



hear every voice, know where you stand

STRAIGHTTALK

A member of RPS Group Plc

ENGAGEMENT OUTCOMES

Community and Stakeholder Engagement for 11 Gibbons Street, Redfern

Report

September 2018



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Document

Engagement outcomes -
Community and Stakeholder
Engagement for 11 Gibbons
Street, Redfern

Client

SGCH

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Version

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1. EXECUTIVE SUMMARY

Straight Talk worked alongside SGCH to design, develop and execute a community engagement program for the redevelopment of 11 Gibbons Street. This project proposes redevelopment of the site for social and affordable housing in the inner-city suburb of Redfern.

The proposal is categorised as a State Significant Development and part of the Secretary's Environment Assessment Requirements (SEARs) includes pre-submission consultation and engagement with the community and stakeholders to capture any issues with the project and make any relevant amendments to the proposal.

At this early stage of the application, SGCH were keen to engage with the local community and stakeholder groups to start building a presence, particularly with direct neighbours to the site. An engagement program was created which focused on initiating contact while inviting high level feedback on the proposed idea.

Specific engagement objectives for this project included both rational and experiential goals:

Rational

- Providing stakeholders with opportunities to express their views and ideas about the project
- Providing opportunities for the community to engage with the project team and develop relationships through different channels of communication
- Highlight realistic possibilities for the community and stakeholders to influence the outcomes of the project and ensure these are clearly communicated.

Experiential

- Ensure that all participants are encouraged to contribute their ideas while having clear access to project information
- That all participants and stakeholders feel heard and valued.

At the commencement of this project a comprehensive engagement plan was drawn up which identified key stakeholders to the project and how they would be communicated with. Several methods were used to engage with the community and ensure there were different avenues to respond. The key engagement activities included:

- Phone briefings and email mail outs
- SGCH website updates
- Local media advertising
- Letterbox drop to direct site neighbours and nearby streets in the general vicinity
- Community information sessions
- Information phone hotline and email contact

- Face to face meetings (stakeholders).

The Community and Stakeholder Engagement Plan is available in Appendix B.

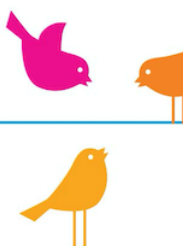
The community engagement process received three feedback submissions from the information sessions. This feedback served to highlight a range of issues for future consideration towards the following:

- Opportunities for housing allocations for aboriginal tenants within the development
- Opportunities to include studio rooms to balance local loss of bedsits in boarding facilities
- How play areas for children will be managed in the building
- How open space and communal areas will be managed.

No concerns were raised over the email or phone hotline over the course of the pre-submission engagement.



Picture 1: Information session one on Tuesday 22 May 2018 at Redfern Town Hall



2. INTRODUCTION

This report has been prepared by Straight Talk to document the process and outcomes of the community and stakeholder engagement program for the redevelopment of 11 Gibbons Street in Redfern. SGCH and Straight Talk have worked together to design and undertake an engagement strategy to inform and engage with the local Redfern community and key stakeholders to the project. This consultation offered numerous channels for the community and stakeholders to receive information, as well as provide their feedback on the proposed development.

2.1. Context

SGCH will be submitting a proposal to redevelop the site on Gibbons Street to create social and affordable housing units for those in need. As part of the Development Application (DA) and Environmental Impact Statement (EIS), pre-submission consultation with the community and relevant stakeholders is required.

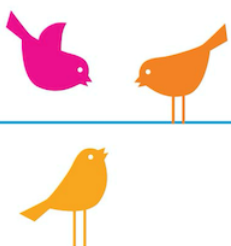
Redfern is a socially complex and economically developing area. More recently it has become home to a contrasting mix of low-income residents who have maintained their accommodation in the existing social housing blocks across the suburb, and a wave of new tenants both buying and renting properties for middle-high income residents who want to live close to the Sydney CBD. In addition to this, the Redfern-Waterloo area is now the focus of a number of urban renewal projects under the guidance of Urban Growth NSW. There are many development changes planned for the area with an intention to develop land and drive housing and employment opportunities. All of this has created an environment of contrasting needs for many different types of residents.

