



Community and Stakeholder Engagement Strategy

Goulburn Mixed Use Development

Woodlands Ridge Poultry

Prepared on behalf of
KDC Development and Property Consultants
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Introduction

Purpose

Mara Consulting (Mara) has been engaged by KDC Pty Ltd (KDC) on behalf of Woodlands Ridge Poultry Pty Ltd (WRP) to conduct consultation to meet the environment approval requirements for the proposed Goulburn Mixed Use Development. The proposed mixed-use development comprises of a cold storage and distribution centre, poultry processing plant, childcare facility and other associated infrastructure at 52 Sinclair St, Goulburn NSW 2580 (the Site).

Proposal is declared State Significant Development (SSD) under Schedule 1, Clauses 3 and 12 of State Environmental Planning Policy (State and Regional Development) 2011 (SRD).

This consultation strategy has been developed in accordance with the Secretary's Environmental Assessment Requirements (SEARs) for the project.

Requirement for the plan

The SEARs state that the Environmental Impact Statement (EIS) must address specific matters including community and stakeholder engagement.

Specifically, a detailed community and stakeholder engagement strategy must be developed, identifying who has been consulted and why. Additionally, a consultation report must be developed detailing the issues raised and how they have been addressed including any changes to the proposed development. The third stage is the development of management plans as part of future engagement activities through construction and operation of the facility.

This strategy has been developed to meet the requirements of the SEARs and other NSW Government policies that guide consultation and engagement.

Objectives of the plan

The purpose of the strategy is to identify and define potential issues and opportunities that arise from the proposed development and seek feedback from interested stakeholders, making recommendations for the mitigation and management of the potential impacts of the facility, through construction and operation.

To follow best practice and requirements of the SEARs, a Social Impact Assessment and Management Plan will be developed concurrently.

Consultation with aboriginal and first nations stakeholders is covered by work completed by specialist consultants, Navin Officer Heritage Consultants Pty Ltd, who have been commissioned to conduct a cultural heritage assessment for the Goulburn Mixed Use Development project.

Context

The Site

The Site is legally described as Lot 22 in DP 750050 and is generally referred to as 52 Sinclair Street, Goulburn NSW 2580 (see Figure 1). The total area of the Site is approximately 82,606m². It is located within the Goulburn Mulwaree local government area (LGA) and zoned B6 Enterprise Corridor, RU6 Transition and E3 Environmental Management under the LEP 2009.

The site is predominantly surrounded by rural and industrial properties.

Figure 1: Woodlands Ridge Poultry Pty Ltd – Site Plan. Source: KDC Pty Ltd



Consultation

Community and Stakeholder Engagement

- A detailed community and stakeholder engagement strategy identifying who in the community has been consulted and a justification for the selection, other stakeholders consulted and the form/s of the consultation
- A report detailing the issues raised and how they have been addressed including any changes to the proposal
- Details of proposed future community and stakeholder engagement activities throughout construction and operation of the development.

This document outlines the community and engagement strategy for the proposed development and outlines the activities that will be completed to meet the requirements of the SEARs. A subsequent consultation report will be included in the SSD application to consideration by the Department.

Consultation timeframe

The community consultation is designed to meet the objectives identified in the SEARs dated 25 July 2018. The consultation report is to be completed in early 2019.

Purpose of the Community and Stakeholder Engagement Strategy

The purpose of this strategy is to:

- Provide a clear framework outlining who is to be consulted and a justification for their selection and why
- Other stakeholders consulted and what form
- Describe the communication and consultation activities to be completed that will provide opportunities from interested stakeholders on the proposal.

The outcome of the consultation will be to develop a report detailing any issues raised and how they may have been addressed to inform potential changes to the proposal. Additionally, a management plan detailing opportunities and mitigation measures will be developed to support construction and operation of the development.

Communication objective

The communication objectives for the proposal are to:

- Identify key stakeholders for the proposal and their respective requirements
- Satisfy planning approval requirements
- Proactively inform stakeholders about the proposal with accurate and adequate information on the benefits, opportunities and potential impacts
- Engage with stakeholders through the approval process and seek feedback
- Promptly respond to and address public enquires and complaints about the proposal.

Approach to community and stakeholder consultation

Underpinning our commitment to effective engagement is mutual respect. The project team is committed to;

- Honest and straightforward dealings with stakeholders
- Providing accurate and timely information to stakeholders where we are working
- Actively listening and acknowledging other points of view
- Respecting individual and cultural differences at all times.

Most of the communication and engagement activities for the proposal will be to inform and consult. This is taken from the International Association of Public Participation (IAP2) principles of engagement. The IAP2 spectrum of engagement aims to provide a values-based framework to effectively engage with stakeholders.

The aim of this strategy is to:

- Clearly define the consultation, roles and opportunities for input
- Keep the key stakeholders informed of progress
- Provide clear and concise information that is free from jargon

Listen to feedback, investigate suggestions and report back.

