



School Infrastructure NSW

Community Communication Strategy

Marsden Park new primary school

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Document Purpose

This Community Communication Strategy (CCS) has been developed to:

- Successfully consider and manage stakeholder and community expectations as integral to the successful delivery of the project.
- Outline interfaces with other disciplines, including safety, construction, design and environment, to ensure all activities are co-ordinated and drive best practice project outcomes.
- Inform affected stakeholders, such as the local community or road users about construction activities.
- Provide a delivery strategy which enables the open and proactive management of issues and communications.
- Highlight supporting procedures and tools to enable the team to deliver this plan effectively.
- Provide support for the broader communications objectives of School Infrastructure NSW (SINSW), including the promotion of the project and its benefits.

This Community Consultation Strategy (CCS) will be implemented through the design and construction phase of the project, and for 12 months following construction completion.

Plan review

The CCS will be revised regularly to address any changes in the project management process, comments and feedback by relevant stakeholders, and any changes identified as a result of continuous improvement undertakings. This will be done in close consultation with the SINSW Senior Project Director, appointed Project Management Company and/or Contractor and SINSW Community Engagement Manager.

Approval

The CCS is reviewed and approved by the SINSW Senior Project Director, in close consultation with Schools Operations and Performance, with final endorsement from the SINSW Community Engagement Senior Manager before being submitted to the Planning Secretary for approval.

Table 1: List of SSD requirements and where they are addressed

State Significant Developments SSD 9809	The Community Communications Strategy addresses this in section
Identify people to be consulted during the design and construction phase	▪ Section 4 ▪ Section 5
Set out procedures and mechanisms for the regular distribution of accessible information about or relevant to the development	▪ Section 6 ▪ Section 7 ▪ Section 8.4
Provide for the formation of community-based forums, if required, that focus on key environmental management issues for the development	▪ Section 4
Set out procedures and mechanisms: ▪ Through which the community can discuss or provide feedback to the Applicant and; ▪ Through which the Applicant will respond to enquiries or feedback from the community; and to resolve any issues and mediate any disputes that may arise in relation to construction and operation of the development, including disputes regarding rectification or compensation	▪ Section 4, PRG ▪ Section 6 ▪ Section 8.5
Set out procedures and mechanisms: ▪ To resolve any issues and mediate any disputes that may arise in relation to construction and operation of the development, including disputes regarding rectification or compensation	▪ Section 8.5

State Significant Developments SSD 9809	The Community Communications Strategy addresses this in section
Develop a Construction Traffic and Pedestrian Management Sub-Plan to achieve the objective of ensuring safety and efficiency of the road network	▪ Section 8.5
Set out procedures and mechanisms: ▪ To address any unexpected Contamination through the Unexpected Contamination procedure.	▪ Section 8.5
Develop a Construction Environmental Management Plan (CEMP) including any specific requirements around traffic management, noise and vibration, visual impacts, amenity, flora and fauna, soil and water, contamination, and heritage.	▪ Section 8.5
Set out procedures and mechanisms: ▪ For achieving the noise management levels in EPA's Interim Construction Noise Guideline (DECC, 2009) and include strategies that have been developed with the community for managing high noise generating works	▪ Section 8.5

1. Context

The NSW Government is investing \$6.7 billion over four years to deliver more than 190 new and upgraded schools to support communities across NSW. In addition, a record \$1.3 billion is being spent on school maintenance over five years, along with a record \$500 million for the sustainable Cooler Classrooms program to provide air conditioning to schools. This is the largest investment in public education infrastructure in the history of NSW.

A project is underway to deliver a new primary school in Marsden Park to support the growing community. The school will form part of the Elara Estate, a Stockland community development.

The school will include 40 flexible learning spaces, a library, hall, canteen, Covered Outdoor Learning Area (COLA) and core facilities, including administration and staff facilities.

As part of the proposal, and to respond to increasing demand in the area, a temporary school will be delivered while the new Marsden Park primary school is being built. The temporary school includes 17 teaching spaces, a school hall, COLA, a library, play space within the school grounds and a canteen.

The Marsden Park new primary school is classified as a state significant development, and has been assessed by the Department of Planning, Industry and Environment (DPIE). Consent was provided on 17 June 2020.

Establishment of the temporary school was approved as part of DPIE's consent for the permanent school.

DPIE's web page on the project is <https://www.planningportal.nsw.gov.au/major-projects/project/9681>.

2. Community Engagement Objectives

SINSW's mission is to provide school infrastructure solutions by working collaboratively with all our stakeholders to create learning environments across NSW that serve our future needs and make us all proud.

This CCS has been developed to achieve the following community engagement objectives:

- Promote the benefits of the project
- Build key school community stakeholder relationships and maintain goodwill with impacted communities
- Manage community expectations and build trust by delivering on our commitments
- Provide timely information to impacted stakeholders, schools and broader communities
- Address and correct misinformation in the public domain
- Reduce the risk of project delays caused by negative third party intervention
- Leave a positive legacy in each community.

3. Key Messages

Through each phase of the project, the key messages and means of engagement will be regularly reviewed, refined and updated. Information that is currently in the public domain is outlined below.

3.1. High level messaging

The NSW Government is investing \$6.7 billion over the next four years to deliver more than 190 new and upgraded schools to support communities across NSW. In addition, a record \$1.3 billion is being spent on school maintenance over five years. This is the largest investment in public education infrastructure in the history of NSW.

3.2. Project messaging

3.2.1. Project status

The State Significant Development Application has been assessed by the Department of Planning, Industry and Environment and consent has been granted.

3.2.2. Project benefits

New primary school

A project is underway to deliver a new primary school in Marsden Park to support the growing community. The new school will address the anticipated increase in enrolment demand in the North West Priority Growth Area, a region experiencing unprecedented growth and residential development. The school will include:

- 40 flexible learning spaces
- a library
- a hall
- canteen
- Covered Outdoor Learning Area (COLA)
- core facilities, including administration and staff facilities.

The new school will accommodate up to 1,000 students from Kindergarten to Year 6. The school is located on Northbourne Drive, Marsden Park in the Elara Estate and is forecast to be completed in 2021.

In addition to delivering state-of-the-art school infrastructure, the project will provide employment opportunities and boost the local economy.

Establishment of a temporary school

Due to higher than anticipated enrolment growth in the area and the constraints of the existing Marsden Park Public School on Garfield Road West, a temporary school will be established while the Marsden Park new primary school is being built. The temporary school will be ready in time for Day 1 Term 1, 2021, and will be well-equipped to meet local enrolment needs having:

- 17 teaching spaces
- a school hall
- Covered Outdoor Learning Area (COLA)
- a library
- play space within the school grounds
- a canteen.

With accommodation for 500 students, the temporary school will be located on Beale Street in the Elara Estate, at the western end of the site where the new primary school is being built.

DPIE approved the establishment of the temporary school as part of the SSDA for the new primary school.

3.2.3. High-quality learning environment

The project will provide flexible learning spaces that make use of the latest technology to enhance the learning experience for the next generation of students. Furthermore, the contemporary and sustainable facilities provide an outstanding working environment for school staff.

