# COMMUNITY AND STAKEHOLDER PARTICIPATION STRATEGY 

Kings Park Metal Recycling Facility Expansion SSD

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## SELL \& PARKER KINGS PARK METAL RECYCLING FACILITY

## Community and Stakeholder Participation Strategy

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## REVISIONS

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## 1 INTRODUCTION

### 1.1 Purpose

This Community and Stakeholder Participation Strategy will outline:

- Key project details including risks and opportunities
- Key community issues and proposed mitigation measures
- Key messages
- A high-level communications plan including communications objectives and a suggested approach to communications
- A list of communications tools for use
- A stakeholder identification matrix which also outlines an appropriate level of consultation and key issues to be addressed during the environmental assessment phase
- An action plan for delivery of communication activities.


### 1.2 Documents referenced

Documents and websites referenced and relied upon within this Strategy include:

- Issued Planning SEARs, DPIE (dated 19 Dec 2019)
- SSD Scoping Report, Arcadis (21 Nov 2019)
- SSD Agency input to SEARs, DPIE (Dec 2019)
- Website: https://www.epa.nsw.gov.au/your-environment/recycling-and-reuse/response-to-china-nationalsword (February 2020)
- Website: https://www.sellparker.com.au/ (February 2020)
- Website: https://www.planningportal.nsw.gov.au/major-projects/project/25901 (February 2020).


### 1.3 Project objectives

The key objectives of the Proposal include the following:

- To increase the volume of scrap metal recycled at the facility utilising existing approved infrastructure
- To meet higher recycling standards prescribed by China's National Sword Policy
- To optimise the efficiency of site processes, including vehicle movements and material stacking locations
- To improve environmental performance of the Proposal site.


### 1.4 About the project

The purpose of the Proposal is to increase the throughput limit (via change to the current approval) of the Kings Park Metal Recovery Facility to receive and process up to 600,000 tonnes per annum from 350,000 tonnes per annum.

The Proposal operates from 23-43 and 45 Tattersall Road, Kings Park (the Proposal site).
The increase in throughput limit would allow Sell and Parker to recycle up to 600,000 tonnes per annum of scrap metal (from both on-site and external sources). The Proposal would assist in achieving the higher recycling contamination standards prescribed by China's National Sword Policy as well as further reducing the volume of scrap metal that goes to landfill in Australia.

The existing infrastructure at the Proposal site has the capacity to accommodate the increased throughput and the Proposal would not require any physical works or change to the nature of operations. However,
some adjustments to site management practices such as internal traffic flows and scheduling would be required.

### 1.4.1 About Sell and Parker

Sell and Parker purchase, sell and recycle all types of Ferrous and Non- Ferrous metals. Their facilities are located strategically throughout NSW and Australia including Sydney (Blacktown, Banksmeadow, Ingleburn) the NSW North Coast (Coffs Harbour), NSW South Coast (Nowra) and Hunter Region (Newcastle). Other facilities throughout Australia include Darwin and Port Headland.

Sell and Parker hold a licence (number A03604008) issued by the Administration of Quality Supervision, Inspection and Quarantine agency of the Chinese Government allowing them to export scrap metal to China. They are also one of only three accredited suppliers to BlueScope Steel. As a result, Sell and Parker have the opportunity to pursue growth in metropolitan markets via economies of scale, vertical integration (acquisition) and superior networks that help reduce transportation costs and improve service delivery. The Kings Park facility forms an important piece of Sell and Parker's network, servicing the Greater Sydney area.

### 1.4.2 Planning approval and modifications

- Original Approval - The approved Environmental Impact Assessment for SSD 5041 (and subsequent modifications)
- Modification 1 - The approved modifications to the Original Approval dated 6 July 2017
- Modification 2 - The approved modifications to the Original Approval and approved MOD 1 dated 26 February 2018
- Modification 3 - The approved modifications to the Original Approval and approved MOD 2 dated 29 May 2019.


