



# Baiada Oakburn Processing Facility

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EIS Consultation report



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# 1. Executive summary

Baiada Poultry Pty Ltd (Baiada) has been processing poultry in Tamworth for more than 60 years. Owing to continued growth in the consumption of poultry products, the company needs to significantly expand their operations.

While Baiada secured approval to build a larger, integrated plant with the capacity to process up to one million birds per week in 1998, to date only Stage 1 of the facility (the Oakburn Protein Rendering Plant) has been completed. The company is currently preparing a new Development Application (DA) for the site which will allow construction of a new facility with the capacity to process up to three million birds per week to meet existing and projected demand for poultry products in Australia.

Due to the scale and value of the proposal it is classified as State Significant and Designated Development. As such, Baiada must meet requirements set by the Secretary of the NSW Department of Planning, including the preparation of an Environmental Impact Statement (EIS), informed by an effective and genuine community consultation process.

To meet their obligations, Baiada engaged PSA Consulting to prepare the EIS and The Comms Team to undertake community consultation. By working collaboratively, PSA Consulting and The Comms Team have delivered a range of communication and engagement activities, targeting the broader community and specific stakeholders.

The focus of community engagement was to raise awareness about the proposal, and provide the opportunity for neighbours, residents and the community to provide input or raise questions with respect to the proposed development. This was achieved through advertising, distribution of an information flyer, a letter to neighbouring landowners offering face-to-face meetings and an interview with ABC New England North West.

The process undertaken was thorough and enabled a genuine opportunity for consultation. Stakeholders were provided with multiple channels to receive information and provide feedback. Those located nearby were provided with direct communication and an invitation to meet with the project team.

There appears to be general interest in the project and the activities undertaken increased community awareness about the proposed development. However, the project team received no requests from stakeholders or neighbours for face-to-face meetings and received very few email or phone enquiries. The few enquiries received were either to seek additional project information or convey support for the proposed development. No project-specific issues were raised.

This is potentially due to the history of the project, the existing approvals attached to the site and the development of this area as a key food production hub. Baiada also has an established presence in the community and it is likely considered a desirable outcome that operations move from the existing facility in town, to a larger, more suitable location.



## 2. Introduction

The development of an integrated poultry processing plant at Baiada's Oakburn property in Tamworth was originally approved in February 1998. This approval allowed for the development of an integrated poultry processing plant with a maximum production capacity of one million birds per week. To date, only Stage 1 – the protein rendering plant – has been constructed.

In response to the projected growth in demand for poultry products, Baiada is now proceeding with a new DA for a poultry processing plant with increased production capacity of three million birds per week.

Due to the capital investment associated with the project, the development is 'State Significant' and will therefore be assessed by the NSW Minister of Planning as the Consent Authority. Baiada is required to compile a DA and EIS as part of the planning approvals process. PSA Consulting (PSA) has been engaged by Baiada Pty Ltd to assist with the preparation of the EIS to support the DA.

Community consultation forms an important part of the EIS by informing the community about the proposed development and seeking feedback on issues of concern. The Comms Team were engaged by Baiada to develop and execute a Community Consultation Action Plan.

This plan delivered a range of communication and engagement activities as outlined in Section 3. Consultation outcomes and results are provided in Section 4. The EIS will demonstrate how any identified community impacts will be mitigated through the design and/or operation of the facility.



### 3. Methodology

As the lead consultant preparing the EIS, PSA initially engaged with key state and local government stakeholders about the proposed facility during a first phase of engagement in mid-2018.

The Comms Team subsequently developed a Community Consultation Action Plan to guide communication and engagement activities across the local community and with specific stakeholders, in and around the proposed Poultry Processing Facility at 1154 Gunnedah Road, Westdale in Tamworth.

These activities occurred over two stages, as outlined below.

#### 3.1 Stage one: Targeted stakeholder engagement (June–August 2018)

The proposed Oakburn Processing Plant is Designated Development and State Significant Development due to production volume and capital investment value associated with the project.