The proposal for Gibbons Street is considered a State Significant Development and there are requirements to understand issues raised by the community in relation to the project. The pre-submission consultation had to capture any concerns raised by the community and seek to respond to concerns (where possible) in the projects design.

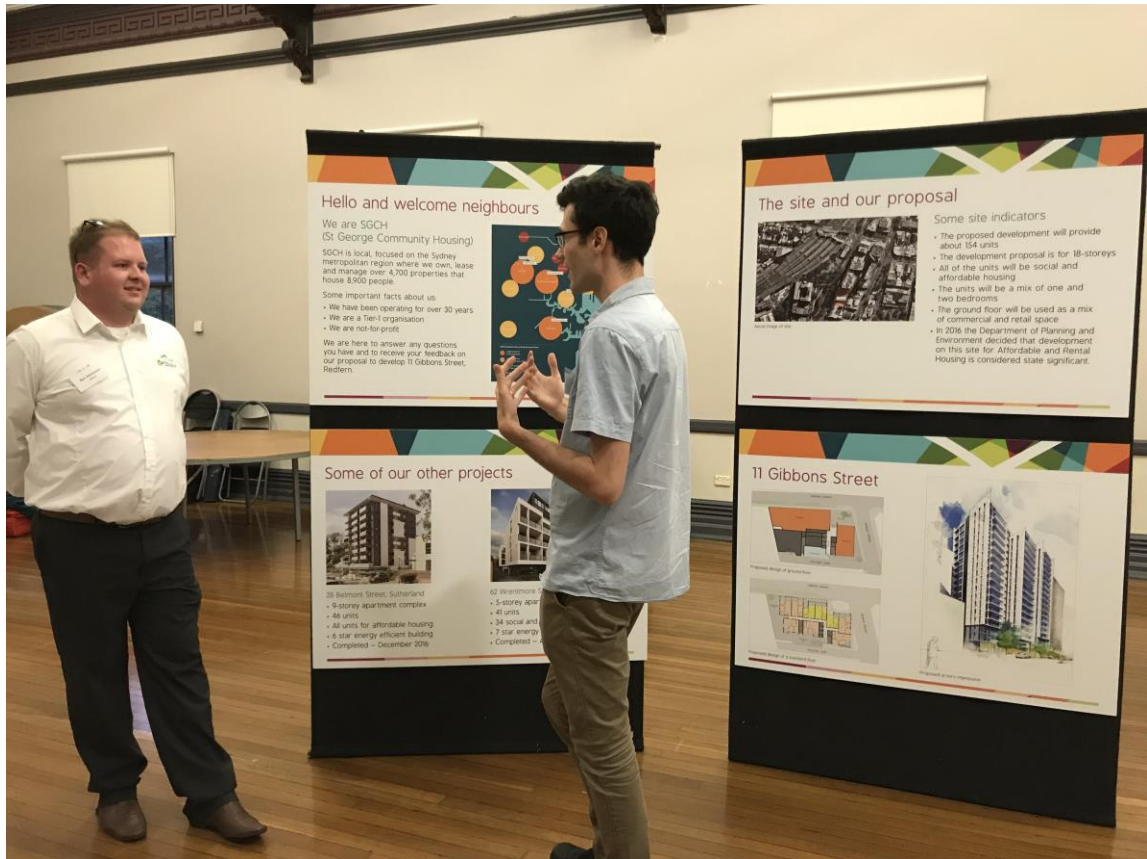
2.2. Scope of work

SGCH required an experienced engagement specialist to undertake the following consultation services:

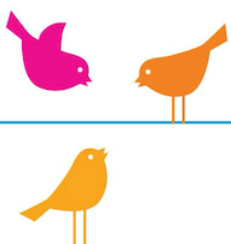
- Develop a community and stakeholder engagement plan
- Provide support and strategic advice on stakeholder engagement
- Identify and contact relevant local community groups and stakeholder organisations
- Design, advertise and facilitate two, three-hour information sessions in the local area



- Provide a landline and email address for the local community to contact and provide feedback
- Capture and report on all feedback during the pre-submission engagement period for inclusion in the EIS document for the DA.