Flexible learning spaces are adaptable to accommodate small or large groups and facilitate students use of modern technology, while working independently and collaboratively.

3.2.4. Environmental benefits

The new school will be built in accordance with current sustainability principles. School Infrastructure NSW is committed to environmentally conscious construction and maintenance practices.

3.3. Construction phase

3.3.1. Safety

School Infrastructure NSW is committed to ensuring that work is completed safely and efficiently and with minimal impact to the local community. Prior to construction starting, any hazardous material is required to be removed from the site. This work will be carried out in accordance with regulatory requirements including the provisions of SafeWork NSW.

3.3.2. Traffic management

The construction contractor has developed a Construction Traffic and Pedestrian Management Sub-Plan to ensure road safety and network efficiency during construction, in consideration of potential impacts on general traffic, cyclists and pedestrians and bus services.

All construction vehicles (excluding worker vehicles) are to be contained wholly within the site, except if located in an approved on-street work zone, and vehicles must enter the site before stopping.

3.3.3. Noise, vibration and dust

A Construction Noise and Vibration Management Sub-Plan (CNVMSP) will be prepared by a suitably qualified and experienced noise expert. The development will be constructed to achieve the construction noise management levels detailed in the *Interim Construction Noise Guideline (DECC, 2009)*.

Mitigation measures will be in place to manage noise and dust levels, including hoarding to minimise the effects of noise and dust and hosing down as required to ensure the safety of the school and local community.

Construction works, including the delivery of materials to and from the site, will take place between 7am and 6pm Monday to Friday and between 8am and 1pm on Saturdays. No night work is scheduled for this project and no work will occur on Sundays or public holidays.

Rock breaking, rock hammering, sheet piling, pile driving and similar activities may only be carried out between the following hours:

- (a) 9am to 12pm, Monday to Friday;
- (b) 2pm to 5pm Monday to Friday; and
- (c) 9am to 12pm, Saturday.

Activities may be undertaken outside of these hours if required:

- (a) by the Police or a public authority for the delivery of vehicles, plant or materials; or
- (b) in an emergency to avoid the loss of life, damage to property or to prevent environmental harm; or
- (c) where the works are inaudible at the nearest sensitive receivers; or
- (d) where a variation is approved in advance in writing by the Planning Secretary or his nominee if appropriate justification is provided for the works.

Notification of such activities must be given to affected residents before undertaking the activities or as soon as is practical afterwards.

Any noise generated by operation of the development will not exceed the noise limits within the *New Marsden Park Public School Noise & Vibration Impact Assessment* dated 18 July 2019.

3.3.4. Flora and fauna

School Infrastructure NSW is committed to ensuring construction work has a minimal impact upon flora and fauna.

School Infrastructure NSW will comply with all relevant mitigation measures listed in the Environmental Impact Statement (EIS).

Trees will not be trimmed or removed without appropriate statutory approval or unless required in an emergency to avoid the loss of life or damage to property. Trees adjacent to the property boundaries will be protected at all times during construction in accordance with Blacktown City Council's tree protection requirements and any trees that are damaged or removed during construction due to an emergency will be replaced to the satisfaction of Council.

All trees on site that are not approved for removal will be protected in accordance with *AS 4970-2009 – Protection of Trees on Development Sites*.

3.3.5. Soil and water

School Infrastructure NSW is committed to the appropriate management of soil and water on the construction site.

School Infrastructure NSW will comply with all Development Consent Conditions relating to soil and water management, and will comply with all relevant mitigation measures listed in the Environmental Impact Statement (EIS).

Prior to construction, a Construction Environmental Management Plan (CEMP) will be prepared to govern the completion of all construction works. The CEMP will detail measures for the management of soil and water and will be prepared in accordance with relevant guidelines and performance indicators, and will be prepared to the satisfaction of the Department of Planning, Industry and Environment (DPIE).

A suitably qualified and experienced consultant will prepare a Construction Soil and Water Management Sub-Plan (CSWMSP), which will form part of the CEMP. The CSWMSP will:

- describe erosion and sediment control measures to be implemented during construction
- provide a plan of how construction works will be managed in wet-weather events
- detail flows from the site to surrounding area
- describe the measures to be taken to manage stormwater and flood flows for small and large sized events.

Erosion and sediment controls will be installed and maintained in accordance with the "Blue Book" – *Managing Urban Stormwater: Soils and Construction (4th edition)*. These controls will be implemented prior to the commencement of any other site disturbance works.

Only approved soil and fill types will be used onsite. Accurate records will be kept on the volume and type of fill used onsite.

Prior to the commencement of construction of Stage 1 and Stage 2, an operational stormwater management system will be designed for the development and submitted to the satisfaction of the Certifier. The design of the system, preparation of required plans, and the certification of relevant designs will be in accordance with the stormwater and drainage requirements contained in Council's submission dated 12 June 2020, unless otherwise agreed to by the Planning Secretary.

Within three months of the commencement of construction a rainwater reuse/harvesting system will be developed for the site. A rainwater re-use plan will be prepared and certified by an experienced hydraulic engineer.

3.3.6. Contamination

Prior to construction, a Construction Environmental Management Plan (CEMP) will be prepared to govern the completion of all construction works. The CEMP will detail contamination management measures, and an unexpected contamination procedure, in accordance with relevant guidelines and performance indicators, and will be prepared to the satisfaction of the Department of Planning, Industry and Environment (DPIE).

The project site has been tested for contamination and is considered to be safe and suitable.

The CEMP will include details of a groundwater management plan, including measures to prevent groundwater contamination.

The CEMP will include protocols for the management and associated communications procedures for unexpected contamination discovered during the course of construction works.

3.3.7. Visual amenity

Prior to construction, a Construction Environmental Management Plan (CEMP) will be prepared to govern the completion of all construction works. The plan will detail measures to maintain visual amenity, will be prepared in accordance with relevant guidelines and performance indicators, and will be prepared to the satisfaction of the Department of Planning, Industry and Environment (DPIE).

The CEMP will include provisions for the management of outdoor lighting. The installation and operation of outdoor lighting will comply with both AS 4282-2019 – Control of the Obtrusive Effects of Outdoor Lighting and AS 1158.3.1-2005 – Lighting for Roads and Public Spaces – Part 3.1: Pedestrian Area (Category P) Lighting.

Visual amenity impacts will be limited during construction via the installation of appropriate site fencing and adherence to site housekeeping procedures.

3.3.8. Heritage

Prior to construction, a Construction Environmental Management Plan (CEMP) will be prepared to govern the completion of all construction works. The plan will detail measures to protect heritage matters, will be prepared in accordance with relevant guidelines and performance indicators, and will be prepared to the satisfaction of the Department of Planning, Industry and Environment (DPIE).

The CEMP will include unexpected finds protocols for objects of Aboriginal or Historic heritage.

In the event that relics of Aboriginal heritage are discovered, all works in the immediate area will cease immediately, and consultation will occur with a suitably qualified archaeologist, registered Aboriginal representatives and DPIE to determine an appropriate management strategy.

Construction works will be carried out in accordance with the EIS.