### 1.5 About the site

### 1.5.1 Kings Park Metal Recycling Facility

Kings Park Facility falls within Blacktown local government area (LGA) and is centrally located within the suburb of Kings Park. It is surrounded by industrial land uses and low-density residential area to the east.

The figure overleaf shows the location of Sell and Parker's Kings Park Metal Recycling Facility and its surrounding environment including industry, associated businesses and low-density residential areas.

## Location map



Figure 1- Kings Park project site location (marked in red). Source: Arcadis/NearMaps 2019.

### 1.6 Project timeframes

Table 1-6: Indicative project phases and dates
Dates are subject to change throughout the life of the project.

| Activity | Commencement date | Estimated completion date |  |
| :--- | :---: | :---: | :---: |
| Environmental assessment <br> Inc: Noise monitoring | December 2019 | April 2020 |  |
| Pre-lodgement community consultation | 16 June 2020 | 30 June 2020 |  |
| SSD Lodgement with DPIE | TBC | TBC |  |
| Public exhibition led DPIE <br> (two weeks) | TBC | TBC |  |
| Submissions report | TBC | TBC |  |
| Determination | TBC | TBC |  |
| Commence operations |  | Late 2020 |  |

### 1.7 Key messages

The following key messages are considered appropriate for this project.
Note: The below key messages (once approved by all project partners) serve as a script when liaising with members of the public, community and stakeholders and are updated throughout the life of the project.

Table 1-7: Key messages

Topic area

Key message

- Trading since 1966 Sell and Parker Metal Recycling Services is an Australian owned and operated private company. Sell and Parker are buyers and sellers of all grades and all quantities of metals.
- We are the dominant buyer of demolition and construction industry scrap metal in Sydney and we also service a large number of manufacturers throughout Sydney including BlueScope Steel.
- Sell and Parker operate eight facilities across Australia including:
- Port Hedland in Western Australia
- Darwin in Northern Territory
- Six facilities across NSW including three in the Sydney basin (Kings Park, Ingleburn and Banksmeadow)
- Sell and Parker employ over 200 people across Australia and manage over \$120 million worth of recycling and metal recovery equipment.
- Sell and Park is Green Star - Construction and Demolition Waste reporting compliant
- Sell and Parker have engaged Arcadis (and Deborah Metcalf, Community and Stakeholder Engagement Consultant) to undertake a detailed environmental assessment including technical investigations, community and stakeholder consultation.


## Communications/Consultation role

|  | - Provide clear, consistent and timely information about the project to local <br> communities, customers and stakeholders <br> - Raise awareness of the project and develop relationships with communities, <br> local community groups and stakeholders |
| :--- | :--- |
| - Provide a single point of contact for communities and stakeholders |  |
| Our approach to |  |
| communications and |  |
| consultation |  |$\quad$| Manage community enquiries, feedback and complaints in a timely, respectful |
| :--- |
| and professional manner |
| - Identify opportunities for local communities and stakeholder groups to be |
| involved in the project |


| Topic area | Key message |
| :--- | :--- | :--- |
|  | - An interpreter will then hold a three-way conversation with the caller and one of <br> the project's representatives. This service is advertised by use of the TIS <br> approved brand guidelines. |
| - Email: development_approvals@sellparker.com.au |  |
| - Phone: during business hours on (02) 9621 2633. |  |


| Topic area | Key message |
| :--- | :--- | :--- |
| EIS preparation phase - data collection |  |
| All | - The results of the technical studies will be included in the Environmental <br> Assessment |
| Site survey | - Surveying professionals visibly working at the site or on Tattersalls Road | | Air, water and odour |
| :--- |
| monitoring | | - Technical professionals may be visibly working at the site or on Tattersalls Road |
| :--- |
| or Breakfast Creek to collect data for the environmental assessment |

### 1.8 Approach

The communication and engagement approach developed for the project follows best practice knowledge and experience, and reflects the IAP2 Public Participation Spectrum. The figure below demonstrates the approaches selected from IAP2 Public Participation Spectrum for use in this plan.