Issue Identification

A key part of the strategy is to identify potential issues and opportunities that could arise as part of the proposed development. The SEARs list key issues that much be considered and addressed as part of the preparation of the EIS. Additionally, consultation with stakeholders is could identify additional issues and opportunities. The table below identifies the know issues that will be considered as part of the EIS preparation.

Table 1: Key issues identified in the SEARs

KEY ISSUES:	
Air quality and odour	Hazards and risks
Transport and road traffic	Contamination
Soils and water	Visual impacts
Waste and wastewater management	Social and economic
Biodiversity	Infrastructure
Heritage	Contributions
Animal welfare, biosecurity and disease management	Bush fire management
Noise and vibration	

Stakeholder Identification

Overview

The purpose of this section of the report, is to identify all key stakeholders, including affected, interested, government agencies, referral bodies and internal stakeholders, and anticipate their issues and concerns. Recommendations for managing impacts is included at **Table 6**.

Stakeholder Definition

The simple definition of a stakeholder is anyone who has an interest in or affected by the proposed development or ongoing operations or anyone who can affect the operation of the facility.

Stakeholders can be individuals, communities, government agencies, non-government organisations, not for profit associations, private organisations, small and large businesses, the Board, customers, shareholders, staff and contractors.

Affected stakeholders are groups or people that will be affected by the construction, operation and decommissioning of the facility. Interested stakeholders are those who are not directly affected but have an interest in the project.

Influence

Stakeholders can have varying interest or influence over an organisation. This is simply, the extent to which a stakeholder is invested and/ or impacted by the hospital. While influence is the extent to which a stakeholder can affect the operations or outcomes (positively or negatively). In general, the greater the interest or influence in the proposal, the greater the level of effort required to manage the engagement with the stakeholder/s.

The table below lists stakeholders, the opportunities and the proposed methods to engage with them. Engagement tools encourages buy-in, support of and participation in the activities by stakeholders. It can range from information sharing (one-way communication) to feedback (two-way communication) or active participation in events and decision making.

Table 2: Stakeholder Groups

STAKEHOLDER GROUPS	
Local resident/landowner	Utilities
Business	Emergency Services
Local government	Community group
Local government – Elected representatives	
NSW Government – Agencies and Departments	
NSW government – Elected representatives	

Stakeholder identification, likely issues and proposed communication strategies

Stakeholder engagement is a key component of the proposed development identified in the SEARs dated 25 July 2018. A request for a detailed engagement strategy identifying those in the community that were consulted and a justification for their selection. The table below lists the key stakeholders and potential interests or issues in the proposal.

STAKEHOLDERS	POTENTIAL INTERESTS AND ISSUES	COMMUNICATION TOOLS
Elected Representatives	Meets community's expectations	Meetings/briefings if required Email Telephone Letters
Goulburn Mulwaree Council Councillors Council officers	Meets community's expectations Road upgrade to Waste Management Service Input into design Improves value/usability Air quality and odour Transport and road traffic – road upgrades Soils and water impacts Waste and wastewater management Biodiversity Heritage Animal welfare, bio-security, disease management Noise and vibration Hazards and risks Contamination Visual impacts Social and economic impacts and benefits – job creation, employment lands strategy, investment in Goulburn Infrastructure Contributions Bush fire management	Meetings/ briefings Email Letters Telephone Invitation to drop in session
Environment Protection Authority	Environmental Regulator for NSW Protects the environment Air quality and odour Soils and water impacts Waste and wastewater management Biodiversity Noise and vibration Hazards and risks Contamination	Meetings/ briefings Email Letters Telephone
Office of Environment and Heritage	Air quality and odour Soils and water impacts Waste and wastewater management Biodiversity Heritage Visual impacts	Meetings/ briefings Email Letters Telephone

STAKEHOLDERS	POTENTIAL INTERESTS AND ISSUES	COMMUNICATION TOOLS
Department of Primary Industries	Agricultural development Air quality and odour Soils and water impacts Waste and wastewater management Biodiversity Animal welfare, bio-security, disease management	Meetings/ briefings Email Letters Telephone
Roads and Maritime Services (RMS)	Input into design Upgrade of road and roundabout Transport and road traffic	Meetings/briefings Email Letters Telephone
WaterNSW	Water usage Soils and water	Meetings/ briefings Email Letters Telephone
Southern NSW Local Health District	Health interest	Meetings/ briefings Email Letters Telephone
Rural Fire Service	Bush fire management Protect community	Meetings/ briefings Email Letters Telephone
Geological Survey of NSW – Division of Resources and Geoscience	Support informed land use decisions	Meetings/ briefings Email Letters Telephone
Commercial neighbours	Impacted by noise and traffic Road upgrade to waste management service Input into design Improves the area's value/usability Air quality and odour Transport and road traffic – road upgrades Soils and water impacts Waste and wastewater management Biodiversity Heritage Animal welfare, bio-security, disease management Noise and vibration Hazards and risks Contamination Visual impacts Social and economic impacts and benefits – job creation, employment lands strategy, investment in Goulburn Infrastructure Contributions Bush fire management	Door knock Information Session Email Letters Telephone