In the event that relics of historic heritage are discovered, all works in the immediate area will cease immediately, and consultation with Heritage NSW will occur. An assessment and appropriate management strategy will be determined before works can recommence with the written approval of Heritage NSW.

3.3.9. Disruptive works

Construction work for the Marsden Park new primary school is underway. The following activities are planned for the upcoming weeks (*works will be outlined*). You can contact us directly using the details below to discuss any aspect of this work.

3.3.10. Get involved

We are committed to working together with our school communities and other stakeholders to deliver the best possible learning facilities for students. Your feedback is important to us. For more information contact us via the details below.

- Email: schoolinfrastructure@det.nsw.edu.au
- Website: schoolinfrastructure.nsw.gov.au
- Phone: 1300 482 651

3.4. Handover phase

3.4.1. Traffic and access

Construction work on the Marsden Park new primary school has been completed. We are now in a position to confirm access provisions for the new school, including pick-up and drop-off arrangements.

3.5. School opening

3.5.1. Temporary school opening

A temporary primary school for Marsden Park was completed today. This school will accommodate up to 500 students from Kindergarten to Year 6 while the new primary school is being built. It is well-equipped to meet local enrolment needs, with 17 teaching spaces, a school hall, a Covered Outdoor Learning Area (COLA), a library, play space within the school grounds and a canteen.

The temporary school is located on Beale Street in the Elara Estate, at the western end of the site where the new primary school is being built. Thank you for your patience during installation of the temporary school. We are thrilled to deliver this project for the school community.

3.5.2. Official school opening

A new primary school for Marsden Park was completed today. The new school will accommodate up to 1,000 students from Kindergarten to Year 6 in modern facilities that foster innovative teaching methods and provide special program rooms and special education support classes. The project also includes new flexible learning spaces, a new hall, a new library, a new covered outdoor learning area and new core facilities for staff and administration purposes. Thank you for your patience during construction and we are thrilled to deliver this project for the school community.

4. Project Governance

4.1. Project Reference Group

The Department's engagement process strives to engage with key stakeholders from the school community. As part of this process, a Project Reference Group (PRG) is established early in the project with nominated representatives from the school community to ensure input from, and consultation with, impacted stakeholders.

The PRG provides key information from an operational, educational, change and logistics perspective into the planning, through the design and construction phases of the project.

The PRG will receive project briefings and key progress updates on project progress to support its responsibilities in assisting to communicate updates to school staff, parents and stakeholders in the wider local community.

The Project Reference Group will be conducted as two separate groups during the development and delivery of all projects:

(a) Project Reference Group – Planning

A nominated group (limited to 10) will participate in workshops to develop the Educational Principles and Education Rationale which will inform the Functional Design Brief. These workshops are chaired by the SINSW Senior Project Director (or delegate) and may be facilitated by an Education Consultant. This activity will inform the development of the building design.

(b) Project Reference Group – Delivery

The purpose of the group is to seek input and inform design processes and provide operational requirements and information to help minimise the impact of the project on school operations. These workshops are chaired by the Senior Project Director (or delegate) and may be facilitated by the appointed architectural consultant, as required. The PRG will provide key information from an operational and logistics perspective to assist project delivery.

Specifically to communications and engagement related matters, the PRG will also:

- Provide a forum for discussion and exchange of information relating to the planning and delivery of the project
- Identify local issues and concerns to assist the project team with the development of mitigation strategies – to manage and minimise construction and environmental impacts to the school community and local residents
- Provide feedback to the communications and community engagement team on key messages and communications and engagement strategies
- Provide advice on school engagement activities
- Assist to disseminate communications to the school community and other stakeholders.

As per all department led delivery projects, the PRG acts as a consultative forum and not a decision-making forum for the planning and delivery of this school infrastructure.

Figure 1: Project Reference Group (PRG)

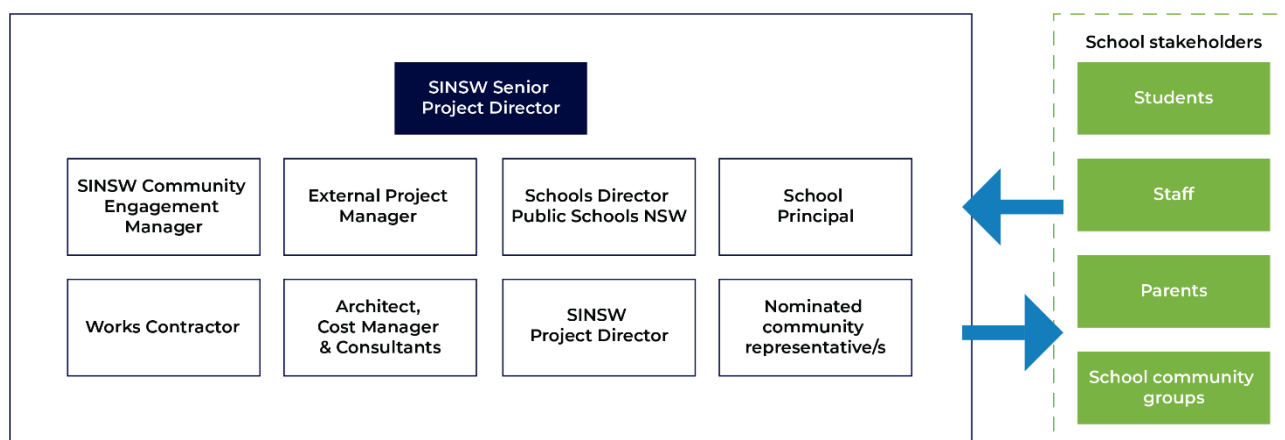
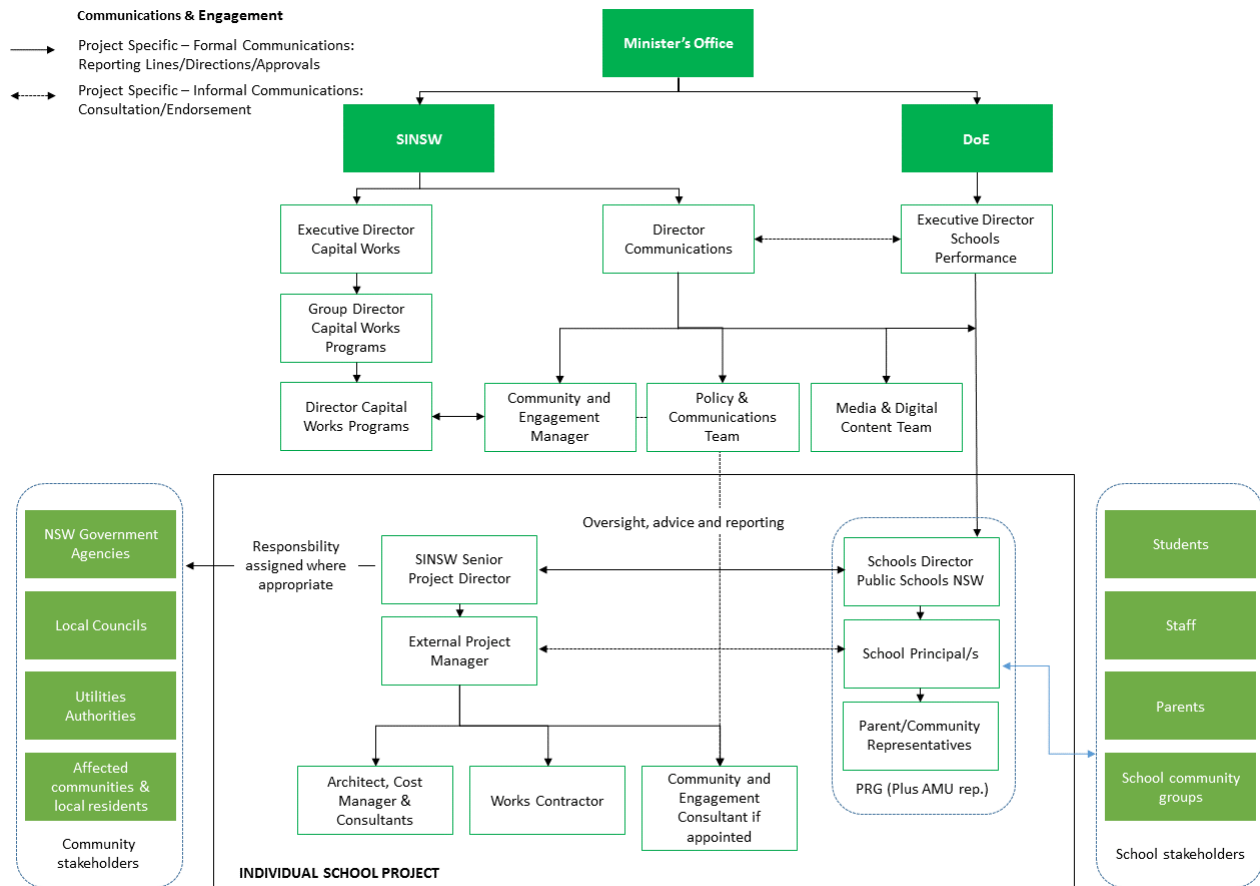


