

HILLS SHOWGROUND VILLAGE

(Doran Drive Precinct)



JULY 2022 - COMMUNITY COMMUNICATION STRATEGY



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1 Introduction

1.1 Summary

The site known as the Doran Drive Precinct is located at 2 Mandala Parade Castle Hill with the legal description of Lot 55 DP 1253217

In November 2019 Deicorp was appointed as development partner for the Doran Drive precinct by Landcom and Sydney Metro. Subsequently, the Hills Showground Precinct Concept Approval (SSD-9653) was determined by the Department of Planning and Environment (DPIE) on 29th January 2021.

In July 2021, Deicorp submitted a Development Application to Department Planning, Industry and Environment seeking approval for 431 apartments, a supermarket, retail and commercial tenancies. This Community Communication Strategy is a requirement within the conditions of consent for this project.

1.2 Project Site Plan

The precinct site plan is shown in figure 1 below with the subject site bounded by Mandala Parade, Doran Drive, De Clambe Drive and Andalusian Way.



Figure 1 – Site Plan for Doran Drive site within Hills Showground Precinct

1.3 Description

The project is a mixed-use development consisting of

- 430 residential apartments in 4 x 20-storey towers across a common podium level
- A maximum of 762 on site car parking spaces, with 421 residential and 341 commercial/retail spaces plus 208 bicycle parking spaces
- A gross floor area of 50,988m²
- A public plaza, retail, commercial and community spaces



1.4 Project Benefits

The Project will result in:

- A major new Transit-Oriented development immediately adjacent to the Hills Showground Metro Station.
- A diverse style of apartments typologies consisting of 1-, 2- & 3-bedroom apartments.
- Provision of a wide range of retail / commercial tenants, supermarket, food retailers and community uses all within one convenient location.
- A public plaza providing activation and public amenity.

In summary the project will result in a positive outcome for Hills Showground community by creating a vibrant mixed-use development within a generously landscaped podium over retail, commercial and community uses providing convenience and amenity for existing and future residents of the area.

A key benefit will be the 500m² of space dedicated to community uses, providing engagement, support and essential services for residents of the area.

The proposal will also provide much needed housing – including affordable housing, in an ideal location which will take advantage of the project's proximity to Hills Showground Metro Station

1.5 Project Timeline

The anticipated project timeline is subject to consent by the end of August 2022 and the ability to commence by the end of September 2022. The timeline is indicative and achievable but is subject to change where factors are outside of the proponents control.

- End September 2022: On site construction commencement
- June – July 2025: Completion and occupation of project



2 Community Communications Strategy

2.1 Purpose and scope of the strategy

Deicorp's Community Communication Strategy is the mechanism by which we will facilitate communication with key stakeholders, including Council, affected landowners, businesses and the broader community during all stages of the project and for a minimum of 12 months following the completion of construction.

Its purpose is to ensure ongoing engagement with all stakeholders is achieved with easily accessible methods for the community to seek further information, ask questions and share concerns related to the project. It will ensure inquiries are carefully managed and where appropriate, responded to.

2.2 Objectives

The objectives of the strategy are to:

1. Identify the people to be consulted during and following the construction phase;
2. Establish the procedures and processes for dissemination of information in a format that is accessible and relevant to the project;
3. Maximise engagement opportunities for stakeholders and the broader community to be informed and provide feedback on the project;
4. Ensure key project information and status updates are publicly available and current, and that community issues are addressed appropriately.

2.3 Requirements of the strategy

This strategy meets the requirements and objectives of the Conditions C11 – C15 of the consent for SSD 15882721. In accordance with these conditions, the strategy will be in effect prior to the commencement of construction and will remain in effect for a minimum of 12 months from the completion of construction.

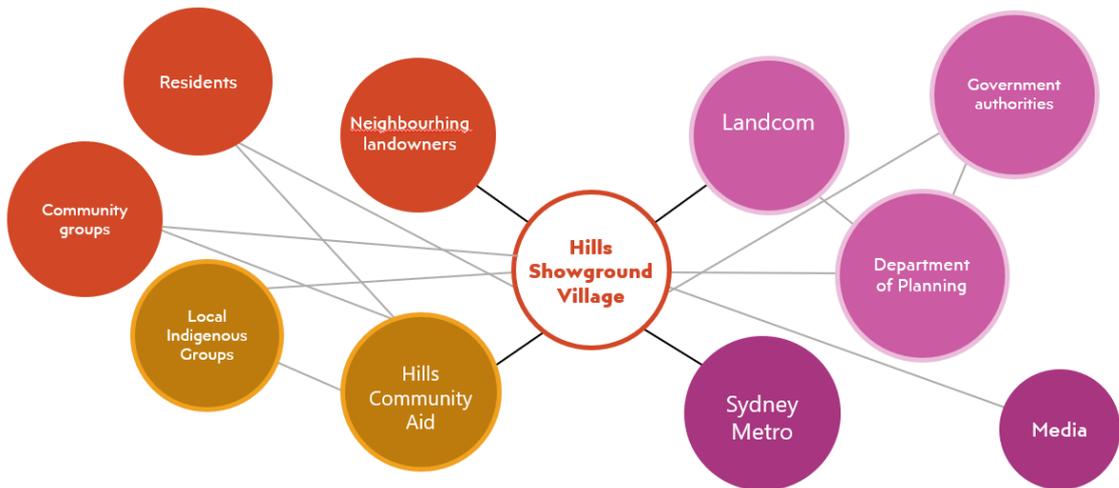
Details of the strategy's compliance with the conditions are demonstrated below.

