

# Engagement Plan

**SSDA Application – 230 Martin Road,  
Badgerys Creek**

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**Prepared for EMKC3**  
18 October 2023

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# Project Outline

EMKC3 has engaged Astrolabe Group to conduct community engagement activities on behalf of its client regarding a State Significant Development Application (SSDA), with the Department of Planning and Environment (DPE), for two warehouses at 230 Martin Road, Badgerys Creek.

The Planning Secretary's Environmental Assessment Requirements (SEARs) for the SSDA have not yet been issued, however the standard SEARs for Warehouses and distribution centres requires:

- *Detail consultation undertaken consistent with the Undertaking Engagement: Guidance for State Significant Projects, including any issues raised and feedback provided, and how the development has considered and responded. In particular, applicants must consult with:*
  - *the relevant Department assessment team.*
  - *any relevant local councils.*
  - *any relevant agencies*
  - *the community (proportionate to the scale, likely impacts and likely level of community interest in the development).*
  - *if the development would have required an approval or authorisation under another Act but for the application of section 4.41 and 4.42 of the EP&A Act, the agency relevant to that approval or authorisation.*
  - *if the development meets any threshold for referral or concurrence under SEPP (Infrastructure) 2007, the agency relevant to that referral or concurrence.<sup>1</sup>*

Engagement for State significant projects that receive a project-specific SEARs may commence during scoping or part of an earlier planning process,<sup>2</sup> which this activity falls under.

Astrolabe Group's scope of works is to engage with the community only.

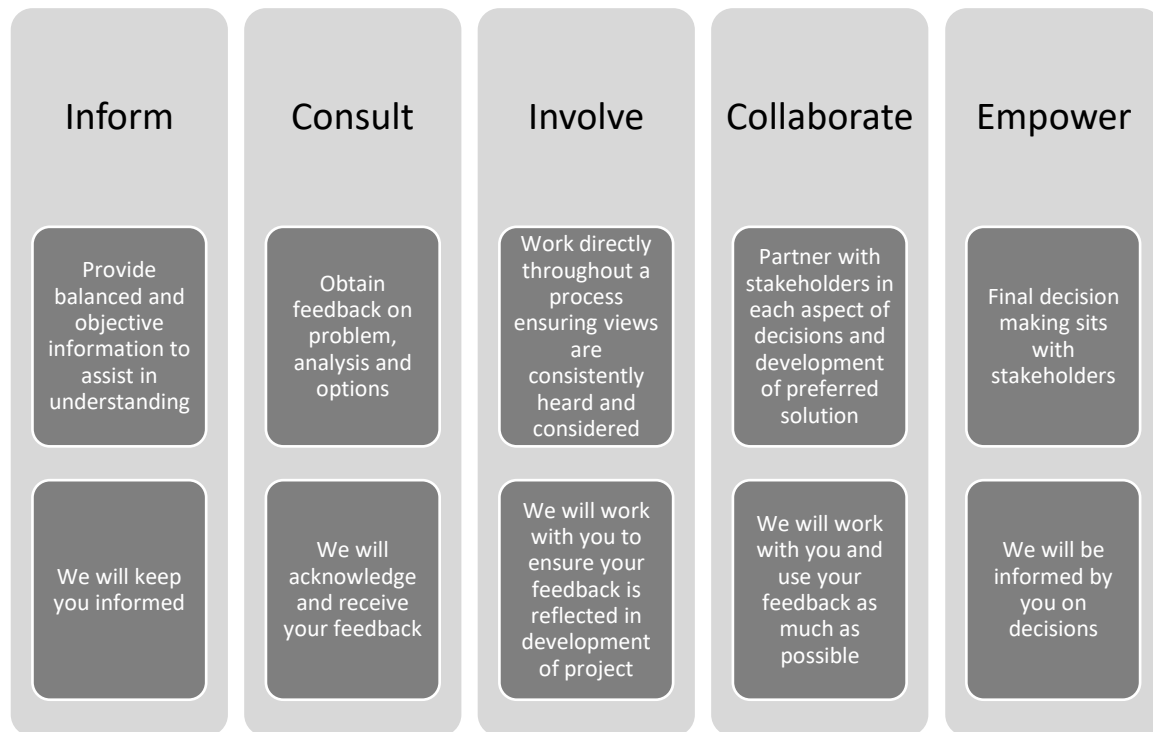
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<sup>1</sup> Warehouses and distribution centres, <https://www.planning.nsw.gov.au/policy-and-legislation/planning-reforms/rapid-assessment-framework/streamlining-major-project-assessment>.