Figure 2 below maps how the department and SINSW will communicate both internally and externally.

Figure 2: SINSW Project Governance



5. Stakeholders

The stakeholder list below summarises who will be consulted during the design and construction phase via ongoing face to face meetings, communications collateral and digital engagement methods.

Table 2: Stakeholders

Stakeholders	Interest and involvement
Local Members of Parliament: - Kevin Conolly, State Member for Riverstone (Parliamentary Secretary for Education) - Prue Car, State Member for Londonderry (Shadow Minister for Education) - The Hon. Ed Husic, Federal Member for Chifley	- Meeting the economic, social and environmental objectives of state and federal governments - Delivering increased public education capacity on time (capacity of Marsden Park Public School is exceeded) - Perceived delays in project delivery Delivering infrastructure which meets expectations - Addressing local issues such as traffic, congestion and public transport solutions (including construction of M9 motorway and Metro extension)
Government agencies and peak bodies: - Transport for NSW - Roads and Maritime Services NSW - Fire and Rescue NSW - NSW Department of Education - NSW Department of Planning, Industry and Environment - NSW Environmental Protection Authority - NSW Rural Fire Service - Sydney Water - NSW Heritage Council - NSW Office of Environment and Heritage - NSW Department of Premier and Cabinet	- Traffic and congestion on the local road system - Adequate public transport options and access - Ensuring new infrastructure meets standard requirements for safety and fire evacuation - Ensuring the development is compliant - Ensuring the development does not impact heritage items - Easing overcrowding in local schools - Discovery of Aboriginal and historical heritage artefacts during construction
Local Council – Blacktown City Council - Tony Bleasdale, OAM, JP, Mayor, Ward 5 - Julie Griffiths, Deputy Mayor, Ward 2 - Councillor Chris Quilkey, Ward 1 - Councillor Jess Diaz, Ward 1 - Councillor Moninder Singh, Ward 1 - Councillor Jaymes Diaz, Ward 2 - Councillor Kevin Gillies, Ward 2 - Councillor Frederick Brillo, Ward 3 - Councillor Kathie Collins, Ward 3 - Councillor Susai Benjamin, Ward 3 - Councillor Carol Israel, Ward 4	- Impacts to the local community including noise and congestion - Traffic, access and parking - Schedule for construction and opening of school - Plans for enrolled students during the operation of the temporary school - Providing amenities to meet increase population density

Stakeholders	Interest and involvement
▪ Councillor Linda Santos, Ward 4 ▪ Councillor Brad Bunting, Ward 5 ▪ Councillor Peter Camilleri, Ward 5 ▪ Kerry Robinson, OAM, Department Head, Chief Executive Officer's Unit	
School community ▪ Principal (once appointed) ▪ Teachers (once appointed) ▪ Staff (once appointed) ▪ Prospective Parents and carers ▪ Prospective Students	▪ Safe pedestrian and traffic access to the temporary school during construction ▪ Construction impacts and how these will be minimised ▪ Quality of infrastructure and resources upon project completion ▪ How to access the new school once completed ▪ Timing of school delivery ▪ Operation model for temporary school ▪ Clear information about learning facilities and location ▪ New catchment boundaries and the movement of students between Marsden Park Public School and the new primary school. ▪ Impacts to siblings already enrolled at Marsden Park Public School
Local community • Residents within the Marsden Park area	▪ Noise and truck movements during construction, including on: • Northbourne Drive • Beale Street • Bolwarra Drive • Enmore Street ▪ Increased traffic and congestion on nearby streets ▪ Local traffic and pedestrian safety ▪ Traffic and parking ▪ Changed traffic conditions during pick-up and drop-off ▪ Shared use of school facilities and amenities ▪ Construction impacts, including timing, noise and dust ▪ New catchment boundaries ▪ Clear information about learning facilities and location ▪ Timing of school delivery ▪ Operation model for temporary school

Stakeholders	Interest and involvement
Nearby public schools ▪ Marsden Park Public School ▪ New Northbourne Drive School ▪ William Dean Public School ▪ Riverstone Public School ▪ St Luke's Catholic College ▪ Richard Johnson Anglican School Marsden Park Campus	▪ Impact on school resources ▪ Impact on current students ▪ Implications for teaching staff ▪ New catchment boundaries ▪ Possible impacts on current enrolments ▪ Opportunities to view the new facilities ▪ Impacts on OOSH care
Adjoining affected landowners and businesses ▪ Elara Estate residents ▪ Local business (no local businesses have been identified as proximate to the site)	▪ Noise and truck movements during construction, including on: • Northbourne Drive • Beale Street • Bolwarra Drive • Enmore Street ▪ Increased traffic and congestion on nearby streets ▪ Local traffic and pedestrian safety ▪ Traffic and parking ▪ Changed traffic conditions during pick-up and drop-off ▪ Shared use of school facilities and amenities ▪ Construction impacts, including timing, noise and dust ▪ New catchment boundaries ▪ Clear information about learning facilities and location ▪ Timing of school delivery ▪ Operation model for temporary school
Community groups ▪ Current Marsden Park Public School P&C	▪ New catchment boundaries ▪ Clear information about learning facilities and location ▪ Impacts to siblings already enrolled at Marsden Park Public School ▪ Broader impacts to the current Marsden Park Public School community

6. Engagement Approach

In response to the NSW Government's health restrictions for the suspension of face-to-face activities, to limit the impact of COVID-19 on the community, public health and hospitals, since 30 March 2020, School Infrastructure NSW has temporarily changed its approach to communications and engagement. This has focused on more traditional means of information sharing, through the distribution of notifications through letterbox drops to surrounding dwellings, the ongoing management of the community hotline and email, as well as information shared on the project website.