Consent Requirement	How Achieved
Community Communication Strategy (CCS) to be prepared prior to commencement	CCS submitted to DPIE
Identify people to be consulted during the construction phase	Section 3 – Stakeholder identification
Detail method and process for regular distribution of accessible information relevant to the project	Section 5 – Communication methods
Enable the formation of community-based forums, if required, that focus on key environmental management issues for the project	Section 5 – Communication methods
<p>Document the mechanism through which</p> <ul style="list-style-type: none"> • The community can discuss or provide feedback to the applicant • The applicant can respond to enquiries or feedback from the community • Issues that arise during the construction and initial operation of the development can be resolved/mediated 	<p>Sections 5 and 6</p> <p>Sections 5 and 6</p> <p>Sections 5 and 6</p>

3 Stakeholder Identification

Deicorp recognises the importance of establishing and maintaining the flow of information in an open and accessible manner. In the lead-up to the lodgement of all documents for the project's approval, and throughout the assessment phase, we have diligently engaged with local stakeholders and all affected authorities. The CCS will formalise the process for dealing with all key local community and landowner stakeholders, political and government authorities, and any interested parties throughout the construction phase and beyond.

3.1 Stakeholder overview



Stakeholder Map



3.2 Key Stakeholders

In accordance with C12 (a) the below table identifies all key groups that need to be included within the consultation process. It also details the nature of their interest in the project and the proposed strategies for information exchanges.

Stakeholder Identification - Authorities

<p>Stakeholder</p>	<p>Sydney Metro and Landcom</p> <p>Both Sydney Metro and Landcom are critical stakeholders throughout the design, construction and post-construction period for the Hills Showground project.</p> <p>It is recognised that contact with both these organisations will remain a high-priority throughout this period.</p>
<p>Method of Contact</p>	<p>Both Sydney Metro and Landcom will be provided with details of our Project Portal to be able to review and monitor project developments.</p> <p>However, primary contact by the project team will be through email and phone calls with Deicorp's principals, senior project and development team members .</p> <p>From time to time, as required, face-to-face meetings and/or online meetings will also be held</p>
<p>Stakeholder</p>	<p>DPE</p> <p>As consent authority, ongoing engagement with Planning may be undertaken throughout the project.</p>
<p>Method of Contact</p>	<p>Access to our Project Portal will be available for DPE.</p> <p>Primary communications with the agency will be through phone and email contact with senior development leaders, and meetings/online where required. Requests for information will be responded to directly and where necessary, details will be included on the Project Portal</p>

<p>Stakeholder</p>	<p>Government Authorities (RMS, Sydney Water etc..)</p> <p>Throughout the project, the development and construction team will maintain contact with relevant authorities to keep them informed of project developments.</p> <p>The development team will determine the key personnel throughout the project to ensure relevant project information is provided.</p>
<p>Method of Contact</p>	<p>All stakeholders will be advised of the Project Portal and will have access to it for critical project information and updates.</p> <p>Day to day contact will be made via email and phone, and on-site meetings and/or virtual meetings will be organised as required.</p>
<p>Stakeholder</p>	<p>Hills Shire Council</p> <p>Hills Shire Council is a key stakeholder and will be throughout the construction phase and beyond. They also provide a key link between the broader community and the project as well as local business operators and landowners. The CCS anticipates a close working relationship with Council to keep the community engaged and informed.</p> <p>Within the Council, key contact people will include:</p> <ul style="list-style-type: none"> • Planning team; • Engineering • Traffic • Community services and • Media
<p>Method of Contact</p>	<p>Engagement with Council will largely be undertaken by our project, planning and communications teams with the relevant staff within council via email and telephone.</p> <p>As a key stakeholder, Council will also be able to access the Project Portal and where required, will be able to submit information to be included on the portal.</p> <p>Meetings, both in person and virtual will be undertaken where needed.</p>

