

Potts Hill development western precinct

EA Communications Plan
October 2009

Manidis Roberts

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1 Introduction

1.1 Project background

In 2005, Sydney Water identified approximately 40 hectares of land at its Potts Hill Reservoir site as surplus to operational requirements. Since then, Landcom, in partnership with Sydney Water, has developed options for the redevelopment of these parts of the site.

In July 2008, Landcom prepared a concept plan application (under Part 3A of the *Environmental Planning and Assessment Act 1979*) for the redevelopment including new housing for up to 1,200 residents, a 15-hectare business park and areas of open space. The NSW Department of Planning approved the Potts Hill concept plan in April 2009.

In January 2009, following approval of the relevant project applications, Sydney Water's contractors began civil and construction works for the new Potts Hill business park and Sydney Water facility in the eastern precinct of the site (near Rookwood Road). Construction of the Sydney Water facility is expected to be complete by January 2010.

Landcom is now preparing a project application, detailed plans and an Environmental Assessment (EA) for the proposed residential development in the western precinct of the site. The plans will show the proposed layout for the new roads, housing lots, parks and other infrastructure within the new residential development. In addition, they will also address key issues such as environmental management, construction methods, traffic and stormwater impacts, heritage and affordable housing. Once finalised, the plans and supporting EA will be placed on public exhibition for review and comment from stakeholders.

1.2 Purpose

Manidis Roberts has developed this communications plan to support the preparation and public exhibition of the EA for the redevelopment of the western precinct of the Potts Hill Reservoir site ('the project'). It has been prepared in recognition of the key role that stakeholder relationships play in the development of this project.

This plan identifies the communications objectives, key messages and communications techniques to be used with key stakeholders. Stakeholder groups and anticipated issues are also identified in this plan. A communications program has also been developed, to complement key project dates. The timing and completion of the activities, like other elements of the plan, will be reviewed at key milestones.

The purpose of this communications plan is to:

- Identify the key stakeholders impacted by or interested in the project.
- Identify and anticipate stakeholder issues.
- Establish a series of key messages for use in communications materials.
- Identify appropriate communications techniques for communicating with stakeholders.

- Identify team member responsibilities for stakeholder communications and engagement activities.
- Identify communications protocols and procedures for project team members to use.

1.3 Objectives

The objectives of the communications program are to:

- Satisfy the Director General's requirements for stakeholder and community consultation.
- Provide key stakeholders with up to date and accessible information about the project including the planning and approvals process, project timing, key features, potential benefits and impacts.
- Gain feedback on the project from the community and key stakeholders during the public exhibition of the EA.
- Demonstrate to the community and key stakeholders how the concerns and issues raised by them in Landcom's previous consultation programs have been addressed in the proposed development.
- Build on the relationships Landcom has begun to develop with Cooper Road residents through its recent community consultation program.
- Maintain and enhance the reputation of Landcom by demonstrating a commitment to develop and maintain ongoing open channels of communication.

2 Project stakeholders

This chapter identifies the range of stakeholders with an interest in the project and their likely views. A 'stakeholder' is defined as any individual or group who may be affected by, and/or has an interest in the project, and the decisions and/or outcomes of the project. Stakeholders can have a negative or positive impact on the implementation of the project and its outcomes.

Stakeholders for this project can be broadly categorised into the following groups:

- Federal and state government departments and politicians.
- Local councils and politicians.
- Business and industry groups.
- Residents and community stakeholders.
- Local media.

We expect that stakeholders will have a range of interests and concerns in relation to the project. Table 1 identifies the key project stakeholders (categorised into the groups listed above) and their anticipated interests in the project based on:

- Their interests and involvement in the project to date (eg. Potts Hill concept plan and Potts Hill eastern precinct works).
- The issues raised by participants at the community focus group for the Potts Hill concept plan.
- The details of submissions on the Potts Hill concept plan.
- The results of Landcom's consultation with Cooper Road residents in April 2009.
- The details of enquiries to the project 1800 number.
- Desktop research.

