside Facebook, Twitter and YouTube (13%, up from 4%) all were observed to grow, while the ASEA website (40%, down from 46%), DIY internet sites (34%, down from 41%) and news coverage online (19%, down from 25%) were less commonly selected than in 2016.

1.5. Key findings - Real estate agents and private landlords

1.5.1. Fielding asbestos queries

Real estate agents and private landlords were asked if they had received any queries in relation to asbestos from any of their clients and/or tenants over the past three years. Some 16% reported fielding such queries, which was similar to the level observed in 2016 but down from the 25% observed in 2014. Those receiving asbestos related queries over the past three years were asked how well placed they felt they were to answer these queries. Encouragingly, some 69% said they were either 'well placed' or 'very well placed' to answer these queries, with just 5% feeling they were 'not well placed' to respond to these.

1.5.2. Importance of understanding asbestos and its dangers

The vast majority of real estate agents and private landlords (82%) indicated that it was important to understand asbestos and the dangers it can pose to clients or tenants – a level higher than in 2016 and broadly in line with the initial study in 2014.

1.5.3. Formal training received

Encouragingly, Survey 3 shows an increase in the proportion of real estate agents and private landlords who have had formal asbestos training (24% vs. 20% in 2016 and 19% in 2014).

The latest survey findings reinforce the trend emerging in the 2016 findings, whereby training has increasingly been provided by peak bodies in the sector and less often through the own company of the real estate agent or private landlord.

Consistent with the results from previous years, the vast majority of asbestos training attendees felt this training was either 'very useful' (44%) or at least 'quite useful' (46%).

Some 47% of real estate agents and private landlords indicated they felt they needed more training in the 2018 study, which is similar to levels observed in the 2016 and 2014 surveys. Those indicating a desire for further training were asked who they would prefer to deliver such training. While an external training organisation was the most preferred channel, Survey 3 did see a significant increase in the proportion selecting TAFE (30%, up from 10% in 2016) and a similar decline in peak bodies in their industry (22%, down from 38%).

Those wanting additional training were asked what topics they would like this additional training to cover. The most commonly requested topics were *'how to best handle asbestos/safe removal and disposal'* (27%), *'identifying asbestos'* (20%), *'the health dangers and risks involved'* (19%) and *'everything/general information'* (19%).

1.5.4. Real estate agents' and private landlords' attitudes towards risks and importance of asbestos

Encouragingly, Survey 3 saw improvement across most attitudinal statements posed to real estate agents/private landlords. Average agreement levels (on a scale of 1 to 5, where 1 is strongly disagree and 5 is strongly agree) is presented in the table below.

Average	2014	2016	2018
I know what to do if asbestos is identified in a property	3.7	3.5	3.7
I actively consider asbestos and how tenants could potentially be exposed	3.6	3.6	4.0
I know how tenants can protect themselves from exposure to asbestos	3.4	3.5	3.6
I have a duty of care to tenants regarding informing them of asbestos where present	4.4	4.0	4.2
I have enough information about asbestos to advise clients or tenants where necessary	3.3	3.4	3.8
I understand my legal obligations in relation to asbestos when dealing with clients or tenants	3.7	3.6	3.9
Asbestos removal costs need to be considered when dealing with properties built or renovated between 1940 and 1990	4.3	4.0	4.2
I know what to do if asbestos is identified in a property	3.7	3.5	3.7

1.5.5. Real estate agents' and private landlords' attitudes towards whose responsibility it is to find out if there is asbestos in the home

In terms of whose responsibility it is to find out if there is asbestos in the home, the latest findings were broadly in line with those observed in 2016, with responsibility seen to lie primarily with building inspectors and the current homeowner. Local council and real estate agents themselves were also identified as people with this responsibility.

1.5.6. Preferred information sources

Real estate agents/private landlords were asked which channels would be most effective in delivering asbestos safety information to them.

The preferred channels for information were broadly in line with preferences observed in previous surveys. There was significant growth in *'government websites'* being identified as a channel (38%, up from 25% in 2016), while there was a decline in interest for *'newsletter articles from ASEA'* (9%, down from 19% in 2016).

1.6. Conclusions and Recommendations

Based on these findings, Colmar Brunton makes the following conclusions and recommendations for ASEA's consideration:

1.6.1. General Public

- 6 The latest study shows people are recalling asbestos information and this is likely playing a key role in shaping attitudes and beliefs. The challenge for ASEA is to positively influence the messaging of others in a way that drives the right attitudinal and behavioural outcomes (e.g. fostering awareness and minimising risk of potential exposure). To this end, we encourage ASEA to continue efforts to partner with related agencies and the asbestos sector to ensure messaging remains accurate and consistent.
- 6 While mainstream media remains a key information source for the general public, social media is an increasingly used and preferred information channel for many (particularly for younger consumers, who have demonstrated lower asbestos awareness and confidence in assessing materials and situations where asbestos could be a problem – see below). We encourage ASEA's continued use of social media channels to disseminate video and narrative driven content.
- 6 In terms of groups requiring further focus, the latest data suggests that ASEA would be well served prioritising the following sub-groups in terms of seeking to build awareness and minimise risk of future exposure (all of whom commonly indicated lower ratings of feeling informed on the dangers of asbestos and lower confidence in being able to identify where asbestos could be present and pose a risk to health):
 - 7 Females;
 - 7 Those aged 18-39;
 - 7 Those currently renting;
 - 7 Those from non-English speaking backgrounds; and
 - 7 Those living in Melbourne.