<sup>2</sup> Undertaking Engagement Guidelines for State Significant Projects, <https://www.planning.nsw.gov.au/sites/default/files/2023-03/undertaking-engagement-guidelines-for-ssp.pdf>, p. 8.

# Purpose of Engagement

Using the IAP2 spectrum for participation, community engagement is designed to **inform and consult** key stakeholders – accepting feedback and comments where appropriate.



*Image: adopted model of IAP2 Spectrum for Participation*

To meet the SEARs, issues raised and feedback provided should be responded to by the proponent in its submission to DPE.

This engagement plan has been developed using the following engagement principles, which have been informed by IAP2 and design thinking methodologies:

- Engagement should be fit for purpose – use a variety of tools that will best engage stakeholder and provide multiple feedback opportunities
- Inclusive practice – consult and seek feedback before final decisions are made and allow meaningful contributions, build and maintain relationships
- Informing the process – needs to be designed knowing how it will use information that arises and inform stakeholders how their contributions will be used.

The proponent should identify the elements of the project that can be influenced or shaped by the community.

# Engagement Approach

DPE guidelines direct proponents to ensure that engagement is proportionate to the scale and impact of the project, and the likely interest the community may have in the project.<sup>3</sup>

Proportionate engagement prevents consultation fatigue and keeps costs and time impacts to reasonable levels while remaining meaningful. Proportionate engagement relates to the:

- scale and likely impacts of the project
- geographic reach of engagement
- number of activities (including the number of tailored activities for specific groups)
- stage of engagement.