The majority of communication and engagement activities selected for use are aligned to suit identified stakeholders and communities, expressing the project's key messages across a range of targeted communication channels.

The Proposal will predominantly use 'inform' or 'consult' levels of engagement throughout the implementation of this plan and as detailed below and in Appendix A - Communications Action Plan. The project team may opt to use 'involve' level of engagement with specific stakeholders such as Blacktown City Council and adjoining properties.

The Proposal will also create opportunities to establish and build genuine relationships with stakeholders and community. This would increase support and understanding of the Proposal and its efforts to increase sustainability through metal recovery and recycling. Communications and the tools proposed would be tailored to the requirements of stakeholders and their circumstances.

Inform approach objectives:

- To provide customers, community and stakeholders with balanced and objective information to assist them in understanding the project proposal objectives, key activities and opportunities
- To provide information on how to have their say in the planning approval process.

Consult approach objectives:

- To obtain feedback on aspects of the project proposal from customers, community and stakeholders
- To consider the feedback and demonstrate where amendments (where reasonable and feasible) were made to the proposal as a result.
Involve approach objectives:
- To discuss project elements including potential risks and opportunities in detail with identified stakeholders to develop potential mitigation measures in partnership, where feasible and possible.


## IAP2'S PUBLIC PARTICIPATION SPECTRUM



Figure 2- IAP2 Spectrum with project approach to engagement (marked in blue). Source: IAP2 2017.

## 2 PROJECT RISKS AND OPPORTUNITIES

The following risks and opportunities have been identified, a risk rating applied and a mitigation measure developed for implementation. See Appendix A - Communication Action Plan for more detail.

Table 2-1: Project risks and opportunities

| Potential risk | Risk rating <br> (high/med/low) | Opportunity / mitigation |
| :--- | :--- | :--- |


| Potential risk | Risk rating (high/med/low) | Opportunity / mitigation |
| :---: | :---: | :---: |
| Next steps following SSD Lodgement |  |  |
| Community and stakeholders are unaware public exhibition process is open for another round of feedback (led by DPIE) | Low | - Provide an email update to registered subscribers including reference to feedback summary report (SSD package) and the DPIE website for formal submissions and the closing date. |
| Community and stakeholders unaware project approval has been received and operations will be expanded in line with approval | Low | - Provide an email update to registered subscribers including reference to DPIE website a copy of the submissions report. |

## 3 COMMUNITY AND STAKEHOLDER ANALYSIS

Kings Park is a predominantly industrial suburb of the outer western region of Sydney. It is located 40 km west of the central business district of Sydney. The 2016 Australian Census lists a population of 3,453 people. The southern half of Kings Park is industrial land uses while the northern half is low-density residential. There are no schools or shopping precincts within Kings Park suburb.

The 2016 census also outlined $75.3 \%$ of people spoke only English at home. Other languages spoken at home included Punjabi (1.9\%), Mandarin (1.8\%) and Tagalog (1.6\%).

Table 3-1: Community and stakeholder details for Kings Park

| Key Stakeholders | Details | Issues/interest | Level of Consultation | Communication Tools |
| :---: | :---: | :---: | :---: | :---: |
| - Elected representatives Federal | - Member for Greenway - The Hon Michelle Rowland | - Impact on constituents during operation | - Consult | - DPIE to provide advice |
| - Elected representatives State | - Member for Blacktown - The Hon Stephen Bali | - Impact on constituents during operation | - Consult | - DPIE to provide advice |
| - Ministerial Portfolios (NSW) | - Minister for Transport and Roads - The Hon Andrew Constance <br> - Minister for Planning and Public Spaces The Hon Rob Stokes <br> - Minister for Energy and Environment The Hon Matthew Kean | - Impact on constituents during environmental assessment <br> - Impact on constituents during operation | - Consult | - DPIE to provide advice |
| - NSW Government agencies | - Department of Planning, Industry and Environment, including: <br> - Environment, Energy and Science Group (formerly Office of Environment and Heritage) including the Climate Change and Sustainability Division <br> - Regions, Industry, Agriculture and Resources Group <br> - Water Group <br> - Department of Primary Industries <br> - Transport for NSW (incorporating former Roads and Maritime Services) <br> - Environment Protection Agency | - Coordination with staff during operations <br> - Planning pathway <br> - Environmental assessment <br> - Traffic <br> - Breakfast Creek | - Involve | - Stakeholder briefing / letter updates |