Please refer to Appendix A for a detailed, up-to-date list of communication methods and tools. Please note, should the government's restrictions change over the coming months, face-to-face techniques such as door knocks, information booths / sessions, face-to-face meetings and briefings will be undertaken to provide timely information for interested members of the community.

The key consideration in delivering successful outcomes for this project is to make it as easy as possible for anyone with an interest to find out what is going on. In practice, the communications approach across all levels of engagement will involve:

- Using uncomplicated language
- Taking an energetic approach to engagement
- Encouraging and educating whenever necessary
- Engaging broadly including with individuals and groups that fall into harder to reach categories
- Providing a range of opportunities and methods for engagement
- Being transparent
- Explaining the objectives and outcomes of planning and engagement processes.

In addition to engagement with Government Departments and Agencies and Council, two distinct streams of engagement will continue for the project as follows:

- School community for existing schools being upgraded, or surrounding schools for new schools, and
- Broader local community.

This allows:

- School-centric involvement from school communities (including students, parents/caregivers, teachers, admin staff) unencumbered by broader community issues, and
- Broad community involvement unencumbered by school community wants and needs. Broad community stakeholders include local residents, neighbours and local action groups.

6.1. General community input

Members of the general public impacted by the construction phase are able to enquire and complain about environmental impacts via the following channels:

- Information booths and information sessions held at the school or local community meeting place, and advertised at least 7 days before in local newspapers, on our website and via letterbox drops
- 1300 number that is published on all communications material, including project site signage
- School Infrastructure NSW email address that is published on all communications material, including project site signage

Refer to Section 8.5 of this document for detail on our enquiries and complaints process.

A number of tools and techniques will be used to keep stakeholders and the local community involved as summarised in table 3 below.

For reference, project high level milestones during the delivery phase include:

- Site establishment/early works
- Commencement of main works construction
- Term prior to project completion

- The completion and delivery of the temporary school facilities
- Project completion for main works
- First day of school following project completion, for main works
- Official opening

Table 3: School Infrastructure NSW Communications Tools

Communications Tool	Description of Activity	Frequency
1300 community information line	The free call 1300 482 651 number is published on all communication materials and is manned by SINSW. All enquiries that are received are referred to the appointed C&E Manager and/or Senior Project Director as required and logged in our CRM. Once resolved, a summary of the conversation is updated in the CRM.	Throughout the life of the project and accessible for 12 months post completion
Advertising (print)	Advertising in local newspapers is undertaken with at least 7 days' notice of significant construction activities, major disruptions and opportunities to meet the project team or find out more at a face to face event.	At project milestones or periods of disruption
Call centre scripts	High level, project overview information provided to external organisations who may receive telephone calls enquiring about the project, most notably stakeholder councils.	Throughout the project when specific events occur or issues are raised by stakeholders
Community contact cards	These are business card size with all the SINSW contact information. The project team/ contractors are instructed to hand out contact cards to stakeholders and community members enquiring about the project. Cards are offered to school administration offices as appropriate. Directs all enquiries, comments and complaints through to our 1300 number and School Infrastructure NSW email address.	Throughout the life of the project and available 12 months post completion
CRM database	All projects are created in SINSW's Customer Relationship Management system – Darzin - at project inception. Interactions, decisions and feedback from stakeholders are captured, and monthly reports generated. Any enquiries and complaints are to be raised in the CRM and immediately notified to the Senior Project Director, Project Director and Community Engagement Manager.	Throughout the life of the project and updated for 12 months post completion
Display boards	A0 size full colour information boards to use at info sessions or to be permanently displayed in appropriate places (school admin office for example).	As required
Door knocks <i>(Please note that these have temporarily been suspended, in-line with the</i>	Provide timely notification to nearby residents of upcoming construction works, changes to pedestrian movements, temporary bus stops, expected impacts and proposed mitigation. Provide written information of construction activity and contact details.	As required prior to periods of construction impacts

Communications Tool	Description of Activity	Frequency
<i>governments current restrictions for COVID-19)</i>		
Face-to-face meetings/briefings <i>(Please note that these have temporarily been suspended, in-line with the governments current restrictions for COVID-19)</i>	Activities include meeting, briefings and “walking the site” to engage directly with key stakeholders, directly impacted residents and business owners and the wider community.	As required
FAQs	Set of internally approved answers provided in response to frequently asked questions. Used as part of relevant stakeholder and community communication tools. These are updated as required, and included on the website if appropriate.	Throughout the life of the project
Information booths <i>(Please note that these have temporarily been suspended, in-line with the governments current restrictions for COVID-19)</i>	Information booths are held locally and staffed by a project team member to answer any questions, concerns or complaints on the project. Info booths are scheduled from the early stages of project delivery through to project completion. Information booths are to be held both at the school/ neighbouring school, as well for the broad community: ▪ School information booths are held at school locations at times that suit parents and caregivers, with frequency to be aligned with project milestones and as required. ▪ Community information booths are usually held at local shopping centres, community centres and places that are easily accessed by the community. They are held at convenient times, such as out of work hours on weekdays and Saturday's. Collateral to be provided include community contact cards, latest project notification or update, with internal FAQs prepared. All liaison to be summarised and loaded in the CRM. Notice of at least 7 days to be provided.	At project milestones and as required
Information sessions (drop in) <i>(Please note that these have temporarily been suspended, in-line with the</i>	Information sessions are a bigger event than an info booth, held at a key milestone or contentious period. We have more information on the project available on display boards/ screens and an information pack handout – including project scope, planning approvals, any impacts on the school community or residents, project timeline, FAQs. Members from the project and communications team will be available to answer questions about the project.	As required

Communications Tool	Description of Activity	Frequency
<i>governments current restrictions for COVID-19)</i>	These events occur after school hours on a week day (from 3pm – 7pm to cover working parents). All liaison summarised and loaded on the CRM.	
Information pack	A 4 page A4 colour, fold out flyer that can include: ▪ Project scope ▪ Project update ▪ FAQs ▪ Contact information ▪ Project timeline To be distributed at info sessions or at other bigger events/ milestones in hard copy and also made available electronically.	As required
Media releases/events	Media releases are distributed upon media milestones. They promote major project milestones and activities and generate broader community awareness.	Media milestones: ▪ Project announcement ▪ Site announcement (where relevant) ▪ Design team appointed ▪ Business case lodged ▪ Business case approved ▪ Concept design completed (with images available) ▪ SEARS lodged (if SSDA) ▪ EIS lodged (when relevant, otherwise DA/SSDA lodgement) ▪ DA/SSDA lodged ▪ Development application approved ▪ Construction contract tendered ▪ Construction