Table 1 Project stakeholders and key issues

Stakeholder	Key issues and interests
Federal and state government departments and politicians	
Minister for Planning – Kristina Keneally	<ul style="list-style-type: none"> Minister responsible for Landcom. Minister responsible for assessing the project.
Minister for Water – Phillip Costa	<ul style="list-style-type: none"> Minister responsible for Sydney Water.
Minister for Western Sydney – David Borger	<ul style="list-style-type: none"> Potential interests relate to employment, affordable housing and community services associated with the project.
NSW Member for Bankstown – Tony Stewart	<ul style="list-style-type: none"> Has received a briefing and ongoing communications from Landcom about the project.
NSW Member for Auburn – Barbara Perry	<ul style="list-style-type: none"> Former Minister for Western Sydney. Has received briefings and ongoing communications from Landcom about the project. Interests relate to the long-term plans and opportunities on the site and traffic issues on Amy Street.
Federal Member for Blaxland – Jason Clare	<ul style="list-style-type: none"> Has shown an interest in housing affordability issues. Has received a briefing and ongoing communications from Landcom about the project.
Federal Member for Reid – Laurie Ferguson	<ul style="list-style-type: none"> Has received ongoing communications from Landcom about the project.
NSW Roads and Traffic Authority (RTA)	<ul style="list-style-type: none"> Key stakeholder for coordination of road and construction works. Interests relate to short-term traffic impacts (during the construction period) and longer term traffic management issues with increased housing. Key issues include the impact of the development on traffic flow on Cooper and Brunker Roads and the location and type of proposed entrances into the development.

Stakeholder	Key issues and interests
NSW Department of Environment and Climate Change	<ul style="list-style-type: none"> • May be an approval authority for the project. • Key issues include minimising and mitigating impacts to flora and fauna.
Local councils and politicians	
Bankstown City Council <ul style="list-style-type: none"> • Mayor – Councillor Tania Mihailuk (Labor). • Deputy Mayor – Councillor Khal Asfour (Labor). • Councillor (north ward) – Pam Gavin (Labor). • Councillor (north ward) – Alex Kustoff (Labor). • Councillor (north ward) – Michael Tadros (Liberal). • General Manager – Luke Nicholls. • Group Manager, Ecologically Sustainable Development. 	<ul style="list-style-type: none"> • Interests include impacts on local traffic conditions, environmental impacts, heritage issues and street naming, and community infrastructure. • Has been consulted throughout the preparation of the Potts Hill concept plan and will continue to be consulted throughout preparation of the EA for the western precinct.
Auburn Council <ul style="list-style-type: none"> • Mayor – Councillor Hicham Zraika (Labor). • Deputy Mayor – Councillor Izzet Anmak (Independent). • General Manager – John Burgess. 	<ul style="list-style-type: none"> • Only a small portion of the site is contained within the Auburn local government area. • Has received ongoing communications from Landcom about the project.
Business and industry groups	
Local businesses (around the Potts Hill site/at Birrong railway station and Chullora Industrial Estate)	<ul style="list-style-type: none"> • Interests relate to the long-term impacts (both positive and negative) to business as a result of the redevelopment. • Could be interested in short-term impacts to business as a result of construction works.
Transport providers – Bankstown Strathfield Bus Service, Sydney Buses	<ul style="list-style-type: none"> • Could be interested in any short-term impacts to traffic conditions as a result of construction works.

