

Western Sydney Parklands Eastern Creek Business Hub

Project:	Environmental Impact Statement Public Exhibition
Activity:	Stakeholder and Community Engagement
Date:	26 September - 9 November 2012

	Description
Summary	<p>KJA was engaged by the Western Sydney Parklands Trust to implement a community and stakeholder engagement program to support public exhibition of the Eastern Creek Business Hub Environmental Impact Statement (EIS) between 26 September 2012 and 9 November 2012.</p> <p>Activities undertaken by KJA followed an earlier round of consultation and engagement that was completed during development of the EIS in early 2012. Consultation activities included written correspondence to key stakeholders, letterbox drops to local residents, doorknock of adjacent neighbours, and a community drop in session.</p> <p>A summary of activities is outlined below.</p>
Stakeholder notifications	<p>In the lead up to the exhibition period, correspondence was distributed to a broad range of stakeholders including:</p> <p>State Members of Parliament</p> <ul style="list-style-type: none"> • Member for Smithfield, Andrew Rohan • Member for Penrith, Stuart Ayres • Member for Mulgoa, Tanya Davies • Member for Wollondilly, Jai Rowell • Member for Hawkesbury, Ray Williams • Member for Campbelltown, Bryan Doyle • Member for Parramatta, Geoff Lee • Member for Camden, Chris Patterson • Member for Mount Druitt, Richard Amery • Member for Liverpool, Paul Lynch • Member for Fairfield, Guy Zangari • Member for Blacktown, John Robertson <p>Federal Members of Parliament</p> <ul style="list-style-type: none"> • Member for Chifley, Ed Husic • Member for Greenway, Michelle Rowlands • Member for McMahon, Chris Bowen • Member for Fowler, Chris Hayes • Member for Hughes, Craig Kelly • Member for Werriwa, Laurie Ferguson <p>Other stakeholders</p> <ul style="list-style-type: none"> • Liverpool City Council • Blacktown Council • Fairfield Council • Western Sydney Regional Organisation of Councils (WSROC) • Penrith Business Alliance

	<ul style="list-style-type: none"> • Western Sydney Business Connection • NSW Business Chamber • Department of Education, Employment and Workplace Relations (DEEWR) • Darug Tribal Aboriginal Corporation • Eastern Creek Public School • Jemena (Energy Company - Gas Network) • Blacktown and District Environment Group • Mount Druitt Historical Society • The Western Sydney Conservation Alliance • The Prospect Heritage Trust • Westlink M7 • Blacktown and District Historical Society • University of Western Sydney • The Southwest Sydney Business Connection • Regional Development Australia Sydney • Liverpool Chamber of Commerce • Clearly Business • Deerubbin Local Aboriginal Land Council • Australia Industry Group (AIG) • Rural Fire Service (Eastern Creek Unit)
Letter box drop	The Trust arranged a letter drop to 1,100 neighbouring properties in the early stages of the exhibition period to inform the community about the proposal and provide details of the community drop in session.
Community info line	A community information line was established (1800 252 040) and included in all written correspondence. Approximately nine calls were received, with most callers seeking general information or a link to where the EIS could be viewed online.
Doorknocking	<p>A doorknock of approximately 40 neighbouring properties along Rooty Hill Road South and Cable Place was undertaken on 16 October 2012.</p> <p>General feedback from the people contacted is summarised as follows:</p> <ul style="list-style-type: none"> • Reasonably high awareness of the proposal, although there was some general confusion about Bulky Goods retail - some people thought it meant factories. • The majority of people did not appear to have a problem with retail activities when it was explained, most were generally supportive. Although this was not unanimous; at least a couple of people did not want any activities on the site. • The main concern expressed was traffic. Particularly the proposed median strip and traffic lights at Cable Place. The main issue raised was in relation to right turn access into properties off Rooty Hill Road South (when travelling south).
Community drop in session	<p>A community drop in session was held at Eastern Creek Public School from 3 - 6pm on Tuesday 23 October 2013 and was promoted in the school newsletter and via letter box drop. The event was attended by two KJA staff members and a representative from Traffix who provided information on the traffic study.</p> <p>Information on display included a number of A3 maps, plans, artists impressions and timeline, along with a hard copy of the EIS, and associated consultant reports.</p> <p>Around 70 people attended over the three hour period. Almost all those who attended received the letter drop notice and there was a steady flow of people over the three hour session.</p> <p>Anecdotaly, the majority of people who attended lived opposite the proposed</p>