Communications Tool	Description of Activity	Frequency
		contract award ▪ Early works/demolitions starting (where relevant) ▪ Main construction commencement/ sod turn (at MO request) ▪ Delivery stage opening (if delivery is in stages)/temporary school opening ▪ Handover/official opening ▪ Site visit/inspection – can happen any time following start of construction, usually when a project is nearing completion but also to highlight concrete pours, topping out, level reveals etc.
Newsletters	Available in hard copy and electronic format. A monthly or quarterly newsletter providing updated information on project scope, benefits, construction progress, achievement of project milestones and other project related issues of interest. Similar to an info pack in content, but used as a regular high level update for the community.	As required, related to high level project milestones
Notifications	A4, single or double sided, printed in colour that can include FAQs if required Notifications are distributed under varying templates with different headings to suit different purposes: ▪ Works notification are used to communicate specific information/ impacts about a project to a more targeted section of the community. This template doesn't have an image so it can be more appropriately targeted for matters like hazardous material. ▪ Project update is used when communicating milestones and higher level information to the wider community i.e. project announcement, concept design/DA lodgement, construction award, completion. Always includes the project summary, information booths/ sessions if scheduled, progress	As required according to the construction program. Distributed via letterbox drop to local residents and via the school community at least 5-7 days prior to construction activities or other

Communications Tool	Description of Activity	Frequency
	summary and contact info.	milestones throughout the life of the project. Specific timings indicated in table 5 – Section 8.
Photography, time-lapse photography and videography	Captures progress of construction works and chronicles particular construction activities. Images to be used in notifications, newsletters and report, on the website and Social Media channels, at information sessions and in presentations. Once the project is complete, SINSW will organise photography of external and internal spaces to be used for a range of communications purposes.	Project completion (actual photography and video of completed project) Prior to project completion - artist impressions, flythrough, site plans and construction progress images are used
Presentations <i>(Please note that these have temporarily been suspended, in-line with the governments current restrictions for COVID-19)</i>	Details project information for presentations to stakeholder and community groups.	As required
Priority correspondence	Ministerial (and other) correspondence that is subject to strict response timeframes. Includes correspondence to the Premier, Minister, SINSW and other key stakeholders. SINSW is responsible for drafting responses as requested within the required timeframes.	As required
Project Reference Group	SINSW facilitated Project Reference Group sessions providing information on the design solution, construction activities, project timeframes, key issues and communication and engagement strategies.	Meets every month or as required More information on the PRG is detailed in Section 4
Project signage	A0 sized, durable aluminium signage has been installed at Marsden Park new primary school. Provides high level information including project scope, project image and SINSW contact information.	Throughout the life of the project and installed for 12 months post completion

Communications Tool	Description of Activity	Frequency
	Fixed to external fencing/ entrances etc. that are visible and is updated if any damage occurs.	
Site visits <i>(Please note that these have temporarily been suspended, in-line with the governments current restrictions for COVID-19)</i>	Demonstrate project works and progress and facilitate a maintained level of interest in the project. Includes media visits to promote the reporting of construction progress.	As required
School Infrastructure NSW email address	Provide stakeholders and the community an email address linking direct to the Community Engagement team. Email address (schoolinfrastructure@det.nsw.edu.au) is published on all communications materials.	Throughout the life of the project
School Infrastructure NSW website	A dedicated project page for Marsden Park new primary school is located on the SINSW website - https://www.schoolinfrastructure.nsw.gov.au/content/infrastructure/www/projects/m/marsden-park-new-primary-school.html	Updated at least monthly and is live for at least 12 months post completion of the project
Welcome pack/ thank you pack	At project completion the following flyers are utilised: ▪ Welcome pack – project completion for school community - A 2 to 4 page A4 flyer which is provided to the school community on the first day/week they are returning to school when new facilities are opening, or attending a new school. Includes project overview, map outlining access to the school and key locations, FAQs, contact information. ▪ Thank you pack – A 2 to 4 page A4 flyer tailored to the local residents to thank them for their patience and support of the project.	Project completion only

7. Engagement Delivery Timeline

The following engagement delivery timeline maps tailored communications tools and activities by key milestone.

Table 4: Engagement timeline

Project Phase / milestone	Target Audiences	Proposed communication tools / activities / purpose as per Table 3	Timing / implementation
Main Construction works, including but not limited to: - Remediation - Works commenced - Key impact periods – noise, dust, traffic, vibration - Temporary school opens - Main works - Landscaping - Decant	All Stakeholders	Media release Notifications Door knocks / letterbox drop Contact cards Advertising Website update PRG Information booth/session FAQs updated Face to face meetings	Early works and site establishment commenced in late February 2020 Main construction work to commence in July 2020 (Key construction events as required, as per our notification process in Table 5)
Temporary school opening	New school community Local community/residents Marsden Park Public School community	Media release (managed by SINSW Media Team) Notifications Newspaper advertisement Information session Website update FAQs updated	Day 1 Term 1 2021
Term prior to project completion	New school community Local community/residents Marsden Park Public School community	Local media release Newspaper advertisement Information session Letterbox drop Contact cards Display boards Information pack Works notification as required Website update FAQs / newsletters PRG	Main school approx. Term 3, 2021

Project Phase / milestone	Target Audiences	Proposed communication tools / activities / purpose as per Table 3	Timing / implementation
Handover and welcome to new school	New school community Local community/residents Marsden Park Public School community	Photography Videography Media release Website update Welcome pack Thank you pack (residents) Site tours	Temporary school –Term 1 Day 1, 2021 Main school approx. Term 3, 2021
Opening	New school community Local community/residents Marsden Park Public School community	Official opening ceremony	Temporary school –Term 1 Day 1, 2021 Main school approx. Term 3, 2021
Post-opening	All	Website remains live Project signage remains installed 1300 phone and email still active, and CRM still maintained for complaints and enquiries.	To be identified (approx. Term 1, 2021)

8. Protocols

8.1. Media engagement

SINSW manages all media relations activities, and is responsible for:

- Responding to all media enquiries and instigating all proactive media contact.
- Media interviews and delegation to SINSW media spokespeople who are authorised to speak to the media on behalf of the project
- Informing the Minister's Office and SINSW project team members and communications representatives of all media relations activities in advance and providing the opportunity to participate in events where possible.

8.2. Site visits

SINSW in partnership with Schools Operations and Performance organises and hosts guided project site tours and media briefings as required by the Minister's Office. The Project Team will ensure the required visitor site inductions are undertaken and that all required Personal Protective Equipment (PPE) is worn.

For media site visits and events, SINSW creates, or contributes to, the production of an event pack. This will include an event brief, media release, speaking notes and Q&As.

8.3. Social, online and digital media

SINSW initiates and maintains all social and online media channels. These channels can include Facebook, Twitter, LinkedIn and the website. The SINSW Online Content Team upload to the SINSW website.