Picture 2: Information session conversation with attendees



3. METHODOLOGY

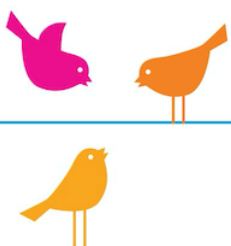
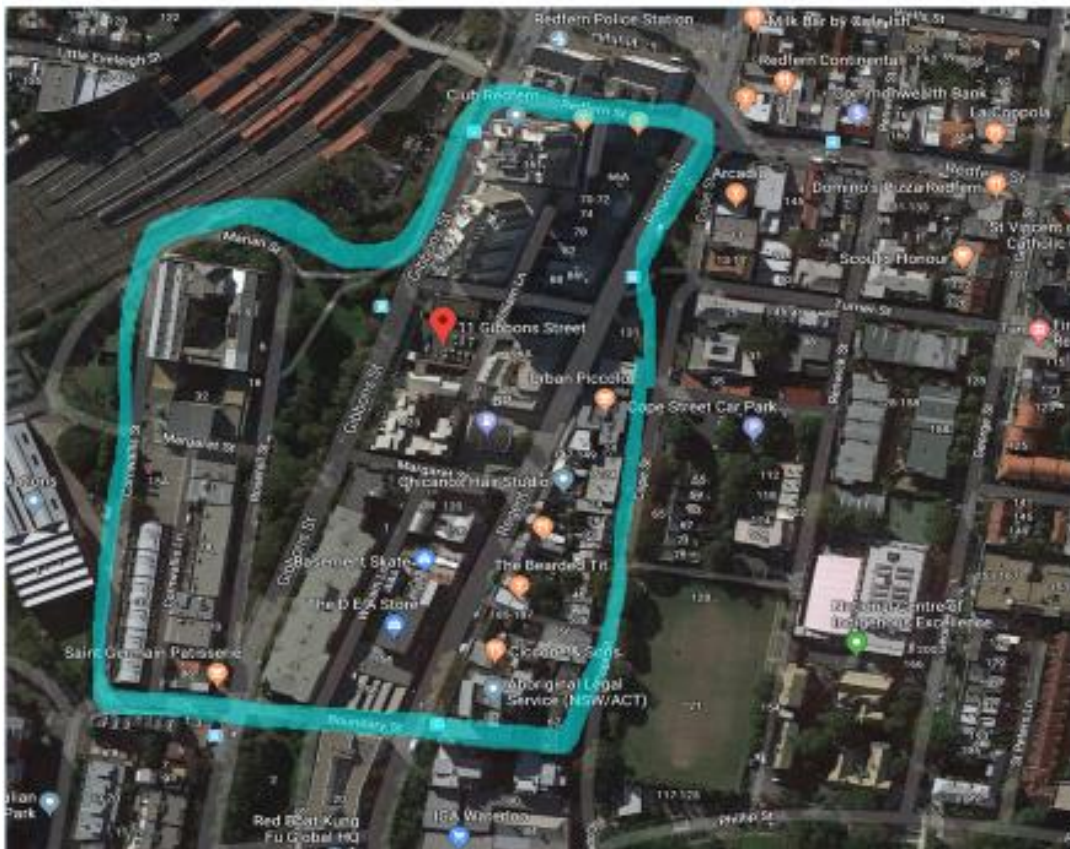
A community and stakeholder engagement plan was designed by Straight Talk with support from SGCH. The aim of the plan was to design an engagement approach which developed opportunities to provide information and collect feedback from the local community and relevant stakeholder groups.

Five methods of engagement were implemented as part of this approach.