## Assessment of reasonable engagement

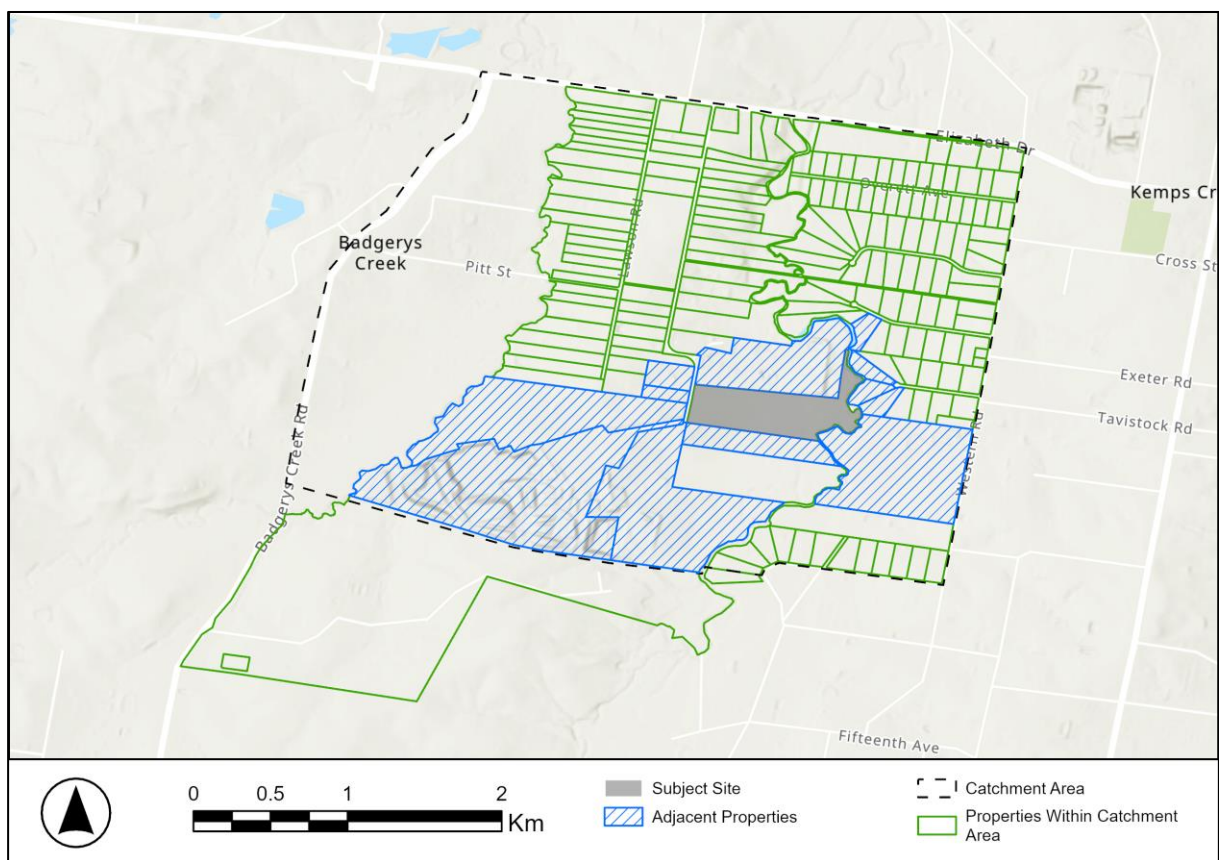


Figure 1 Subject site within identified catchment area

## Catchment

A catchment area for community engagement activities has been identified using land-use type, infrastructure barriers and natural barriers. This is shown in Figure 1 above. The Western Sydney

<sup>3</sup> Undertaking Engagement Guidelines for State Significant Projects, <https://www.planning.nsw.gov.au/sites/default/files/2023-03/undertaking-engagement-guidelines-for-ssp.pdf>.

Airport site in the western part of the catchment has not been identified as a property within the catchment area.

Given the nature of this proposal and the surrounding geographical context, the development is likely to have limited direct impact on the surrounding community, particularly in locations east of the Wianamatta-South Creek corridor due to the significant natural barrier. However, this should be considered in conjunction with the scale of the proposed development, have regard to existing land uses and be confirmed by the client.

## Stakeholders

Community stakeholders for this engagement are adjacent and surrounding landowners, businesses and occupants. However, a preliminary review of the surrounding area indicates that there are minimal residential households within the relevant geographical range that are likely to have interest in the development.

A desktop analysis identified at least 193 properties and 17 local business within the catchment area. There are 12 properties adjacent to the subject site, which are highlighted in Figure 1.

## Related engagement

It is anticipated that other engagement activities will take place as part of the SSDA process. While not responsible for designing and facilitating these activities, Astrolabe will consolidate and report on all engagement activity in the Engagement Outcomes Report.

## Activities

Given the considerations provided above, reasonable engagement activities constitute mailbox distribution with information regarding the proposed development to properties within the catchment area, as well as access to an online survey.

The opportunity to meet and discuss the proposal will be provided to properties adjacent to the subject site as identified in Figure 1, due to an increased likelihood of direct impacts from development.

Activity	Stakeholder Target	Objective	Roles
Online community feedback survey	Adjacent businesses, landowners, community groups and residents	Allow for stakeholders to provide feedback on the proposed development and provide a contact point for feedback or questions	Astrolabe Group and client
Promotion on social media through client channels	Adjacent businesses, landowners, community groups and residents	Create awareness about the development and promote the opportunity to access more information, provide feedback and ask questions	Astrolabe Group and client
Letters to adjacent properties	Adjacent businesses, landowners, community groups and residents	Inform properties adjacent to the site about the proposal and offer the opportunity to meet, discuss the proposal and provide feedback	Astrolabe Group

Activity	Stakeholder Target	Objective	Roles
Letters to local properties	Adjacent businesses, landowners, community groups and residents	Inform local properties within the catchment about the proposal and inform about how to provide feedback and ask questions	Astrolabe Group

Astrolabe Group will identify and work with EMKC3 to develop supporting content/collateral required to support activities, communicate key messages and develop timeline for implementation.

Astrolabe Group will produce the communications and graphics required for all activities, consistent with style attributes of the client for engagement activities within our scope of activities.

## Reporting and Evaluation

### Engagement Outcomes Report

Astrolabe Group will produce an Engagement Outcomes Report. The report will include a description of the consultation process, the issues raised, where the design of the development has been amended in response to these issues and any recommendations for future engagement activities.

The Engagement Report will detail both community and other stakeholder engagement conducted by EMKC3 or other consultants, consistent with requirements of the SEARs. One round of review will be conducted.

### Reporting back to stakeholders

Consistent with valuing contribution of time and effort of stakeholders in contributions, it is important that all participants receive information regarding of how the feedback received will be used. The Engagement Outcomes Report is one method to provide this information.

Astrolabe will coordinate responses to any feedback received through all channels in liaison with EMKC3.

The Engagement Outcomes Report will be a public document available on the DPE's website once submitted.