In June 2018, following the Planning Focus Meeting, PSA formally requested Secretary's Environmental Assessment Requirements (SEARs) for the project. The SEARs were received in 2 July 2018 and included the requirement for the proponent to undertake “effective and genuine community consultation”.

The following activities were delivered by PSA Consulting in accordance with SEARs:

Activity	Timing
Preliminary engagement with key state and local government stakeholders: <ul style="list-style-type: none"> <li>• Department of Planning</li> <li>• Environmental Protection Agency</li> <li>• Roads and Maritime Services</li> <li>• Office of Environment and Heritage</li> <li>• Department of Primary Industries</li> <li>• Department of Water</li> <li>• Natural Resources Access Regulator</li> <li>• NSW Health – Hunter New England Local Health District</li> <li>• Civil Aviation Safety Authority</li> <li>• Tamworth Regional Council</li> <li>• Tamworth Regional Airport</li> </ul>	Jun – Aug 2018
Planning Focus Meeting held in Tamworth – attended by representatives from Tamworth Regional Council, Department of Planning and Environment, Department of Primary Industries and Environmental Protection Agency.	1 Jun 2018
Request for comment on the EIS sent to Civil Aviation Safety Authority, NSW Health/Hunter New England Local Health District, Essential Energy Water and Natural Resources Access Regulator (NRAR).	Aug 2018



### 3.2 Stage two: Broader community consultation (November–December 2018)

Community consultation is a key requirement of the EIS process and ensures the community are provided sufficient information regarding a proposed development and given adequate opportunity to consider the potential impacts and raise any concerns they may have.

The following communication and engagement activities were undertaken by The Comms Team across the broader community and with neighbouring landowners:

Activity/tool	Timing
Letter and flyer sent to 14 neighbours and sensitive receivers (see Attachment 4) – project information supplied and an offer to meet with the project team.	21 Nov 2018
Media release provided to Northern Daily Leader and ABC New England North West – project information supplied including consultation phone number and email.	22 Nov 2018
Management of the consultation phone number and email.	23 Nov – 14 Dec 2018
Print advertisement (1/4 page) placed in Northern Daily Leader – project information supplied including consultation phone number and email.	24 Nov 2018
Flyer distributed to residents and businesses within project area (see Figure 1) approximately 1800 properties – project information supplied including consultation phone number and email.	26 Nov – 30 Nov 2018
Meetings offered to interested residents and businesses within the project area, and other stakeholders or community members with an interest.  <b>Note: no stakeholders responded to the meeting offer, therefore meetings were not held.</b>	Planned meeting period: 10 Dec – 12 Dec 2018 however, no meetings held.