8.4. Notification process

Notifications (titled works notifications or project updates as per Table 3) are SINSW's prescribed notification requirement and are the primary mechanism to inform the community and key stakeholders about the impact of school construction on the local area. Notifications provide advance warning of activities and planned disruptions, as per the notice periods in Table 5 below, allowing stakeholders and community members to plan for the impacts and make alternative arrangements where required. Notifications are distributed in person via door knocks, via letterbox drop, via the school and electronically via email.

The C&E Manager advises the project team of the relevant notification requirements and timeframes to be met. The team obtains the information necessary to meet these timeframes by:

- Having oversight of the project delivery program
- Visiting site as required
- Attending and participating in construction meetings, planning meetings, and Risk and Opportunity workshops.

Table 5: Notifications periods

Works activity	Minimum community notification period
Notification to communities following major incident	Same day
Emergency works/unforeseen events	Same day
Contamination management and notification	Within 48 hours
Upcoming works notification (minimum disruption)	5- 7 days
Invitation/notification of community event (e.g. info booth)	5 – 7 days
Notifications regarding traffic changes, parking impacts, road closures, major detours	10 – 14 days
Pedestrian route changes and other impacts	10 – 14 days

Works activity	Minimum community notification period
Notifications regarding operational changes for the school community (school drop-off points, entry and exit points)	10 - 14 days
Major construction impacts (out of hours/ significant noise/ demolition)	10 – 14 days
Major impacts to school community e.g. relocation to temporary school	6 months

8.5. Enquiries and complaints management

SINSW manages enquiries (*called interactions in our CRM, Darzin*), and complaints in a timely and responsive manner.

Prior to project delivery, a complaint could be related to lack of community consultation, design of the project, lack of project progress, etc.

During project delivery, a complaint is defined as in regards to construction impacts – *such as* – safety, dust, noise, traffic, congestion, loss of parking, contamination, loss of amenity, hours of work, property damage, property access, service disruption, conduct or behaviour of construction workers, other environmental impacts, unplanned or uncommunicated disruption to the school.

If a phone call, email or face- to- face complaint is received during construction, they must be logged in our CRM, actively managed, closed out and resolved by SINSW within 24-48 hours.

As per our planning approval conditions, a complaints register is updated monthly and is publicly available on the project's website page on the SINSW website.

If the complainant is not satisfied with SINSW response, and they approach SINSW for rectification, the process will involve a secondary review of their complaint as per the outlined process.

Complaints will be escalated when:

- An activity generates three complaints within a 24-hour period (separate complainants).
- Any construction site receives three different complaints within a 24-hour period.
- A single complainant reports three or more complaints within a three day period.
- A complainant threatens to escalate their issue to the media or government representative.
- The complaint was avoidable
- The complaint relates to a compliance matter.

Complaints will be first escalated to the Senior Manager, Community and Engagement or Director of Communications for SINSW as the designated complaints handling management representatives for our projects. Further escalation will be made to the Executive Director, Office of the Chief Executive to mediate if required.

If a complaint still cannot be resolved by SINSW to the satisfaction of the complainant, we will advise them to contact the NSW Ombudsman - <https://www.ombo.nsw.gov.au/complaints>.

The below table summarises timeframes for responding to enquiries and complaints, through each correspondence method:

Table 6: Complaint and enquiry response time

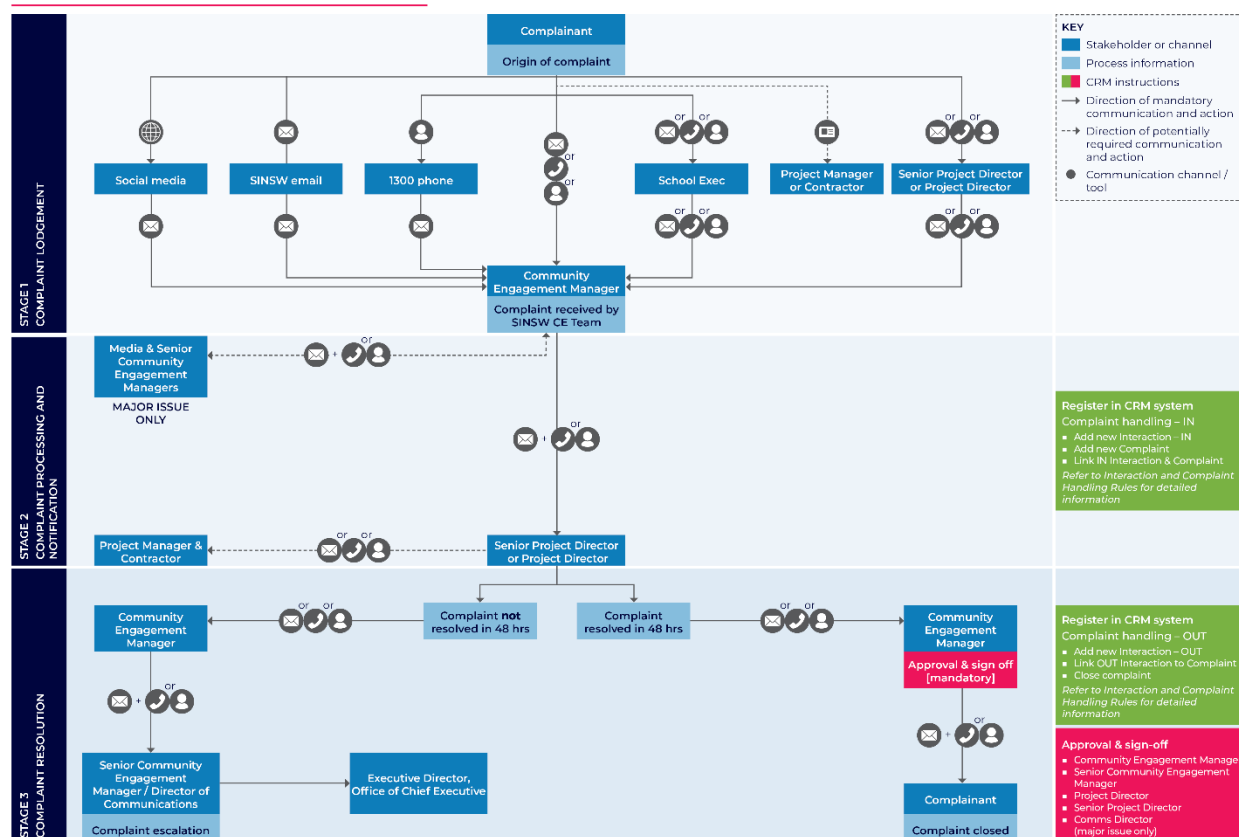
Complaint	Acknowledgement times	Response times
Phone call during business hours	At time of call – and agree with caller estimated timeframe for resolution.	Complaint to be closed out within 48 hours. If not possible, continue contact, escalate as required and resolve within 7 business days.
Phone call after hours*	Within two (2) hours of receiving message upon returning to office.	Following acknowledgement, complaint to be closed out within 48 hours. If not possible, continue contact,

Complaint	Acknowledgement times	Response times
		escalate as required and resolve within 7 business days.
Email during business hours	At time of email (automatic response)	Complaint to be closed out within 48 hours. If not possible, continue contact, escalate internally as required and resolve within 7 business days.
Email outside of business hours	At time of email (automatic response)	Complaint to be closed out within 48 hours (once return to business hours). If not possible, continue contact, escalate internally as required and resolve within 7 business days.
Interaction/ Enquiry		
Phone call during business hours	At time of call – and agree with caller estimated timeframe for response.	Interaction to be logged and closed out within 7 business days.
Phone call after hours	Within two (2) hours of receiving message upon returning to office.	Interaction to be logged and closed out within 7 business days.
Email during business hours	At time of email (automatic response)	Interaction to be logged and closed out within 7 business days.
Email outside of business hours	At time of email (automatic response)	Interaction to be logged and closed out within 7 business days.
Letter	N/A	Interaction to be logged and closed out within 10 business days following receipt.