Stakeholder	Key issues and interests
	<ul style="list-style-type: none"> • Could also be interested in potential demand for increased bus services as a result of the development.
Bankstown Chamber of Commerce, Chester Hill Chamber of Commerce	<ul style="list-style-type: none"> • Could be interested in the long-term impacts of the redevelopment on local business (both positive and negative).
Regents Park businesses	<ul style="list-style-type: none"> • Could be concerned about potential impacts to business as a result of construction works and the overall redevelopment. • May also be interested in potential new business opportunities associated with the redevelopment.
Potts Park – Greyhound Social Club	<ul style="list-style-type: none"> • Located on the eastern side of the site. • Participated in the community focus group for the Potts Hill concept plan. • Key issues relate to stormwater flow and management.
RSPCA Animal Shelter	<ul style="list-style-type: none"> • Located near the eastern side of the site. • Has been kept informed of the project through letters and community newsletters.
Juniperina Juvenile Justice Centre	<ul style="list-style-type: none"> • Located near the eastern side of the site. • Has been kept informed of the project through letters and community newsletters.
Residents and community stakeholders	
Residents (in close proximity to the Potts Hill site, eg Cooper Road, Bagdad Street and Brunner Road).	<ul style="list-style-type: none"> • High level of interest in both short and long-term impacts of the development on the existing community. • Already mildly impacted by works in the eastern precinct. • Have been provided with regular updates via the Potts Hill community newsletter. • Concerns relate to potential impacts on existing local infrastructure from increased population associated with the proposed development.

Stakeholder	Key issues and interests
	<ul style="list-style-type: none"> • Some interest in the sale of lots and potential land purchases. • Key concerns of Cooper Road residents include the impact of the residential development on existing lifestyles, impacts to property prices, security, loss of bushland and potential increases in the amount of local traffic.
Residents (in the broader Bankstown Council area)	<ul style="list-style-type: none"> • Some interest has been generated around the purchase of land and new housing.
Non English Speaking Background (NESB) residents	<ul style="list-style-type: none"> • The Birrong community is culturally diverse and a relatively high proportion of residents speak languages other than English at home. • In Birrong, 18 per cent of residents speak Vietnamese, nine per cent of residents speak Arabic and a further six per cent of residents speak Cantonese (<i>Australian Bureau of Statistics (ABS), 2006</i>). • Key issues may be access to information in languages other than English.
Arab Council Australia	<ul style="list-style-type: none"> • Has been kept informed of the project through letters and community newsletters. • ABS data reveals that a large proportion of residents in the community speak Arabic. The Arab Council could provide a useful channel for communicating with Arabic residents about the project.
Bankstown Area Multicultural Network	<ul style="list-style-type: none"> • Has been kept informed of the project through letters and community newsletters. • The local community has a high level of ethnic diversity.
Bankstown Bushland Society	<ul style="list-style-type: none"> • Has been kept informed of the project through letters and community newsletters. • Attended the community focus group for the Potts Hill concept plan and was primarily interested in potential impacts to significant trees. • Interests include potential impacts on local flora.
Chester Hill Neighbourhood Centre	<ul style="list-style-type: none"> • Has been kept informed of the project through letters and community newsletters. • Participated in a stakeholder workshop undertaken as part of the social impact

Stakeholder	Key issues and interests
	<p>assessment for Potts Hill.</p> <ul style="list-style-type: none"> Participated in the community focus group for the Potts Hill concept plan.
South West Environment Centre	<ul style="list-style-type: none"> Attended the community focus for the Potts Hill concept plan. Key issues relate to the planning process and potential impacts of the new development on existing local infrastructure.
Bankstown Heritage Committee	<ul style="list-style-type: none"> Has been kept informed of the project through letters and community newsletters. Key interests could relate to the protecting and managing heritage items throughout the construction period and interpreting heritage in the new development.
Vietnamese community in Australia (NSW Chapter)	<ul style="list-style-type: none"> Has been kept informed of the project through letters and community newsletters. ABS data reveals that a large proportion of residents in the community speak Vietnamese. This organisation could provide a useful channel for communicating with Vietnamese residents.
Local schools – Birrong Boys and Birrong Girls High Schools and Birrong Primary School	<ul style="list-style-type: none"> Representative of Birrong Girls High School attended the community focus group for the Potts Hill concept plan. Could be concerned about both long and short-term impacts of the redevelopment, primarily in relation to traffic management. Ongoing consultation with the schools is important to ensure effective management of traffic during school drop off and pick-up periods. Potential interest in work experience and learning opportunities for students during construction.
Other educational/training institutes – TAFE NSW South Western, Bankstown College	<ul style="list-style-type: none"> To be kept informed of the project through letters and newsletters.