3.1.1. Letterbox drop

A letter was distributed to 1,200 households and businesses in the surrounding community on Monday 7 May 2018. The letter advised neighbours of the project and community information sessions. The letter is available in Appendix A.

Image 1: The letterbox notification area



3.1.2. Print, online and social media

Ads were printed in the Central Courier on Wednesday 16 and 23 May 2018. The ads included information about the project and the details of the information sessions. Each ad outlined a broad invitation to all interested members of the community.

Event posts advertising the information sessions were published on the SGCH Facebook page, Twitter and Instagram accounts on Monday 21 and Friday 25 May 2018 and on the City of Sydney website on Tuesday 22 May.

Invitations to the information sessions were also sent through the REDWatch mailout list to local service organisations.

3.1.3. Email and phone hotline

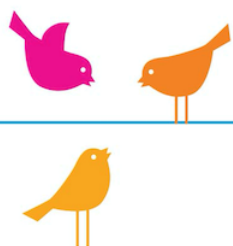
Information in the letter and all print media included a Straight Talk direct phone (landline) contact and email address for any community members to contact if they required more information about the engagement process or the project.

3.1.4. Stakeholder engagement

Straight Talk contacted the following local organisations to introduce the project and directly invite participation at both information sessions.

These organisations were called and emailed with follow up information to be disseminated to relevant parties.

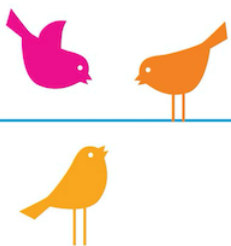
- REDWatch
- South Sydney Herald
- City RAGS
- The Redfern Society
- The Australian Council of Social Service
- Intellectual Disability Rights Service
- Redfern Legal Centre
- Damien Minton - Affiliate of REDWatch and Redfern ALP division
- South Sydney Uniting Church
- The Factory Community Centre - Part of Counterpoint Community Services.



3.1.5. Information sessions

Two information sessions were held at the Redfern Town Hall on Tuesday 22 May from 3.30pm-6.30pm and Saturday 26 May from 9.30am-12.30pm.

At each session 8 x A0 sized boards were on display outlining information about SGCH and the project as shown in Appendix C. All participants were asked to sign in and were invited to provide written feedback for the project. The project team attended the sessions, made up of Straight Talk, SGCH staff and the design architect. In total the two information sessions had six participants and three pieces of written feedback.



4. OUTCOMES

There were three written submissions received from the information sessions. The details are as follows:

What elements of the proposal do you agree with?

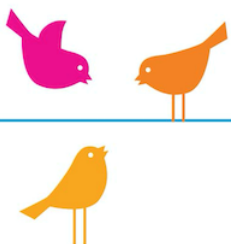
- The concept and its location which is particularly suited to this proposal
- Supportive of more social and affordable housing generally. Was interested in the potential mix of social and affordable housing.

What elements of the proposal are you concerned about?

- Allocations for local or previous local aboriginal residents – For the community a reasonable goal could be 5% of the units allocated for affordable housing
- Interested in the provision of studios to accommodate for losses of boarding rooms/bedsits in the area
- Lack of greenery
- Communal spaces
- Not project specific – but was concerned about the availability of affordable housing for indigenous residents in the area. Also mentioned availability of space and affordability for community services.

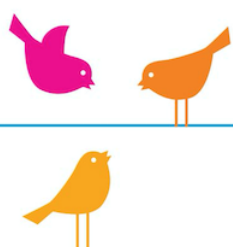
What can you suggest might improve the proposal?

- Parking for home care and medical services
- A playroom for children and open space – some concern about noise transmission from kids in the building and the need for a place to play.