The below diagram outlines our internal process for managing complaints.

Figure 3 - Internal Complaints Process

COMPLAINTS MANAGEMENT PROCESS FLOW CHART



8.5.1. Disputes involving compensation and rectification

School Infrastructure NSW is committed to working with the school and broader community to address concerns as they arise. Where disputes arise that involve compensation or rectification, the process for resolving community enquiries and complaints will be followed to investigate the dispute. Depending upon the results of the investigation, School Infrastructure NSW may seek legal advice before proceeding.

8.6. Incident management

An incident is an occurrence or set of circumstances that causes or threatens to cause material harm and which may or may not be or cause a non-compliance. Material harm is harm that:

- (a) involves actual or potential harm to the health or safety of human beings or to the environment that is not trivial; or
- (b) results in actual or potential loss or property damage of an amount, or amounts in aggregate, exceeding \$10,000, (such loss includes the reasonable costs and expenses that would be incurred in taking all reasonable and practicable measures to prevent, mitigate or make good harm to the environment).

8.6.1. Roles and responsibilities following an incident

In the event of an incident, once emergency services are contacted, the incident must be immediately reported to the SINSW Senior Project Director who will inform:

- SINSW Executive Director
- SINSW C&E Manager
- SINSW Senior Manager, C&E
- SINSW Communications Director

SINSW Communications Director will:

- Lead and manage all communications with the Minister's office in the event of an incident, with assistance as required

- Direct all communications with media to the SINSW Media Manager in the first instance for management
- Notify all other key project stakeholders of an incident.

The school and local community will be notified within 24 hours in the event of an incident, as per our notification timelines in Table 5.

The SINSW Senior Project Director will issue a written incident notification to Department of Planning, Industry & Environment (DPIE) (compliance@planning.nsw.gov.au) and Local Council immediately following the incident to set out the location and nature of the incident.

This must be followed within seven days following the incident of a written notification to the Department of Planning, Industry and Environment (compliance@planning.nsw.gov.au) that:

- identifies the development and application number;
- provides details of the incident (date, time, location, a brief description of what occurred and why it is classified as an incident);
- identifies how the incident was detected;
- identifies when SINSW became aware of the incident;
- identify any actual or potential non-compliance with conditions of consent;
- describes what immediate steps were taken in relation to the incident;
- identifies further action(s) that will be taken in relation to the incident; and
- provides the contact information for further communication regarding the incident (the Senior Project Director).

Within 30 days of the date on which the incident occurred or as otherwise agreed to by the Planning Secretary, SINSW will provide the Planning Secretary and any relevant public authorities (as determined by the Planning Secretary) with a detailed report on the incident addressing all requirements below:

- a summary of the incident;
- outcomes of an incident investigation, including identification of the cause of the incident;
- details of the corrective and preventative actions that have been, or will be, implemented to address the incident and prevent recurrence; and
- details of any communication with other stakeholders regarding the incident.

8.7. Reporting process

Throughout the project, data will be recorded on participation levels both face to face and online, a record of engagement tools and activities carried out in addition to queries received and feedback against emerging themes.

Stakeholder and community sentiment will be evaluated throughout to ensure effectiveness of the engagement strategy and to inform future activities.

Reporting will include but not be limited to:

- Stakeholder engagement reporting – numbers of forums, participation levels and a summary of the outcomes
Community sentiment reporting – outputs of all community engagement activities, including numbers in attendance at events, participation levels and feedback received against broad themes
- Online activity – through the project website and via social media
- Media monitoring – as part of the proactive media campaign
- Engagement risk register - to be updated regularly.

Appendix A – Changing the way we communicate – community engagement alternative methods

As outlined in Section 6, in response to the NSW Government's health restrictions for the suspension of face-to-face activities, to limit the impact of COVID-19 on the community, public health and hospitals, since 30 March 2020, School Infrastructure NSW has temporarily changed its approach to communications and engagement. This has focused on more traditional means of information sharing, through the distribution of notifications through letterbox drops to surrounding dwellings, the ongoing management of the community hotline and email, as well as information shared on the project website.

Below are proposed alternatives to our standard mandatory requirements for community engagement effective as of 30 March 2020. These alternatives are proposed to ensure we continue to comply with SSD and DA conditions and that our communities can remain informed about our projects while adhering to social distancing requirements and NSW Health advice.

Please note, should the government's restrictions change over the coming months, face-to-face techniques such as door knocks, information booths / sessions, face-to-face meetings and briefings will be undertaken to provide timely information for interested members of the community.

Our engagement principles for this period should continue to ensure our communications are:

- Simple
- Streamlined
- Accessible.

Mandatory requirements and alternatives at a glance:

SSD CONDITION	ALTERNATIVE
1300 community information line	No change
Advertising (print)	Promote online information as required
Call centre scripts	No change
Community contact cards	Contractors to hand out as required
CRM database	No change
Display boards	Information will be available via the project website page: https://www.schoolinfrastructure.nsw.gov.au/projects/m/marsden-park-new-primary-school.html#about-project-tab
Door knocks	No door knocks, notifications will be distributed via letterbox drops
Face-to-face meetings/briefings	Phone call or teleconferencing, as needed
FAQs	No change
Information booths	No info booths, notifications will be distributed via letterbox drops

SSD CONDITION	ALTERNATIVE
Information sessions (drop in)	Information will be available via the project website page: https://www.schoolinfrastructure.nsw.gov.au/projects/m/marsden-park-new-primary-school.html#about-project-tab
Information pack	Information will be available via the project website page: https://www.schoolinfrastructure.nsw.gov.au/projects/m/marsden-park-new-primary-school.html#about-project-tab
Media releases/events	No change to media releases, no events to be held
Notifications	Distributed to school community via email from Principal Distributed to near neighbours via letterbox drop
Photography, time-lapse photography and videography	Source photography if health advice permits Use images and time-lapse from similar projects if unable to photograph site
Presentations	Digital version for PRGs/stakeholder meetings
Priority correspondence (RML)	No change
Project Reference Group	Skype meetings / teleconferencing
Project signage	No change if production and installation still possible
Site visits	Site visits via phone/video/photography
School Infrastructure NSW email	No change
School Infrastructure NSW website	No change
Welcome pack/ thank you pack	Welcome pack: Will not be issued until school resumes Thank you pack: Issued when project is entirely complete