Stakeholder	Key issues and interests
Local media	
Bankstown-Canterbury Torch	<ul style="list-style-type: none"> Further pro-active engagement is recommended in order to gain support.
Canterbury-Bankstown Express	<ul style="list-style-type: none"> In the past, has responded positively to Landcom's proactive media approach. Has previously provided positive coverage of the Potts Hill project. Further pro-active engagement is recommended in order to maintain support.
Vietnamese Herald	<ul style="list-style-type: none"> The ABS 2006 data reveals a high proportion of the population speak Vietnamese. The Vietnamese Herald could be engaged to help communicate with residents that speak Vietnamese.
BFM Stereo (Bankstown City Radio) – 100.9 F	<ul style="list-style-type: none"> Local community radio could be used to help promote the project and the proposed community open day.
Muslim Community Radio 2MFM – 92.1FM	<ul style="list-style-type: none"> Local community radio could be used to help promote the project and the proposed community open day.
Ethnic media – for example Al-Mustaqbal Chinese Times, ACCA News, Vema, The Greek Herald, Viet Luan, Saigon Times.	<ul style="list-style-type: none"> Local community radio could be used to help promote the project and the proposed community open day.
Sydney Water employees	
Sydney Water employees	<ul style="list-style-type: none"> Sydney Water employees will be moving into the neighbouring office facility in the Potts Hill eastern precinct. Likely to be interested in ensuring Sydney Water's operational functions are maintained and ensuring the security of Sydney Water's Potts Hill operations.

3 Key messages

This chapter documents key messages for use in communicating with the community and stakeholders about the project. The aim of documenting key messages is to help make sure the project team's communications with the community and stakeholders are clear, accurate and consistent. These key messages will be used consistently throughout the project in communications and consultation activities and will be tailored for use with specific stakeholder groups. The key messages for the project will be updated at any time, as required.

We have prepared the following key messages to address the anticipated key stakeholder issues related to the project. These key messages will change and evolve over time, and will be refined as the project application is developed, and as issues are raised by stakeholders.

Key messages are grouped by project theme.

Western precinct works

Planning and consultation process

- In April 2009, the Minister for Planning approved Landcom's concept plan and rezoning of the Potts Hill site, allowing low and medium density residential development and areas of open space within the western precinct of the site.
- Landcom's plans and an Environmental Assessment for the new residential development at Potts Hill will be placed on public exhibition for a minimum of 30 days. Landcom encourages the community to review the plans and make a submission to the NSW Department of Planning.
- Over the last two years, Landcom and Sydney Water have consulted extensively with local residents and the broader community about their redevelopment plans for Potts Hill.
- Landcom has consulted with local council and a range of other stakeholders, such as the RTA and local schools, over the plans for the new development.

Housing

- Landcom will provide around 400 new homes at Potts Hill. These homes will accommodate up to 1,200 new residents.
- Landcom will provide a range of housing options to cater for different family types and budgets. The housing will include single residential dwellings, townhouses, duplexes, triplexes and small-scale apartments. Landcom may also provide housing for seniors within the development.
- Landcom does not have any current plans to provide public housing within the development however housing lots will be available to the general public to purchase, including Housing NSW.
- The proposed apartments will be no taller than three storeys high, in keeping with Bankstown Council's planning guidelines for the area.