STAKEHOLDERS	POTENTIAL INTERESTS AND ISSUES	COMMUNICATION TOOLS
Adjoining residents and land owners	- Impacted by noise and traffic - Road upgrade to waste management service - Input into design - Improves the area's value/usability - Air quality and odour - Transport and road traffic – road upgrades - Soils and water impacts - Waste and wastewater management - Biodiversity - Heritage - Animal welfare, bio-security, disease management - Noise and vibration - Hazards and risks - Contamination - Visual impacts - Social and economic impacts and benefits – job creation, employment lands strategy, investment in Goulburn - Infrastructure - Contributions - Bush fire management	- Door knock - Information Session - Email - Letters - Telephone
Community groups	- Animal welfare considerations - Air quality and odour - Transport and road traffic – road upgrades - Soils and water impacts - Waste and wastewater management - Biodiversity - Heritage - Animal welfare, biosecurity, disease management - Noise and vibration - Hazards and risks - Contamination - Visual impacts - Social and economic impacts and benefits – job creation, employment lands strategy, investment in Goulburn - Infrastructure - Contributions - Bush fire management	- Meetings/ briefings - Email - Telephone - Website
Wider community	- Impact on traffic - Improves access to resource recovery centre - Input into design - Improves the area's value/usability - Air quality and odour - Transport and road traffic – road upgrades - Soils and water impacts - Waste and wastewater management - Biodiversity - Heritage - Animal welfare, bio-security, disease management - Noise and vibration - Hazards and risks - Contamination	- Meetings/ briefings - Email - Telephone

STAKEHOLDERS	POTENTIAL INTERESTS AND ISSUES	COMMUNICATION TOOLS
	Visual impacts Social and economic impacts and benefits – job creation, employment lands strategy, investment in Goulburn Infrastructure Contributions Bush fire management	
Utility agencies and service providers · Goulburn Murray Water · Essential Energy · Telstra	Potential services in the area Infrastructure requirements	Meetings/ briefings Email Telephone

Communication tools

TOOL	DESCRIPTION	KEY TARGET AUDIENCE
Phone number	To allow stakeholders to provide feedback	General public and all interested stakeholders
Project email	projects@maraconsulting.com.au	General public and all interested stakeholders
Proposal briefings	Detailed meeting about the proposal	Goulburn Mulwaree Council Government agencies
Diagrams and graphics	Concept designs to provide a visual representation of the project	General public and all interested stakeholders
Information / flyer/ fact sheets	Create fact sheet containing relevant information about the proposal. Provides details on how people can provide input and update the community on the proposal.	Local residents and the wider community as well as neighbours and user groups.
Information session	Information session to explore and understand stakeholder needs, perspectives, insights, feedback on the proposal.	Local residents and the wider community as well as neighbours, and user groups
Letters	Any written communication via letter.	In response to inquiries or to inform stakeholders as required.
Site meeting	(If required) Tour of the site to gain a deeper understanding of the proposal.	Targeted stakeholders – if required
Letter box drop	Opportunity to target stakeholders close to the project sites and encourage their input/feedback.	Local residents and the wider community as well as neighbours and user groups.
Newspaper advertisements	Advertise information session in local newspaper	General public and all interested stakeholders

Community Communication Schedule

The below table describes the proposed consultation activities to support the EIS.

Where appropriate Mara will include technical experts to assist with the delivery of important messages at community information sessions and meetings to complement the skills and expertise of our team.

TARGET STAKEHOLDERS	COMMUNICATIONS TOOLS	WHEN
Local resident/ landowner	• Phone calls • Emails • Diagrams and graphics • Information / flyer/ fact sheets – as required • Information session • Letters • Site meeting – if required • Letter box drop • Newspaper advertisements	Throughout project Prior to drop in session
Business	• Phone calls • Emails • Diagrams and graphics • Information / flyer/ fact sheets – as required • Information session • Letters • Site meeting – if required • Letter box drop • Newspaper advertisements	Throughout project Prior to drop in session
Local government	• Phone calls • Emails • Diagrams and graphics • Information / flyer/ fact sheets – as required • Information session • Letters • Site meeting – if required • Letter box drop • Newspaper advertisements	Throughout project Prior to drop in session
Local government – Elected representatives	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required	Via Council officers Prior to drop in session
NSW Government – Agencies and Departments	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required	Ongoing Early consultation prior to SEARs Meetings and feedback through EIS development

TARGET STAKEHOLDERS	COMMUNICATIONS TOOLS	WHEN
NSW government – Elected representatives	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required	As required
Utilities	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required	Ongoing Early consultation prior to SEARs Meetings and feedback through EIS development
Emergency Services	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required	Early consultation prior to SEARs Meetings and feedback through EIS development
Community groups	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required • Information session	As required
Others as identified through consultation	• Phone calls • Emails • Diagrams and graphics • Letters • Meetings as required • Information session	As required



Appendix: 1 – Stakeholder List - Details