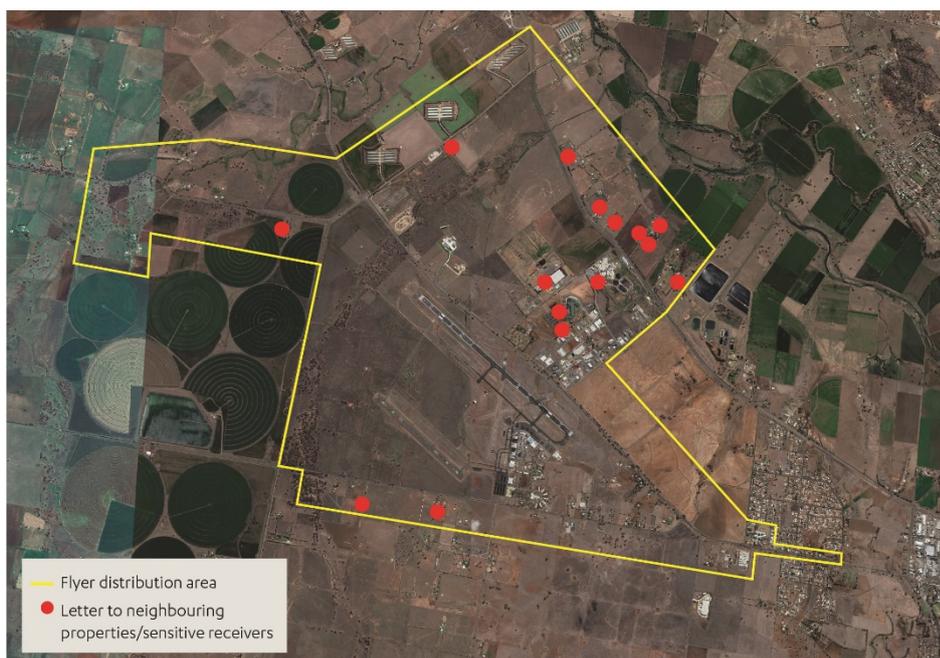


Figure 1: Flyer distribution area



## 4. Summary of consultation outcomes

### 4.1 Email and 1800 calls

Date of enquiry	Stakeholder	Feedback
27 November 2018	Mark Lyden, Resident	<ul style="list-style-type: none"> <li>Seeking general project information. Mark is a solicitor in Tamworth. Enquiring on behalf of his clients with skills/resources that may be of value to the project.</li> </ul>
27 November 2018	Ben Blinman, Resident	<ul style="list-style-type: none"> <li>Seeking confirmation of plant location and whether the existing motorsports complex will be removed and replaced with new facility.</li> </ul>
29 November 2018	Robert Collins, Resident	<ul style="list-style-type: none"> <li>Highly supportive of the project as his business depends on the poultry industry.</li> </ul>
6 December 2018	Australasian Meat Industry Employees Union (AMIEU)	<ul style="list-style-type: none"> <li>Highly supported of the project and the employment opportunities it provides for local people, especially young people. Letter of support can be found in Attachment 7.</li> </ul>

### 4.2 Stakeholder meetings

No stakeholder meetings were held. While the offer was made, no stakeholders requested a meeting.

## 5. Conclusion

The process undertaken was thorough and enabled a genuine opportunity for consultation. Stakeholders were provided with multiple channels to receive information and provide feedback. Those located nearby were provided with direct communication and an invitation to meet with the project team.

There appears to be general interest in the project and the activities undertaken increased community awareness about the proposed development. However, the project team received no requests from stakeholders or neighbours for face-to-face meetings and received very few email or phone enquiries. The few enquiries received were either to seek additional project information or convey support for the proposed development. No project-specific issues were raised.

This is potentially due to the history of the project, the existing approvals attached to the site and the development of this area as a key food production hub. Baiada also has an established presence in the community and it is likely considered a desirable outcome that operations move from the existing facility in town, to a larger, more suitable location.



# Attachments

## Attachment 1:

Print advertisement appeared in Northern Daily Leader – 24 November 2018



## Proposed Oakburn Processing Plant Environmental Impact Statement

### Have your say

Baiada has a long history in Tamworth and has been processing poultry at its Out Street facility for more than 50 years.

The time has come for Baiada to move to a larger, more efficient and better located processing plant, at Westdale, on the Gunnedah Road.

A proposal was approved by the NSW Government in 1998. However, many things have happened since then, including a significant increase in demand for poultry. As a result, a new Development Application (DA) is required for a larger facility.

Baiada has appointed a team of specialist consultants to prepare an Environmental Impact Statement (EIS) for submission to the Department of Planning and Environment.

Community consultation is a crucial part of the EIS process and ensures Tamworth residents and businesses are well informed about the proposed development.

Baiada is committed to genuine engagement and would like to hear from the local community. Responses will help inform, and be addressed in, the EIS.

The consultation period runs from 24 November to 14 December 2018.

We urge you to get involved and be part of the planning for this exciting opportunity for Tamworth and the broader region.

If you would like further information or would like to have your say on the project, please contact us by:

Phone: 1800 427 799

Email [info@oakburnprocessing.com.au](mailto:info@oakburnprocessing.com.au)



Attachment 2:

Flyer distributed to residents and businesses within project area – 24 to 30 November 2018.



## Baiada Proposed Oakburn Processing Plant

Baiada is a proud family-owned business, and has been a part of the Tamworth community for more than 60 years.