	<p>business hub on Rooty Hill Road South or in Cable Place. Other attendees identified themselves as residents of Minchinbury Street, Penfold Street, and Cawarra Street.</p> <ul style="list-style-type: none"> • Predominantly the main feedback related to concerns about the speed of existing traffic along Rooty Hill Road South, additional traffic that would be generated from future development (including in side streets), and the difficulty in accessing properties along Rooty Hill Road South, due to a proposed centre median strip. • Several shop owners from Rooty Hill Shopping Centre attended and expressed interest in the proposed retail types. • The traffic lights at Cable Place and median strip along Rooty Hill Road South were the main issues raised, although concern over traffic was not universal, several people didn't think additional traffic would be an issue. • There was some discussion about competition with existing shops, however a far greater number of comments were made in support of the convenience retail. • Several people stated that they had visited Blacktown Council to look at the EIS on exhibition and a number of other people asked for copies of the traffic studies. • Attendees were advised that submissions should be sent to DP&I, and that general comments would be summarised from the session but would not be considered a submission.
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potential briefing										
general letter										
Western Sydney Regional organisation of councils (WSROC)	Peak Bodies/Business Associations	Kerry	Bartlett	CEO	PO BOX 63	Blacktown	2148	02 9671 4333	kerry@wsroc.com.au	http://www.wsroc.com.au/
Western Sydney Regional organisation of councils (WSROC)	Peak Bodies/Business Associations	Alison	McLaren	President	PO BOX 63	Blacktown	2148	02 9671 4333	esme@wsroc.com.au	http://www.wsroc.com.au/
Penrith Business Alliance	Peak Bodies/Business Associations	Paul	Brennan	Chairman	PO Box 970	Penrith		4731 5711		http://penrithbusinessalliance.com.au/
Penrith Business Alliance	Peak Bodies/Business Associations	Bijai	Kumar	CEO	PO Box 970	Penrith	2750	4731 5711	admin@penrithbusinessalliance.com.au	http://penrithbusinessalliance.com.au/
Western Sydney Business Connection	Peak Bodies/Business Associations	Peter	Dunphy	CEO	PO Box 4032	Parramatta	2124	02 9687 2788	wsmn@wsbc.org.au	http://www.wsbc.org.au/
NSW Business Chamber	Peak Bodies/Business Associations	Stephen	Cartwright	CEO	Locked Bag 938	North Sydney	2059	132 696	navigation@nswbc.com.au	http://www.nswbusinesschamber.com.au/Home.aspx
Department of Education , Employment and Workplace Relations (DEEWR)	Federal Government Departments and Agencies	David	Puckeridge	Local Employment Coordinator Canterbury-Bankstown and South West Priority Employment Are	GPO BOX 9880		2601	0413 834 099	david.puckeridge@deewr.gov.au	www.deewr.gov.au
Darug Tribal Aboriginal Corporation	Blacktown Business Hubs	Sandra	Lee	Secretary	PO Box 441	Kellyville	2148	02 96224081	darug_tribal@live.com.au	http://www.darug.org.au/DarugW.html
Rural Fire Service	Blacktown Business Hubs	Justin	Back	Manager	8-12 Jeanette Street	Regentville	2745	02 4734 7777	justin.back@rfs.nsw.gov.au	
Eastern Creek Public School	Blacktown Business Hubs	Wesley	Chia	Principal	200 Rooty Hill Road	Eastern Creek	2766	02 9625 8112	wesley.chia@det.nsw.edu.au	
Jemena (Energy Company - Gas Network)	Blacktown Business Hubs	Gary	Ryan	General Manager	PO Box 6507	Silverwater	2128	(02) 9397 9000	enquiries.nsw@jemena.com.au	
Blacktown and District Environment Group	Other	Wayne	Olling		PO Box 207	Doonside	2767	02 9621 2105	wayne.olling@optusnet.com.au	
Mount Druitt Historical Society	Other	Hazel	Magann	President	PO Box 3055	Mount Druitt	2770	02 8807 0169	hazelmagann@optusnet.com.au	www.mountdruithistory.org.au
The Western Sydney Conservation Alliance	Other	Geoff	Brown		PO Box 4134	Werrington	2747	0431 222602	info@wsca.org.au	
The Prospect Heritage Trust	Other			Secretary					secretary@prospectheritagetrust.org.au	www.prospectheritagetrust.org.au
Westlink M7	Other	Jeff	McCarthy	Executive General Manager	PO Box 236	Horsley Park	2175	02 9834 9200	info@westlinkm7.com.au	
Blacktown and District Historical Society	Other	Janette	French	President	PO Box 500	Blacktown	2148	02 9676 1198		www.blacktownhistry.org.au
University of Western Sydney	Peak Bodies/Business Associations	Peter	Eeles	Director - Campus Development Unit	PO BOX 1000	St Marys	1797	2 9678 7798	P.Eeles@uws.edu.au	http://www.uws.edu.au/
The Southwest Sydney Business Connection	Peak Bodies/Business Associations	Daniel	Mangion	President	PO Box 284	Liverpool	1871	1300 768 849	info@liverpoolchamber.org.au	http://www.swsbc.com.au/
Regional Development Australia Sydney	Peak Bodies/Business Associations	Bob	Germaine	Executive Officer	Suite 102, Lvl 1, 460 Church St	North Parramatta	2150	9890 7804	bob.germaine@rdasydney.org.au	http://www.rdasydney.org.au/
Liverpool Chamber of Commerce	Peak Bodies/Business Associations	Harry	Hunt	President	P O Box 284	Liverpool BC	1871	9601 5877 / 96015088 /	harry.hunt@hunts.com.au/info@liverpoolchamber.org.au	http://www.liverpoolchamber.org.au/
Clearly Business	Peak Bodies/Business Associations	David	Baumgarten	Chief Executive Officer	PO BOX K340	Sydney	2000	02 9212 0555	ceo@clearlybusiness.com.au	
Deerubbin Local Aboriginal Land Council		Secretary			P.O. Box 3184	Mt. Druitt Village	2770	02 4724 5600		
Australia Industry Group (AIG)	Peak Bodies/Business Associations	Mark	Goodsell	Director NSW Branch	PO Box 289	North Sydney	2059	02 9466 5566		
Rural Fire Service (Eastern Creek Unit)		Justin	Back	Inspector	PO BOX 17	Granville	2142			
Rural Fire Service (Eastern Creek Unit)		Richard	Petch	Superintendent	PO BOX 17	Granville	2142			
Rural Fire Service (Eastern Creek Unit)		Tony	Gray	Inspector	PO BOX 17	Granville	2142			
Western Sydney Regional organisation of councils (WSROC)		Zhan	Patterson	Project Manager	PO BOX 63	Blacktown	2148	02 9671 4333		http://www.wsroc.com.au/
Liverpool City Council		Farooq	Portelli	General Manager	Locked Bag 7064	Liverpool BC	1871			