Stakeholder	<p>Local Elected Representatives</p> <p>As community and civic leaders, State MPs, the local Mayor and relevant local Councillors are key stakeholders for the project. They will all be invited to access project information and provide feedback through the portal.</p> <p>Key personnel include:</p> <ul style="list-style-type: none"> • Mayor Hills Shire Council • MP for Castle Hill • Councillors for East Ward
Method of Contact	<p>Local elected representatives are an important link between the community and the project and will be invited to keep up to date with the project through the Portal. Any issues or concerns can be logged through the portal, but also through direct contact with Deicorp Engagement Team.</p> <p>Briefings and updates will also be arranged for these stakeholders from time to time, and responses to issues or concerns will be provided in writing or via email.</p>

Stakeholders Identification - Community

Stakeholder	<p>Community Partner – Hills Community Aid</p> <p>Deicorp has engaged with Hills Community Aid and Neighbourhood Service (HCA) to help with community engagement programs throughout construction period. HCA will be a key link with other local organisations, community and Indigenous groups, and local residents.</p>
Method of Contact	<p>HCA will be an active member of our engagement plan and be a conduit between the project and the broader community. They will help liaise with community groups where necessary and support the engagement process.</p>
Stakeholder	<p>Adjoining landowners</p> <p>The subject site is located in an undeveloped area adjoining commuter carparks and vacant land and the showground area. The major adjoining landowner is Sydney Metro, and is already identified in our CCS. Residential properties in the</p>

	vicinity are approximately 100 metres from the site and will experience limited impacts from construction activity.
Method of Contact	Residential property owners will be notified of the Project Portal and provided with key personnel contact details as a means to keep up to date with the project and provide feedback or ask questions.
Stakeholder	<p>Commuters</p> <p>There may be some impact from construction activities to commuters using the adjoining and nearby parking facilities for the Sydney Metro station. Although the impact is unlikely to be significant or regular, notification of significant events with potential impact for commuters will be undertaken through VMS and updates on the Project Portal.</p>
Method of Contact	Commuters and Metro users will be advised of project events and milestones through several methods. The use of Variable Messaging Signs will ensure key details of likely impacts are shared with station users. All users will also be able to keep up to date with the project through the Project Portal. The portal will also provide an opportunity to ask questions and provide feedback to the project team.

Stakeholders Identification - Media

Stakeholder	<p>Media – Mainstream and Social</p> <p>From time-to-time, project reports and milestones will be shared via the local media outlets, including the Hills Shire Times and the Hills to Hawkesbury News. The use of traditional and social media channels will assist with the dissemination of project milestone information and will help promote progress of the project.</p>
Method of Contact	Information will be conveyed to these journals via media releases where appropriate and via phone calls and emails to journalists as required.



Issue Identification and Management

The following table details possible issues that may arise throughout the construction project, the likelihood that they will occur and the method of managing them if they eventuate.

Event/Issue	Likelihood	Management Strategy
Construction Impacts – Noise, dust, vibration, etc...	Moderate to High	<ul style="list-style-type: none"> • While the likelihood of these events occurring is moderate to high, the anticipated impact of these events is considered low. This is primarily due to the distance to adjoining residential or business owners from the construction site. • Plans for managing the impacts from construction activities are routinely prepared and implemented and will be shared on the Project Portal • Details of particular events will also be posted on the portal, and anyone affected can contact the project team via our 1300 number or using the feedback link on the Portal
Parking and/or traffic impacts	Moderate	<ul style="list-style-type: none"> • From time to time, for deliveries or works on the roadways, traffic impacts may be experienced. • Again, while the likelihood is moderate of this occurring, the areas where this will occur are not high traffic areas, so the impact is likely to be low.

		<ul style="list-style-type: none"> • The use VMS and updates on the Project Portal will be utilised where needed. • Anyone affected by the works can contact the project team via our 1300 number or through the project portal feedback link.
Emergency resulting from accident/incident during construction	Low	<ul style="list-style-type: none"> • Site incident procedures to be implemented immediately • Site safety officer to undertake safety reviews as required. • Details of any impact on project and station users to be shared via appropriate means including Project Portal update
Delay in construction timeline	Low to moderate	<ul style="list-style-type: none"> • Project information shared regularly with Landcom and Sydney Metro through PCG • Project updates shared through Project Portal for access by community and other stakeholders



4 Communication – Means and Methods

Having summarised the project and site, identified the key stakeholders and the issues that are likely to need to be communicated, this section details the methods by which stakeholders and those potentially affected by the project will be communicated with.

The methods of communicating relevant project information to stakeholders and the broader community will be a combination of direct contact, updates on the Project Portal and responding to questions or feedback received to the project team.