The Tamworth region provides a great location for Baiada’s business, with good access to local and interstate markets, an ideal climate and access to grain and land to raise chickens.

In the late 60’s Baiada began processing poultry at Out Street in West Tamworth, a facility which is still in operation. This facility, along with other Baiada operations across New South Wales and the country, produces Australia’s best-known chicken brands and supply well-known franchises.

In 1998, Baiada sought and received approval to build a larger, integrated poultry processing plant at 1154 Gunnedah Road, Tamworth – “Oakburn”. It was part of a long term plan for expansion in the region. The immediate need was for a rendering facility to handle poultry by-products, which was completed two years later. The company has experienced growth nationally and has acquired a number of businesses, which has given them additional processing capacity, including the acquisition of Bartter Enterprises, which includes the well known Steggles brand in 2009. This extra capacity delayed the need for the processing facility at Oakburn.

With much of that capacity taken up by a substantial wgrowth in consumption of poultry nationally, and in preparation for projected future growth, Baiada are now moving forward with development of the processing plant. The approval sought in 1998 was for one million birds per week, and is insufficient to meet demand. Baiada have elected to seek a new Development Application (DA), to allow for the processing of 3 million birds per week.

The proposed facility is considered to be ‘designated development’ and therefore an Environmental Impact Statement (EIS) is required. This will be assessed by the New South Wales Department of Planning and Environment, Council and other state agencies.

An EIS is a document prepared to describe the potential effects proposed development activities may have on the region. Community engagement forms an important part of the EIS by informing the community about the proposed development and seeking feedback on issues of concern.

The proposed development includes a modern best practice processing facility, maintaining the highest standards of animal welfare, sustainable environmental and energy management, staff car parks, access road, infrastructure and services.

### About Baiada

Family-owned

Long commitment to Tamworth

**Baiada**

Local business for **60 years**

Employs **800 people**

### Need for a new facility

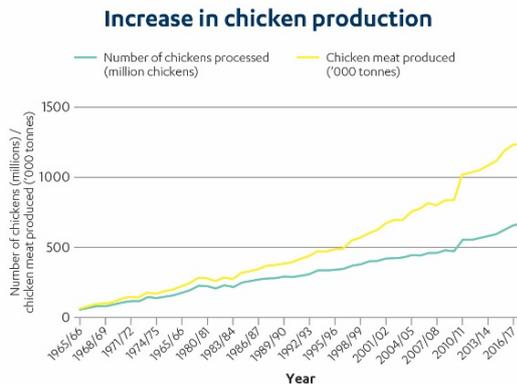
Australian consumption of chicken has increased from 5kg per person per year in **1945** to **50kg** per person per year in 2018.

### Overview of proposed facility

**24/7** operation

**3 million** birds per week

Over **1000 jobs** on-site



### Project benefits

The proposed facility will centralise Baiada’s Tamworth operations onto one **integrated, more efficient** site, located out of the city centre.

The **new best practice facility** will provide approximately **600 additional jobs** and many more indirectly.

The facility will further **support** the local community, farmers, transport companies, as well as the **regional economy** as a whole.





### How will potential impacts be managed?



#### Traffic management

As the new facility will operate 24/7 there will be an increase in road traffic from both staff and trucks transporting livestock and products.

The main access to the site for staff and heavy vehicle transport will be via a new road from the Glen Artney Industrial Estate.



#### Odour and noise

Odour reduction, collection and management systems will be used handle odour from the processing activities.

The facility will be designed to minimise noise emissions and reduction technology used where required.



#### Waste management

Best practice water management systems will be used including technology to consume less water in the process, water reuse where possible and natural treatment methods for waste water.



#### Sustainability

The waste water treatment system will allow for the captured bio-gas which can replace the use of natural gas in the processing of poultry.

Where possible, waste water from the process will be re-used where it is safe to do so, including at the facility and for irrigation.