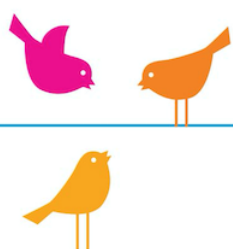


4.1. Response to submissions

No.	Comment	Response
1	Overall there is support for the provision of additional social and affordable housing in Redfern	SGCH is a Tier 1 Community Housing Provider providing 4700 homes to people within Sydney. The development would provide 160 additional units within the City of Sydney, in accordance with the Government's affordable housing policies. All units will be for social and affordable housing only and will be provided on site in perpetuity.
2	There should be an allocation set aside for aboriginal people to become residents at Gibbons Street	SGCH have a local housing allocation strategy for this project which identifies target groups for housing. These include aboriginal people, people who are homeless or at risk of homelessness, older single women and women and children experiencing domestic and family violence. SGCH have sought feedback from the Metropolitan Local Aboriginal Land Council on the project and have a commitment to work with LALC, its Housing Subcommittee and its partners to ensure the aboriginal community are aware of the pathways to access SGCH housing and the timeframe for construction completion.
3	There are general concerns about access to affordable housing for indigenous people in Redfern	This project which comprises 100% social and affordable housing would provide more opportunities for people, including indigenous people to access affordable housing if approved.
4	There is an undersupply of bedsits in the area and the provision of studio units would be welcomed	The development is focussed around the provision of 1 and 2 bed units based on our existing commitments with government. Some larger 3 bed units and intergenerational housing (dual key units) are proposed. The dual key units comprise one 2 bed and 1 studio apartment. SGCH has a portfolio of projects which includes two other sites in Botany and Chippendale where the number of studios will be greater. Our approved Chippendale project will deliver 71 boarding rooms (studios).
5	There is a lack of greenery on the site	The development has been amended to substantially increase the provision of communal open space and landscaped areas. A large landscaped area is proposed on Level 3 which has been designed as an active space that includes a large play area for families. A second communal open space is proposed on Level 17 which will also be landscaped. Both areas will be visible from Gibbons Street.



No.	Comment	Response
6	There should be allocations for communal spaces on the site	As mentioned above, the development has been amended to increase the size of communal open spaces.
7	There are general concerns about available space and for community services in Redfern	<p>The community hub provided on the ground floor of our project will provide residents and the broader SGCH tenant community with opportunities to meet and attend placemaking activities which are designed to build relationships and strong communities.</p> <p>We will partner with other community service providers including Counterpoint Community Services and Metropolitan Local Aboriginal Land Council in supporting our tenants and the Redfern community.</p>



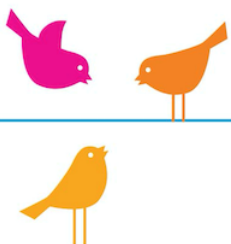
5. CONCLUSION

Anecdotal evidence through feedback from conversations with different stakeholder groups and representatives on the project was positive. When people were informed of the idea, they were accepting, particularly after receiving details about the site location; and developing the site for a mix of social and affordable housing.

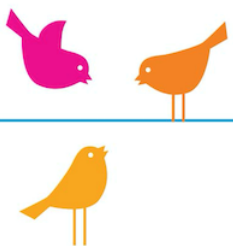
There were no calls or emails to the information channels over the course of the consultation. In our experience, this indicates there have not been any concerns from the general public. Often, many community members who feel compelled enough to contact a project, usually do so because they object to the concept or have serious concerns about the proposal.

Most attendees at the information sessions had stakeholder interests from local community groups and were keen to ensure the development catered to the specific needs to the Redfern community. In particular, making social and affordable housing the best offering it can be and providing good quality and practical housing solutions for those in need.

This engagement has collected some preliminary information regarding feedback specific to the development. Over the course of the project, there will be more opportunities to engage with the community on more specific details of the development. This will provide a good foundation for engagement in the future by initiating a better understanding of the Redfern community and their acceptance of social and affordable housing projects in the area.



APPENDIX A LETTER TO NEIGHBOURS





7 May 2018

Dear Resident,

You are invited to our information sessions on a new community housing development proposal

We would like to inform you of a new development proposal taking place in your neighbourhood on 11 Gibbons Street.