| Key Stakeholders | Details | Issues/interest | Level of Consultation | Communication Tools |
| :---: | :---: | :---: | :---: | :---: |
|  | - NSW Fire and Rescue |  |  |  |
| - Local government | - Blacktown City Council | - Impact to constituents <br> - Impact to assets including local roads <br> - Ongoing compliance | - Involve | - Stakeholder briefing <br> - Email distribution list |
| - Emergency services (local) | - Blacktown Police Station <br> - Blacktown Fire and Rescue <br> - NSW SES Western Sydney - Blacktown Region | - Emergencies | - Inform | - Letterbox drop newsletter |
| - Non-residential sensitive receivers (place of worship, child care, aged care, schools) | - Kings Park Community Church <br> - Northwest Community Ministries <br> - Samaritan's Purse (Kings Park) <br> - Shree Swaminarayan Temples (two locations in Kings Park) <br> - Blacktown North Public School | - Noise / odour <br> - Traffic and parking <br> - Heavy vehicle movements | - Consult | - Letterbox drop newsletter |
| - Residents (property owners and tenants) | - 1 km zone surround site including portions of Kings Park, Blacktown, Kings Langley residents <br> (see Appendix B) | - Noise / odour <br> - Traffic and parking <br> - Heavy vehicle movements | - Consult | - Letterbox drop newsletter <br> - Email distribution list |
| - Local businesses (industry) | - Pick and Payless (neighbouring property to the west) <br> - All Tattersall Road, Melissa Place, Romford Road businesses <br> - Forge Street businesses (southern side of Breakfast Creek) | - Noise <br> - Traffic and parking <br> - Heavy vehicle movements <br> - Breakfast Creek potential impacts (stormwater and on-site drainage) | - Consult | - Letterbox drop newsletter <br> - Email distribution list |
| - Other community groups, relevant social media pages or organisations | - Facebook group/pages: <br> - Memories of Blacktown Page <br> - Kings Park, Kings Langley, Lalor Park Community Group <br> - Kings Langley, Kings Park Neighbourhood Watch Eyewatch Group <br> - Blacktown and Surrounding Areas noticeboard group <br> - Blacktown area Info and Events Group | - Unknown | - Nil | - Monitor pages |

## 4 CONSULTATION PERIOD

### 4.1 Community drop-in session locations

No community information drop-in events are scheduled during Covid-19 outbreak.

### 4.2 Public space poster display locations

Suggested locations for public displays (posters) are detailed below:

- Blacktown City Council
- Library notice board (English language)
- Kings Langley Shopping Centre
- Community notice board (English and translated)
- Kings Langley Community Centre (Jim Southee)
- Community notice board (English language)
- Sell and Parker office - notice board area on clear wall busy with customer traffic.


## 5 REPORTING

A Summary Report will be prepared for the project to analyse and summarise community and stakeholder feedback received during the pre-lodgement process. (This is in addition to the Submissions Report phase of the project's assessment by DPIE.)

The Summary Report (and feedback within) will be used where feasible and possible to amend the proposal before documents are lodged for approval and subsequent operations. The Summary Report may be made available to registered email subscribers (subject to project team approval) or alternatively included in the SSD and made publicly available during the public exhibition period.