### Have your say

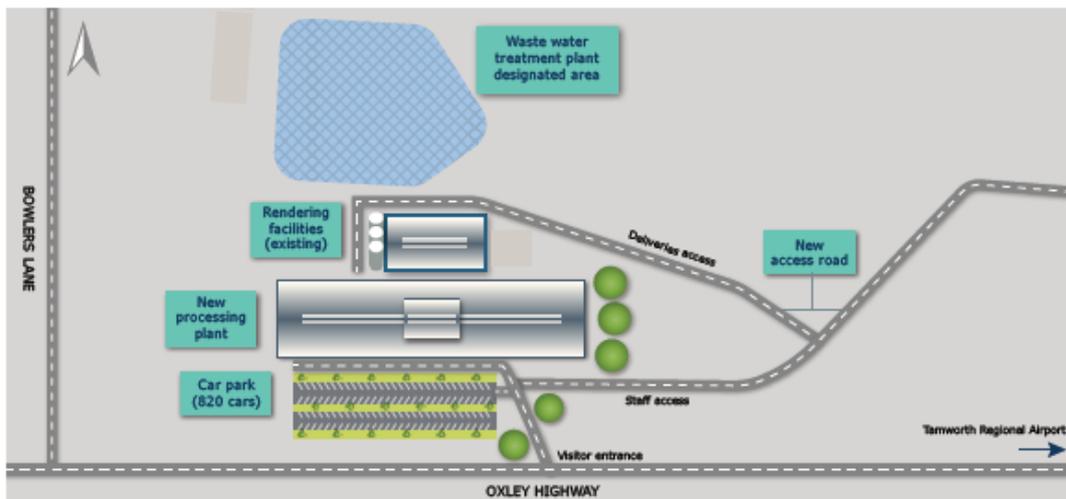
Community input is extremely important to Baiada and vital to our proposed project.

Representatives will be meeting with key stakeholders, including neighbouring businesses and properties to discuss the project, benefits, issues and impacts in early December 2018.

If you would like further information or would like to have say on the project, please contact:

Phone: 1800 427 799

Email: [info@oakbumprocessing.com.au](mailto:info@oakbumprocessing.com.au)



**Attachment 3:****Letter and flyer sent to selected neighbours and sensitive receivers – 21 November 2018.**

"Kirkandrews"  
428 Wallamore Road  
WESTDALE NSW 2340

21 November 2018

To the resident

**Proposed Oakburn Processing Plant, Gunnedah Road, Westdale**

As a member of the Tamworth community, you may be aware of our proposed integrated poultry processing plant at 1154 Gunnedah Road, Westdale, our Oakburn site.

A Development Application (DA) was first lodged and approved in 1998. However, only Stage 1 of this facility – the rendering plant – was constructed in 2000 (and rebuilt in 2013 following a fire).

The need to build the main processing plant became less pressing when we acquired the Bartter Enterprises business in 2009. This acquisition, which included the Steggles brand, significantly increased Baiada's processing capacity in regional NSW.

In response to increased demand for poultry products in Australia, Baiada is now moving forward with development of the Oakburn Processing Facility. As it is now 20 years since we lodged our original proposal, the approved development no longer meets the needs of our modern business. Baiada is in the process of preparing a new DA to increase production from the approved one million birds to three million birds per week.

Given the scale and investment (upwards of \$150 million) of the proposed facility, we are required to prepare and submit an Environmental Impact Statement (EIS). Our project team is currently preparing this EIS, which will be reviewed and assessed by the Department of Planning and Environment, Council and other state agencies.

Community consultation is a crucial part of the EIS process and ensures local Tamworth residents and businesses are informed about the proposed development and relevant issues can be appropriately addressed.

As a neighbour of the Oakburn site, we would like to offer you a face-to-face meeting with Baiada representatives who will be able to discuss any concerns and provide answers to questions you may have.

Our representatives will be available to meet between 10 – 12 December 2018. We look forward to hearing your feedback on this project in this initial consultation phase.

If you would like to book a meeting or have any questions related to this proposal, please call 1800 427 799 or email [info@oakburnprocessing.com.au](mailto:info@oakburnprocessing.com.au).

Yours sincerely

A handwritten signature in black ink that reads "Simon Camilleri".