Cooper Road boundary

- Landcom and Sydney Water consulted with residents on Cooper Road about the design of the boundary between existing properties and the proposed new homes. Key issues raised by residents during the consultation process include concerns over loss of privacy, security, property values and concerns over traffic and environmental impacts.
- Landcom proposes to build new homes next to the back boundary of existing Cooper Road properties (on the western side). Within the new housing lots, Landcom will dedicate and plant out a three metre wide landscaped area along the boundary between existing Cooper Road properties and the new homes. This will help to help maintain privacy and a bush outlook for existing residents.
- Due to the large amount of regrading required to make the site suitable for residential development, Landcom must clear many of the existing trees located within the development site. Landcom will keep many significant trees in the areas set aside for new parks and in the dedicated conservation area.
- As part of the planning process, Landcom considered providing a new road behind existing Cooper Road properties. Some residents felt that this idea would provide them with the opportunity to subdivide their property. Landcom completed a detailed assessment of the subdivision opportunities for existing landowners under this proposal, and found that due to the size of existing blocks, more than 90% of lots would not meet council's requirements for subdivision.
- Landcom will provide a new fence along the boundary between existing Cooper Road properties and the proposed new homes. The same type of fence will be used along the full length of the property boundary. The fence will be at standard height of 1.8 metres and will be paid for by Landcom.

Open space and heritage

- Landcom will provide three new parks within the new residential development at Potts Hill.
- Bankstown Council will be responsible for the ongoing maintenance of the new parks.
- The current heritage value of the site will be retained and Landcom has prepared a heritage interpretation plan outlining how the heritage and history of the site will be celebrated in the new development.
- Landcom will prepare an environmental management plan to make sure that potential impacts to the local environment, flora and fauna, are minimised and managed during the construction process. Ecologically sensitive areas identified on the Potts Hill site will be protected and conserved by Landcom and Sydney Water both during and after construction.

Traffic

- Three road entrances will be provided into the new residential development, two off Cooper Road and one off Brunner Road. Landcom will provide roundabouts at each of the new road entrances.
- Landcom is working with the local schools to develop strategies to help minimise traffic congestion on Cooper Road during peak school drop-off and pick-up times.
- Road safety will be maintained where new roads are constructed near residences.
- Landcom will provide new pedestrian paths and cycleways along the western side of Cooper Road and the northern side of Brunner Road, linking with existing pedestrian networks and cycleways in the area.

Potts Hill concept plan

- Landcom and Sydney Water received approval for the Potts Hill concept plan and rezoning of the site, in April 2009 from the NSW Minister for Planning.
- The concept plan and rezoning approval allows low and medium density residential development and areas of open space within the western precinct of the site, and a business park within the eastern precinct.
- Landcom and Sydney Water consulted extensively with the community and stakeholders when they were preparing the Potts Hill concept plan.
- Sydney Water is to retain a large portion of the Potts Hill site for the ongoing operation of critical infrastructure.

Eastern precinct works

- In November 2008, the NSW Department of Planning gave Landcom approval to begin civil infrastructure works for a new business park in the eastern precinct of the Potts Hill site.
- Sydney Water is constructing a workplace facility in the new Potts Hill business park for up to 450 staff, most of whom currently work on the Potts Hill site and at the Guildford Pipehead Complex.
- Construction of the Sydney Water Potts Hill facility commenced in early 2009, and will be completed by the end of this year.

4 Communications program

This chapter documents the techniques that the project team will use to communicate and engage with key stakeholders about the project, and the timing and responsibilities for implementing these techniques.

For the purposes of the communications program, we have divided the project into three phases – the pre-exhibition phase, exhibition phase, and post-exhibition and project assessment phase. A summary of the communication and engagement techniques that will be used in each of these phases is provided below. Full details of the communications program are provided in Table 2.

Pre-exhibition phase

During this phase, communications will include the preparation of communications materials and services to support the development of the EA.

Included in this phase is some initial communication (a letter) to Cooper Road residents who are located directly adjacent to the proposed development site. The letter would provide the residents with an update on Landcom's proposed design for the boundary between existing properties and the new development, and would provide forewarning of the upcoming public exhibition period for the project.

Other activities during the pre-exhibition phase include the preparation of the consultation chapter of the EA, in conjunction with the EA project team.