1.6.2. Tradespeople

- 6 While attitudes and behaviours for this group are largely positive, there remains a significant demand for additional training, with more than 1 in 5 indicating a desire for

more training on asbestos and its related dangers. This training should ideally be delivered through peak bodies, and should focus on very practical information on how to identify asbestos and also how to effectively manage its removal and disposal.

- 6 Outside formal training, the study found that builders were the most knowledgeable and confident in regards to both identifying asbestos and managing this appropriately on the job site. To this end, we would suggest ASEA work with peak bodies in the building sector to recognise and engage builders and leverage this knowledge when managing any sub-contractors engaged for any project where asbestos could be present.
- 6 Based on the responses to questions regarding best practice in relation to asbestos identification, management and removal, the findings suggest that at least a quarter of all tradespeople are commonly adhering to best practice. This was due to a range of factors, including being unaware of what best practice is or viewing best practice as being impractical or unrealistic. We encourage ASEA's efforts to continue to try and identify examples of best practice across a range of trade sectors and showcasing these practices as both relevant and practically achievable.
- 6 The study also showed that only around one-third of businesses working on commercial properties constructed before 1990 always ask for the asbestos register for that property prior to planning and undertaking any work. Among those that do ask, this is being produced in more than 80% of cases, suggesting ASEA needs to encourage those working on such projects to request access to these asbestos registers as a standard part of their engagement process.
- 6 The 2018 results saw increased interest in paid advertising to disseminate asbestos information, including mainstream, digital and social media channels. The ongoing challenge for this cohort is to keep the subject matter fresh and relevant to them over the longer term, which will likely require a mix of formal training and advertising/information dissemination over the longer term. Using a wide range of scenarios – including newly merging threats or challenges (such as asbestos being found in imported building products) – will counter against the real threat of message and issue fatigue.

1.6.3. DIY home renovators

- 6 The findings from this year's survey suggest that while this group generally displays a positive profile in terms of their awareness of and attitudes towards asbestos, there remain a significant proportion that are at greater risk of exposure (either inadvertently or through trying to save costs of professional identification and removal).
- 6 Younger DIY home renovators (18-39) were observed to be less informed on the dangers of asbestos and to rate themselves as less confident in identifying asbestos containing

materials or situations where asbestos could be an issue. We suggest there would be significant cross over between this group and first home/property buyers, an opportunity that could be leveraged in situations where younger people are potentially buying older properties with plans to renovate to either live in and own or eventually sell. To this end, we encourage ASEA to leverage both the real estate (property profile and selection), financial (mortgage lending) and government sectors (stamp duty and /or exemptions to this) in terms of raising asbestos as an issue worthy of consideration.

- 6 For those undertaking removal themselves to save money, we recommend focussing on the potential long term health costs (including stories of where renovation has ended in serious health consequences) versus the short term gain of saving a few dollars. Also, we would recommend communicating the specialist skills required for this task (including the specialist safety equipment used and costs of this) to help this cohort understand the value – not just the costs – of engaging intermediaries in undertaking this potentially deadly task.
- 6 While attitudes and behaviours are generally moving in the right direction, there is an ongoing need to keep asbestos a top of mind consideration for any renovation work on houses constructed between 1940 and 1990. To this end, we encourage ASEA to continue to leverage likely touchpoints in the DIY renovation pathway (e.g. advertising on YouTube channels showcasing DIY activities where people are seeking inspiration or knowledge, and providing information at point of sale in building supply retailers such as Bunnings as people move to planning and action).

1.6.4. Real estate agents and private landlords

- 6 There remains significant demand for additional asbestos training among real estate agents and private landlords. While continuing efforts to engage the real estate sector, we believe ASEA should also seek avenues to engage with private landlords who may not have the opportunity to access training through peak body organisations. Given these private landlords are likely located all across Australia, we suggest ASEA invest resources in developing written and video content aimed specifically at this cohort – ideally including links to asbestos identification and removal specialists by geographical region.
- 6 We believe there is scope to share these findings with industry, including noting that younger people, females and those from non-English speaking backgrounds are likely at greater risk of inadvertent exposure to asbestos than other groups. For example, industry could be encouraged to refer these cohorts to ASEA resources developed specifically for each group (e.g. engaging video content for younger people showcasing how and why

asbestos is an issue relevant to them, and downloadable fact sheets translated into the top 5 or 10 languages spoken by those from a non-English speaking background).

- 6 While real estate agents and private landlords will typically have engagement with buyers or renters at the sale or leasing of a property, consideration needs to be given to ensure property managers – those charged with conducting property inspections – also have a reasonable awareness and knowledge of asbestos to detect any tenant behaviours that could be posing a threat of exposure to asbestos. Given young people are more likely to be renting a property, this too would address some of the additional exposure risk this cohort poses given their lower awareness and familiarity with asbestos.