Simon Camilleri  
Managing Director

**Attachment 4:****Letter and flyer distribution list – 21 November 2018.**

Property address	Postal address	Suburb	State	Postcode
368-370 Wallamore Road	470 Wallamore Road	WESTDALE	NSW	2340
428 Wallamore Road	“Kirkandrews”, 428 Wallamore Road	WESTDALE	NSW	2340
514A Wallamore Road	75 Anthony Road	SOUTH TAMWORTH	NSW	2340
532 Wallamore Road	“Lagoona”, 532 Wallamore Road	WESTDALE	NSW	2340
550 Wallamore Road	21 Janelle Street	SOUTH TAMWORTH	NSW	2340
560 Wallamore Road	“Riverwood”, 560 Wallamore Road	WESTDALE	NSW	2340
588 Wallamore Road	15 Ebony Close	HILLVUE	NSW	2340
598 Wallamore Road	“The Billabong”, 598 Wallamore Road	WESTDALE	NSW	2340
608 Wallamore Road	“Little Billabong”, 608 Wallamore Road	WESTDALE	NSW	2340
620 Wallamore Road	750 Gloucester Road	WINGHAM	NSW	2429
85 Old Winton Road	PO Box 555	TAMWORTH	NSW	2430
239 New Winton Road	PO BOX 7176	NEMSC	NSW	2348
337 New Winton Road	337 New Winton Road	WESTDALE	NSW	2340
369 New Winton Road	369 New Winton Road	WESTDALE	NSW	2340



## Attachment 5:

Media release pitched to local media outlets – 22 November 2018.



### Media release – Baiada Oakburn Poultry Processing Plant

A new high capacity poultry processing plant is proposed for Gunnedah Road, Tamworth and, if approved, will create jobs, support local businesses and farmers and contribute to the region's economy.

Baiada Pty Ltd has lodged a Development Application (DA) for the new facility and given the scale and investment of the proposal, an Environmental Impact Statement (EIS) must be completed.

"Given our long standing connection with the community and commitment to the region, we're dedicated to a genuine consultation process with local residents and businesses," said Simon Camilleri, Managing Director of Baiada.

"We started processing poultry at our Out Street facility in the late 60's, which is still in operation today. However, this facility is now at capacity – the town has grown around us – and the time has come for us to plan and move to a more suitable location.

"Our new proposal will allow us to centralise our operations, build a state of the art facility, close our Out Street processing plant and move to Gunnedah Road, outside the city centre.

"The proposed facility will increase production of high quality poultry products, provide the best possible working environment for staff and be considerate to the environment," he said.

In 1998, Baiada received approval to develop an integrated poultry processing plant at Gunnedah Road, consisting of both a rendering and processing plant. However, only Stage 1, the rendering plant, was built.

In the following years, the company has grown. In 2009, Baiada acquired the Bartter Enterprises business and the Steggles brand. This acquisition included substantial processing capacity in several regional locations, allowing Baiada to increase production and delay construction of the Tamworth facility.

"Demand for poultry products continues to increase and although the location for our new DA is the same as the original approval, it has greater processing capacity. To meet demand, we need to increase production from one million to three million birds per week", Mr Camilleri said.

As part of the EIS process, Baiada will be consulting with the local community, ensuring they have the opportunity to discuss the proposed facility, its features and potential impacts.

Responses from the community will help inform, and be addressed in, the EIS. The consultation period will run from 24 November to 14 December 2018.

An information flyer will be mailed to local residents and businesses and will provide an overview of the facility, key timeframes and how locals can have their say.

Adjoining neighbours will be invited to meet personally with Baiada representatives to discuss the proposed project, benefits, issues and impacts.

If you would like further information or would like to have say on the project, please phone 1800 427 799 or email [info@oakburnprocessing.com.au](mailto:info@oakburnprocessing.com.au).

< ENDS >

Contact: Danielle Jonsson – 0417 197 638.