The community will have access to a phone number specific for the project which will be staffed during business hours and operating with a 24-hour messaging service outside of hours. Details of all methods are in the table below:

5.1 General Project Contact Details

<p>Communication Channel</p>	<p>The project will have a dedicated 1300 number which will be included on all material and shared with all stakeholders as well as being available on the Project Portal.</p> <p>The number will be answered by a Deicorp employee during business hours and will go to a message service outside of hours. Deicorp staff will be notified of all messages received outside of work hours to enable immediate response to issues where required.</p> <p>A Project Team email will also be created</p> <p>The contact details are:</p> <ul style="list-style-type: none"> • 1300 123 123 (number to be confirmed) • Info@hillsshowgroundvillage.com.au
<p>Timing</p>	<p>Available from project commencement and throughout the construction period</p>
<p>Purpose</p>	<p>To provide channels for contact and feedback throughout the project</p>

5.2 Project Portal

<p>Communication Channel</p>	<p>The Project Portal will be the primary communication channel, enabling the flow of information to stakeholders and the broader community, as well as the means by which feedback, inquiries and complaints can be submitted to the project team.</p> <p>Details of project milestones, relevant project updates and information about any aspect of the project that may impact on the community will be hosted on this site. It will also provide links to key project information and reports that need to be accessible by the community.</p> <p>The Project Portal will include a tab with all relevant project personnel and their contact details including the primary phone and email contacts for the project.</p> <p>Community members and adjoining property owners and businesses will be able to use the Portal to check the latest information about the project as well as to submit questions and provide feedback on any aspect of the project.</p>
<p>Timing</p>	<p>The Project Portal will be operational at commencement of works for the project and will operate for a period not less than 12 months from completion of construction.</p>
<p>Purpose</p>	<p>The purpose of this Portal to ensure compliance with the conditions of consent for the approval and to enable the exchange of information about the project with and from the community.</p>

5.3 Project Updates and Announcements

<p>Communication Channel</p>	<p>Through the use of email to the project stakeholders and all people who contact the project and elect to be kept informed, details of upcoming events and milestones will be distributed. This communication will provide details of critical information and to share information about project progress.</p>
<p>Timing</p>	<p>Information will be distributed as required to ensure critical information and project updates are shared in a timely and</p>



	regular manner. This service will run commence with the project and remain in effect until project completion.
Purpose	To provide regular and relevant information to stakeholders, and subscribers to the project update service.

5.4 Stakeholder Briefings and Engagement

Communication Channel	<p>The construction team will conduct regular meetings with key team members and external contractors throughout the construction period. Broader stakeholder engagement and briefings with key partners will be undertaken by Deicorp's Communications team and will keep the identified stakeholders up to date with project status and details.</p> <p>Meetings and briefings will be undertaken in a variety of formats depending on need and circumstances, but may include face-to-face, telephone, email and electronic meeting formats.</p>
Timing	Engagement with all stakeholders will be ongoing from the commencement of the project until at least 12 months following project completion.
Purpose	To keep all stakeholders up to date with relevant information on project related matters.

5.5 Project Signage

Communication Channel	Using the public-facing site hoardings and VMS, the local community and commuters will be made aware of project information, including contacts details for key personnel, details of where additional information can be accessed and through VMS, specific upcoming matters.
Timing	Site signage will be installed when the hoarding is completed, and the VMS will be used as required for project specific updates.
Purpose	To enable access to contact details and project specific information for visitors and commuters.



5 GENERAL INQUIRIES PROCEDURE

The key component of facilitating access to information by stakeholders and the community for the Hills Showground Village project will be the Project Portal which will be established prior to commencement of construction and will remain in operation throughout the construction period for a further 12 months following completion.

The Project Portal will be a comprehensive and accessible platform for the project team and proponent to keep all stakeholders and the broader community informed of relevant project information. It will provide the means by which stakeholders and the broader community can engage with the project team to seek information or provide feedback on any aspect of the project.

In addition to the Project Portal, key contact details including project phone number, project email and the names of key personnel will also be accessible throughout the project.

The phone number will be staffed at all times during business hours and outside of business hours, callers will be able to leave a voice message. Receipt of any inquiries outside of business hours will be conveyed to Deicorp personnel to enable a response to critical or urgent issues should they arise.

5.1 Contact Information

The details of the contact procedures are as follows:

1. Project telephone number: 1300 123 123 (number to be confirmed)
2. Project email: info@hillsshowgroundvillage.com.au
3. Project Portal: www.hillsshowgroundprojectportal.com.au

5.2 Managing Complaints

Should complaints be received, the details of the complaint will be logged by the nominated project member and details provided to the Project Manager. All complaints, whether by phone, email or feedback on the Portal will be acknowledged within 24 hours.