Jane Fielding

From: David Robinson <D.Robinson@kjassoc.com.au>
Sent: Wednesday, 27 March 2013 8:55 AM
To: Jane Fielding
Subject: FW: Eastern Creek doorkncok

Hi Jane
Eric asked me to send this info through.

Cheers

David

From: David Robinson
Sent: Tuesday, 26 March 2013 10:40 AM
To: ebrodie@cadenceaust.com
Subject: FW: Eastern Creek doorkncok

Summary of doorknock on 16 october

From: David Robinson
Sent: Thursday, 18 October 2012 12:35 PM
To: Suellen Fitzgerald <Suellen.Fitzgerald@wspt.nsw.gov.au> (Suellen.Fitzgerald@wspt.nsw.gov.au);
Calli.Brown@wspt.nsw.gov.au
Cc: ebrodie@cadenceaust.com
Subject: Eastern Creek doorkncok

Hi Suellen

Doorknocking went well on Tuesday afternoon. We doorknocked the length of Rooty Hill Rd South opposite the site, plus Cable Place, circa 40 homes, about 40% were home
General feedback of the people who were home was as follows.

- Reasonably high awareness
- I am expecting a good attendance at the drop in session next Tuesday (The school have promoted in their Newsletter).
- There is some general confusion about Bulky Goods retail - some people think it means factories - we did clarify
- The majority of people do not have a problem with retail when we explained, in fact you could say most are generally supportive....some even enthusiastic.....one person wants to open a hair salon.
- A couple of people were not supportive. Don't want anything... it's a quiet area and should remain that way....
- The main issue is traffic. Particularly the plan that shows a median strip and traffic lights at Cable Place. This is issues relates mainly to the people that wouldn't be able to turn into their properties off Rooty Hill Rd(when travelling south).
- Several have already written to DP&I, Council and their local MP Richard Amery . Almost all are concerned about the access – they want it off GWH, Church Street or opposite a “thru-road”-.
- Keith Darley wasn't available, although he will come next Tuesday.
- I met with Lisa Gates the last private landowner. She is reasonably comfortable and has spoken with OSL. She just wants to be sure we won't kick her out and will get fair price.... She will probably want to sell sometime in the next few years

Jane Fielding

From: David Robinson <D.Robinson@kjassoc.com.au>
Sent: Wednesday, 27 March 2013 9:04 AM
To: Jane Fielding
Cc: ebrodie@cadenceaust.com
Subject: FW: eastern creek
Attachments: Mailmerge - general stakeholders and potential briefings - UPDATED.xls

Hi Jane

Summary of dates and activities undertaken and a list of the people we sent letters to. This doesn't include formal consultation with agencies by other consultant.