Exhibition phase

Whilst the project application and EA is on public exhibition, communications and consultation activities that will be undertaken include:

- The distribution of a letter to stakeholders.
- The distribution of a community newsletter.
- A community information session and related letterbox drops.
- Updates to information on the Landcom project website.
- The distribution of a media release and a possible media tour of the Potts Hill site.
- Newspaper advertisements, the public display of the EA documents and other activities as stipulated by the Department of Planning.

Post exhibition and project assessment phase

This phase will deal with the stakeholder communications following the assessment of the project. The section includes communicating with stakeholders and residents in the area regarding the assessment of the project as well as the next steps leading to the construction phase. Most of these tasks will be undertaken by Landcom but are included in this communications plan for completeness.

Table 2 Communications program

Activity	Description	Timing	Responsibility
Pre exhibition phase (September to November 2009)			
EA preparation – consultation chapter	Will detail the process and outcomes of Landcom’s community and stakeholder consultation program for the project.	October 2009	Manidis Roberts
Stakeholder and issues register	Assists in the coordination and monitoring of stakeholder issues and also contributes to an understanding of issues for the project team. Will be based on the stakeholder and issues register used for the Potts Hill eastern precinct construction works.	Ongoing	Manidis Roberts
Toll free community information line	A free phone number for requesting information and making complaints and enquiries about the project. The existing 1800 number established for the Potts Hill project will be used for enquiries relating to the western precinct works.	Ongoing	Manidis Roberts
Letter to residents	Targeted correspondence to Cooper Road residents introducing the project application, key features of the EA and outlining how Landcom has addressed community issues. The letter will also provide forewarning of the upcoming public exhibition period.	November 2009	Manidis Roberts
Stakeholder meetings	Meetings held with key government and community stakeholders to provide an update on the project and to gauge key issues. Landcom will meet key council staff regarding pedestrian pathways and cycleways, as per conditions of approval for the Potts Hill concept plan. Landcom will also meet with the local schools and respite centre regarding traffic changes and social issues around the new development. Other stakeholder meetings may be held with agencies such as the Roads and Traffic Authority (RTA) and the NSW Department of Environment, Climate Change and Water (DECCW).	September- November 2009	Landcom or nominated consultant

Activity	Description	Timing	Responsibility
Local MP briefing	Landcom will brief local MPs on the project and the public exhibition period, prior to the exhibition period commencing.	October- November 2009	Landcom
Ministerial briefing note	Landcom and Sydney Water will prepare Ministerial briefing notes for both the Planning and Water portfolios regarding the project and intention for public exhibition.	October- November 2009	Landcom/Sydney Water
Exhibition phase (November to December 2009)			
Landcom project website	Landcom's project website provides an overall opportunity to inform the community about the project and promote the public exhibition period. Manidis Roberts will update the existing website information to include details of the exhibition period, community information session and how to make a submission on the project.	November 2009	Manidis Roberts
Letter to stakeholders	A letter will be sent to stakeholders outlining the start of public exhibition, how and where to lodge a submission.	November 2009 – upon commencement of public exhibition	Manidis Roberts
Department of Planning advertising	The Department of Planning will design newspaper adverts to advise of the public exhibition period and will organise placement in local papers. Manidis Roberts will coordinate with the Department of Planning over the advertisement wording and suitable document display locations.	November 2009 – prior to public exhibition	Manidis Roberts
EA display locations	Manidis Roberts will liaise with the Department of Planning regarding suitable EA display locations.	November 2009 – prior to public exhibition	Manidis Roberts
Summary brochure (EA)	Brochure in plain English to explain the important aspects of the project and the EA. The brochure will be distributed to key stakeholders and document display locations. It will also be available for the public at the community information session.	Prepare in November 2009 ready for distribution during public exhibition	Manidis Roberts
Community information session/public display	An information session will be held to inform and engage stakeholders in the project during public exhibition. The information session will be held at a location near the Potts Hill site.	December 2009 – to be held during public exhibition	Manidis Roberts/ Landcom