SGCH (St George Community Housing) are leading an application for a new building which will provide social and affordable housing units, parking and ground floor commercial and retail spaces.

SGCH is a not-for-profit organisation, recognised as a Tier 1 provider of community housing and manages over 4,700 properties across Sydney. The team at SGCH advocate for, co-ordinate and partner with communities to provide safe, quality and affordable housing for people in need.

In the lead up to a development application being drafted, we would like to hear from the Redfern community and direct neighbours to answer any questions or address concerns about the project.

SGCH will hold two information sessions for the community. This is an opportunity for you to meet the project team, view preliminary information about the proposal and have your questions answered.

Please come along to either of these two sessions:

- | | |
|---|---|
| • Tuesday 22 May 2018 | • Saturday 26 May 2018 |
| • Redfern Town Hall: Main hall
73 Pitt Street, Redfern | • Redfern Town Hall: Main hall
73 Pitt Street, Redfern |
| • Drop in between 3.30pm – 6.30pm | • Drop in between 9.30am – 12.30pm |

We are committed to listening to the community and hearing feedback on this project. If you would prefer to interact online, please visit our website at SGCH.com.au under 'development and construction projects'.

If you would like to connect outside of the above times, please contact our engagement partners, Straight Talk by sending an email to talk@straight-talk.com.au or calling 9797 8004 (during business hours).

Yours sincerely

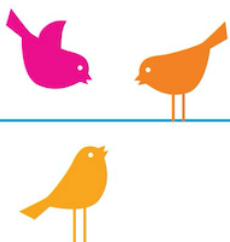
A handwritten signature in blue ink that reads 'Andrew Brooks'.

Andrew Brooks
General Manager, Development and Property Services

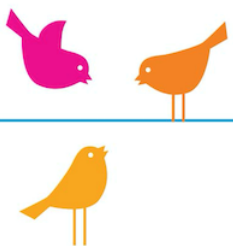


sgch.com.au

Hurstville
Level 5, 38 Humphreys Lane, Hurstville NSW 2220
PO Box 348, Hurstville BC NSW 1481
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APPENDIX B COMMUNITY AND STAKEHOLDER ENGAGEMENT PLAN



St George Community Housing (SGCH)

Community and Stakeholder Engagement Plan

11 Gibbons Street, Redfern Redevelopment

This Community and Stakeholder Engagement Plan has been developed by Straight Talk to support SGCH in their proposal to develop 11 Gibbons Street, Redfern.

Background and purpose

SGCH is submitting an application to develop the site on Gibbons Street to create an 18-storey building comprised of social and affordable housing units. Ground floor space will be made available for commercial and retail uses and there will be provisions for parking spaces as well. The Development Application (DA) and Environmental Impact Statement (EIS) must include details of the pre-submission consultation and community engagement processes which took place.

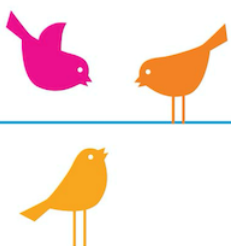
This Community and Stakeholder Engagement Plan outlines the approach, actions and activities which will be undertaken to communicate and engage with the community and stakeholders who may be affected by, or have interest in, the development intended for Gibbons Street.

Aims and objectives

The aim of this document is to plan for and support communication and engagement activities that are effective and positively contribute to the pre-submission consultation for SGCH.

The plans objectives are to:

- Proactively and effectively engage with neighbours, the local community, and stakeholder groups
- Inform neighbours, the local community and stakeholders about what is occurring onsite and why, including significant project stages and concept designs
- Build trust with neighbours, community members and stakeholder groups to illustrate a genuine engagement process that seeks to collect and incorporate community feedback
- Increase the understanding within the community of where they can access information and raise questions and concerns
- Promote the opportunities to participate in engagement activities and provide feedback, and encourage participation
- Identify community and stakeholder concerns about the project and how they could be addressed, where appropriate
- Provide a clear understanding of roles, responsibilities and processes

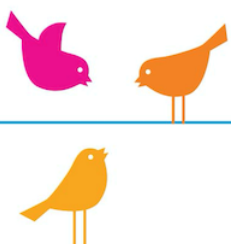


- Demonstrate a robust and defensible communication and engagement approach
- Inform the community and stakeholders as early as possible with appropriate timings to allow reflection and feedback.