BTW have you got the Economic Impact Statement? Can you send to me

Cheers

David

From: David Robinson
Sent: Tuesday, 26 March 2013 10:50 AM
To: ebrodie@cadenceaust.com
Subject: eastern creek

Other activities

26/9 Briefings with Wayne Streat and David Borger - Western Sydney branch NSW Business Chamber.
Early October mailout to key stakeholders as per list
12/10 Letter drop to 1,100 local residents.
16/10 doorknbock to residents fronting Rooty Hill road south
23/ Drop in session at Eastern Creek Public School.

Cheers

David



David Robinson | Project Director

Level 9, 2 Elizabeth Plaza, North Sydney NSW 2060
PO Box 302, North Sydney NSW 2059
T 02 9955 5040 | D 9936 5113 | M 0419 615 806
E d.robinson@kjassoc.com.au | www.kjassoc.com.au

Jane Fielding

From: David Robinson <D.Robinson@kjassoc.com.au>
Sent: Wednesday, 27 March 2013 8:55 AM
To: Jane Fielding
Subject: FW: WSPT Eastern Creek business hub

Another summary from the school drop in session

From: David Robinson
Sent: Tuesday, 26 March 2013 10:44 AM
To: ebrodie@cadenceaust.com
Subject: FW: WSPT Eastern Creek business hub

Summary from drop in session
23 October. Needs an edit before being used

Cheers
David

From: David Robinson
Sent: Wednesday, 24 October 2012 6:26 PM
To: Suellen Fitzgerald <Suellen.Fitzgerald@wspt.nsw.gov.au> (Suellen.Fitzgerald@wspt.nsw.gov.au);
ebrodie@cadenceaust.com; Calli.Brown@wspt.nsw.gov.au
Cc: Joseph Clayton
Subject: WSPT Eastern Creek business hub

Hi

We had the drop in session yesterday at Eastern Creek Public School between 3pm- 6pm.

Feedback and general observations follow

- We had a large turnout - circa 70 people. Almost all people who attended received the letter drop notice and there was a steady flow of people over the 3 hour session.
- 2 KJA staff attended the event (Joey Clayton and myself) Piran Tretheway from Traffix was also present to provide detailed traffic information.
- The info session included A 3 display of maps, plans, artists impression and timeline
- Almost all people who lived opposite the proposed median strip near Cable Place attended, some stayed for nearly the entire period.
- Anecdotally the other main attendees were people from Minchinbury Street, Penfold Street, Cawarra Street. Predominantly the majority of these people had some concern about potential traffic in their street and right turn access to their streets from RH Rd –the maps are a little ambiguous. Piran clarified their concerns
- Several shop owners from Rooty Hill shopping centre attended - IGA and a bottle shop
- Some parents from the school and other interested people from the area also attended .
- Feedback was similar to the doorknock conducted late week. The traffic lights, and median strip at Cable Place was the number one issue. Although several people didn't think traffic was an issue
- Some discussion/issues about competition with existing shops, although a far greater number of comments were made in support of the convenience retail.
- One couple from Rooty Hill Road south was quite aggressive, the lady from this house said the plan was madness "who made this plan? I will shoot anyone who try to put traffic lights in at Cable Place. I will blow up the traffic lights and it will go down in Australian history, you will have blood on your hands". The man said he would hire a truck and knock them down and take them away! (these people seemed mad...but not scary)

- Most people were reasonable.
- Several people have been up at Blacktown Council to look at the plans, apparently the counter staff don't have much info, and it took several attempts to find someone who knows about the exhibition.
- Several people asked for copies of the traffic studies, mainly elderly people who don't have internet access. I have committed to printing and sending copies
- Everyone was advised that submissions should be sent to DP&I, general comments would be summarised from the session but would not be considered a submission.
-

Cheers
David



David Robinson | Project Director

Level 9, 2 Elizabeth Plaza, North Sydney NSW 2060
PO Box 302, North Sydney NSW 2059

T 02 9955 5040 | D 9936 5113 | M 0419 615 806

E d.robinson@kjassoc.com.au | www.kjassoc.com.au