## Attachment 6:

### Media coverage

1. Pre-recorded interview by Kelly Fuller – ABC New England North West and Simon Camilleri – Baiada. Broadcast date – 23 November 2018.
2. Article in Northern Daily Leader – 24 November 2018 – see below.

NOVEMBER 24 2018 - 5:03AM

## Baiada to move all Tamworth operations to Westdale plant

Jacob McArthur Local News

SHARE TWEET COMMENTS



**PLANS HATCHED:** Chicken processor Baiada could move all of its Tamworth operations to the Country Road plant. Photo: Gareth Gardner 28031TGG01

TAMWORTH locals are encouraged to give feedback on the plan to expand one of the city's largest meat processing facilities.

Baiada recently lodged plans with Tamworth Regional Council to almost double production at its Westdale plant and close its West Tamworth facility on Out Street.

The chicken processor will hatch additional one million birds on top of its weekly production of 1.3 million chicks.

**READ MORE:**

- Baiada applies to ramp up chicken production by one million birds a week
- Tamworth Regional Councilloers air concern over Baiada's record of non-compliant wastewater
- Tamworth Regional Council gives Baiada two months to sort out effluent issues

"Our new proposal will allow us to centralise our operations, build a state of the art facility, close our Out Street processing plant and move to Gennodah Road, outside the city centre," managing director Simon Camilleri said.

"Demand for poultry products continues to increase and although the location for our new DA is the same as the original approval, it has greater processing capacity.

"To meet demand, we need to increase production from one million to three million birds per week."

The consultation period will run until December 14.

If you would like to have say on the project, please phone 1800 427 799 or email [info@oakburnprocessing.com.au](mailto:info@oakburnprocessing.com.au)

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**DISM Tamworth**  
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0287... Show Number

**This feels Like Home**  
Oak Tree Retirement Village  
0287... Show Number

**LOCAL NEWS**

- 1 Rodda to run: Tamworth Cr stands as independent in state election
- 2 Can Assist: making a big difference
- 3 Crash near Uralla closes New England Highway, now reopened
- 4 'More than a street-level dealer': personal trainer cops four years
- 5 Pools survey blasted for allowing unlimited votes
- 6 Man accused of stealing drought relief charity tin from shop

**Attachment 7:****Letter of support, Australasian Meat Industry Employees Union – 10 December 2018.**

**Grant Courtney**  
Secretary

**AMIEU**  
NEWCASTLE & NORTHERN

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**Fax:** (02) 4929 5401

**Email:** [amieu@meatworker.com.au](mailto:amieu@meatworker.com.au)

10 DECEMBER 2018

**SUBMISSION IN SUPPORT OF PLAN TO MOVE BAIADA TAMWORTH  
PRODUCTION TO WESTDALE PLANT**

By email to: [info@oakburnprocessing.com.au](mailto:info@oakburnprocessing.com.au)

To whom it may concern,

The Australasian Meat Industry Employees Union (AMIEU) is the trade union representing meat workers in Australia. Within the NSW area, the Baiada Tamworth site falls under the jurisdiction of the Newcastle & Northern NSW Branch of the AMIEU.

Many of the workers at Baiada Tamworth are members of the AMIEU Newcastle & Northern NSW Branch, making the expansion of any operations at the plant a matter of significant interest to the AMIEU.

The Newcastle & Northern NSW Branch of the AMIEU wishes to make a submission in **support** of the proposed expansion of operations.

In making this submission, the Branch draws your attention to:

- The good rates of pay at Baiada Tamworth, negotiated by the AMIEU
- Good faith undertakings given by Baiada to employ local youth, at the request of the AMIEU
- The opportunity for more Tamworth locals to benefit from employment at these good rates of pay, increasing the standard of living in the area and tackling, in particular, the alarming rates of youth unemployment
- Economic boosts offered to the city of Tamworth and to local New England businesses by the expansion of the Baiada operation

For more information, please don't hesitate to contact:

**Grant Courtney**  
Secretary

AMIEU Newcastle & Northern NSW

(02) 4929 5496

[amieu@meatworker.com.au](mailto:amieu@meatworker.com.au)