The project team will finalise a Submissions Report for public release following public exhibition of the proposal by DPIE (timing currently unknown).

## APPENDIX A COMMUNICATIONS ACTION PLAN

Table A-1: Draft communications and consultation plan as at 4 August 2020 and is subject to change.
Plan is centred around pre-lodgement EIS phase only.

| Date | Engagement activities | Key message | Collateral | Responsibility | Stakeholders |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Environmental investigations |  |  |  |  |  |
| February 2020 | - Draft Communications Plan | - | - Communications plan (this document) | - Comms | - Internal project team |
| March 2020 | - Confirm/source project phone and email | - Answer questions and provide information | - Nil | - S\&P | - All |
| June 2020 | - Finalise Communications and Engagement Plan | - Revise plan following Arcadis review and comments | - Communications plan (this document) | - Comms | - Internal project team |
| June 2020 | - Draft communication materials <br> - Graphic design of communication materials (TBC) | - About the proposal, how to leave feedback, next steps | - Newsletter | - Comms <br> - Arcadis (review) | - All |
| June 2020 | - Finalise, print and deliver communication newsletter | - Info session process and details | - Newsletter | - Comms | - All |
| April - July 2020 | - Plan for stakeholder briefings (one hour per briefing) <br> Note: Coincide with ISEPP process | - Provide project overview <br> - Invite involvement in engagement activities and provide details on how to contact the project team with any enquiries <br> - Answer questions | - Copy of communication material <br> - Copy of draft SSD <br> - Minutes <br> - Meeting schedule | - Arcadis | - Local government <br> - NSW Government agencies |


| Date | Engagement activities | Key message | Collateral | Responsibility | Stakeholders |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Public comment period (2 weeks) |  |  |  |  |  |
| 15 June 2020 (within 24 hours) | - Letter box drop | - Invite involvement in engagement activities and provide details on how to contact the project team with any enquiries | - Community update newsletter | - Comms | - Identified nearby residents and local businesses - 1 km zone |
| After two weeks <br> 31 June 2020 | - Feedback period closes <br> (Public displays may remain up for an additional two weeks for information only) |  |  | - All | - All |
| Reporting |  |  |  |  |  |
| Immediately following | - Prepare draft Feedback Summary Report (or chapter in EIS) <br> - Finalise Feedback Summary Report (or chapter in EIS) | - Summarise and analyse feedback received from all engagement activities | - Submission Report (PDF format) <br> - Media release <br> - Website update <br> - Email distribution | - Arcadis | - Government and industry stakeholders <br> - Local council <br> - Consultation participants |
| Next steps |  |  |  |  |  |
| TBC | - Email to subscribers regarding DPIE release of EIS for public exhibition | - Next phase of planning approval underway <br> - Community and stakeholder consultation phase commenced <br> - Closing date for feedback to DPIE | - Email | - S\&P | - Consultation participants (June 2020) |

## APPENDIX B DISTRIBUTION ZONE FOR LETTERBOX DROP

Draft distribution zone of 1 km radius. (June 2020)


## APPENDIX C COMMON ABBREVIATIONS

Abbreviation

Comms
CIS
DPIE
EIS
LGA
MOD
Proponent, the
The project
The proposal
(interchangeably used for the public/ plain English)

SEARs
SSD
Sell and Parker
TBC

Communication/community relations activities or professional
Community Information (drop-in) Session
Department of Planning, Industry and Environment
Environmental Impact Statement
Local Government Area
Modification(s) (to a Planning Approval)
Sell and Parker (Arcadis)
Project name: Kings Park Metal Recovery and Recycling Facility Expansion and associated works seeking environmental approval (in 2020)

The proposal: The proposal for which approval is being sought, namely the expansion of Kings Park metal recycling and processing facility

Secretary's Environmental Assessment Requirements
State Significant Development
Sell and Parker Pty Ltd
To be confirmed