Activity	Description	Timing	Responsibility
	<p>The information session will include:</p> <ul style="list-style-type: none"> • Graphics panels. • Summary brochure. • Reproductions of the concept plan. 		
Advertisements	Manidis Roberts will prepare up to a quarter page size newspaper advertisement to advertise the community information session, call for submissions and disseminate information.	November- December 2009	Manidis Roberts
Invitation letter/letterbox drop	Letter of invite regarding community information session and to inform about the public exhibition period. The letter will be mailed to stakeholders and distributed via letterbox drop to residents adjacent to the Potts Hill site.	November- December 2009	Manidis Roberts
Media release	<p>Manidis Roberts will draft a media release about the project to promote the public exhibition period and community information session.</p> <p>Landcom is responsible for distributing the media release and handling media enquiries. It is recommended that the media release also be distributed to ethnic media.</p>	November- December 2009	Manidis Roberts/Landcom
Media tour/event (at commencement of public exhibition)	Media event during public exhibition to advise media of the project and gain local interest.	November- December 2009	Landcom/Sydney Water
Sydney Water internal communications	Informing Sydney Water staff of the project and potential changes to the site and its functions.	November- December 2009	Sydney Water
Community newsletter	Information brochure regarding the lodgement and the preferred project application. It is recommended that the newsletter be translated into Vietnamese.	Prepare in November 2009 ready for distribution during public exhibition	Manidis Roberts
Stakeholder meetings round two	Meetings held with key government and community stakeholders regarding key issues.	December 2009	Landcom

Activity	Description	Timing	Responsibility
Post exhibition and project assessment phase (January 2010)			
Letter to residents regarding assessment outcome	Information for residents regarding the Department of Planning's assessment of the project and outcome of the EA.	Post project assessment/ 2010	Landcom
Letter to stakeholders regarding project assessment outcome	Letter to stakeholders to advise of approval of the project and outcomes of the EA. Key stakeholders include: <ul style="list-style-type: none"> • DECCW. • Sydney Water. • Local council. • EnergyAustralia. • Heritage Office NSW. • Others- see stakeholder list. 	Post project assessment/ 2010	Landcom
Media statement regarding project assessment outcome	Media release from Landcom and jointly with NSW Minister for Planning.	Post project assessment/ 2010	Landcom
Website text update	Text update for the Landcom Potts Hill pages, regarding the project assessment outcome.	Post project assessment/ 2010	Manidis Roberts/Landcom
MP briefing	Briefing regarding the outcomes of the EA for local council(s), State and Federal MPs.	Post project assessment/ 2010	Landcom
Key agency/stakeholder briefing	Briefing local stakeholders and key agencies with facilities in the area such as Housing NSW, Department of Education, Sydney Water, and RailCorp.	Post project assessment/ 2010	Landcom
Community newsletter regarding project assessment outcome	Regular update in the Potts Hill community newsletter outlining the details of the project assessment outcome.	Post project assessment/ 2010	Manidis Roberts/Landcom

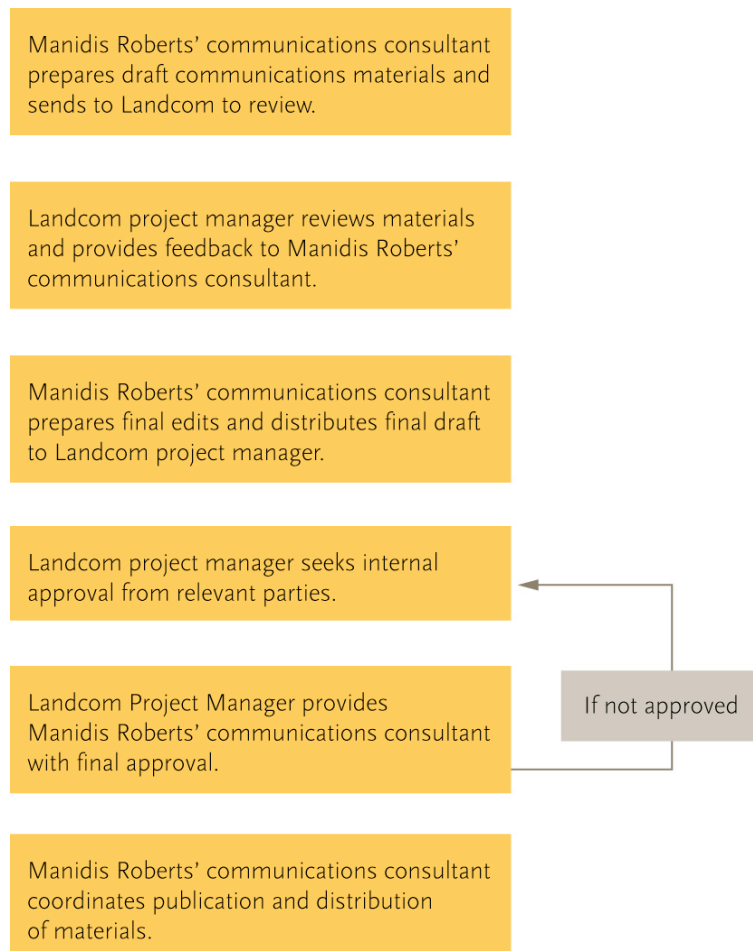
5 Procedures and protocols

Documenting an agreed set of protocols and procedures is vital for ensuring a consistent communications approach is followed and timely responses are provided to stakeholders. This chapter identifies the procedure for document approvals and media management as well as the process for addressing issues raised during the consultation process.

5.1 Document approval procedure

The diagram below represents the approvals procedure for the development and publication of communications materials for the project. This procedure will ensure the smooth development of communications materials in line with Landcom's internal communications policies and procedures.

Figure 1 Approvals flow chart



As per the table below, Manidis Roberts' communications consultant will have primary responsibility for drafting materials where identified in the communications program. A team of Landcom representatives will be involved in the review of communications materials and in their approval.

Table 3 Communication materials approval responsibilities

Activity	Responsibility
Drafting letters, newsletters, media releases, website information and other written communication materials (including graphic design)	Manidis Roberts (including two drafts)
Approving letters, newsletters, media releases, website information and other written communication materials (including graphic design)	Landcom (including two reviews)
Coordinating the printing and distribution of letters and newsletters	Manidis Roberts
Uploading web updates	Landcom
Coordinating the distribution of media releases to the media	Landcom
Drafting newspaper advertisements, booking and logistics (including graphics design)	Manidis Roberts (including two drafts)
Approving advertisements (including graphics design)	Landcom (including two reviews)

5.2 Issues management procedure

A 1800 number has been established for Potts Hill project as a central point of contact for public enquiries about the project. Manidis Roberts will handle all calls and enquiries received on the 1800 number in accordance with the protocols and timeframes detailed in the communications plan for the Potts Hill eastern precinct construction works.

A project email address has also been established for the project. Landcom is responsible for regularly checking the email inbox and for distributing relevant enquiries to Manidis Roberts for action.

Stakeholder contact database

Manidis Roberts will enter all enquiries and complaints received by telephone, letter and email into the stakeholder contact database. The updated database will be distributed to Landcom and Sydney Water on a weekly or as needed basis.

5.3 Media management procedure

The following protocols will be followed in relation to media contact and liaison:

- Manidis Roberts will immediately inform Landcom of any media contacts received or anticipated.
- Manidis Roberts team members will not make any statement or comment to the media (unless specifically requested).
- Manidis Roberts will provide advice/support in follow up actions/contacts/materials relating to media contacts as required by Landcom.
- Media releases and advertisements will be prepared by Manidis Roberts and approved by Landcom.
- Manidis Roberts will manage the booking and placement of newspaper advertisements.
- Manidis Roberts will liaise with the Department of Planning regarding advertising for the public exhibition of the EA.
- Landcom will manage the distribution of media releases to the media.