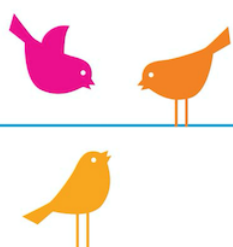
Risks and mitigation measures

The following table indicates some key risks, their potential impacts and mitigation strategies that can be implemented in those circumstances.

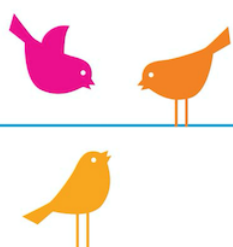
Potential risk	Potential impact	Mitigation strategies
Project confusion		
Confusion within the community about what is occurring and where to get information	Increased levels of concern and/or opposition to any construction or development on site	<ul style="list-style-type: none"> • Information available on the SGCH website • Letterbox drop neighbours, businesses and organisations both within and surrounding the initial notification area • Utilise networks available through community groups or organisations
Other developments in the area impacting on the perception of this project	<p>Negative media and coverage on the impacts around the site and on the general landscape/precinct</p> <p>The purpose and scope of the project is not recognised</p>	<ul style="list-style-type: none"> • Clear and early branding and messaging about the project. Ensure all messaging is clear. • Early engagement will support the team in monitoring feedback from stakeholders and the community to address opposition before it gains momentum
Large projects and particularly those that span long periods may change scope or timeframe	The community and stakeholders see the project fails to meet initial expectations or deliverables	<ul style="list-style-type: none"> • Build contact lists to allow for ability to provide further updates if required • Have regular project team meetings to keep on top of issues as they arise and deliver appropriate communications responses as required



Potential risk	Potential impact	Mitigation strategies
Negatively motivated participation		
Only those who are negatively motivated by their opposition to the proposal provide feedback and submissions	<p>SGCH only hears from those opposed to the proposal and does not get a sense of the level and type of support and acceptance within the community</p> <p>In this situation, only the loudest voices are heard and dominate the process</p>	<ul style="list-style-type: none"> Take advantage of all communication networks to promote opportunities to be involved and provide feedback – this includes making electronic information and feedback methods well known for those who do not need face-to-face interaction Widely promote information sessions through different forms of local and social media
The media take a sensationalist approach to the project and focus on negative impacts or the potential for negative outcomes	Neutral and some supportive community members are influenced into opposing the project. This may also result in reputational damage for SGCH and a loss of good will	<ul style="list-style-type: none"> Undertake a pre-emptive media briefing with local media just prior to the media release Use neighbourhood letters and communications material to promote the importance and value of what is being undertaken Develop trust with neighbours and the local community through early and consistent communication Ensure face-to-face engagement across key project stages Keep the website updated on the project



Potential risk	Potential impact	Mitigation strategies
Area characteristics		
<p>Perception that social and affordable housing is inappropriate for this site or area</p> <p><i>Neighbours are likely to be diverse mix of students and young workers renting, and established, wealthier home owners. Some of whom will have been in the area for an extended period and others will have moved in recently as inner-city housing became more attractive.</i></p>	<p>Community opposition to development</p> <p>Creation of community action group/s</p> <p>Negative media approach</p> <p>Reputational damage and loss of goodwill</p>	<ul style="list-style-type: none"> • Pre-emptive media briefing with benefits of the project outlined in the media release • Clear information and details about the standard of the development and potential tenant demographics
<p>Hard to engage, transient community</p> <p><i>Neighbours include a mix of cafes, restaurants bars, at-home businesses and creative industries.</i></p>	<p>Lack of feedback on the project with an unengaged community</p>	<ul style="list-style-type: none"> • Engage early through as many channels as possible to make opportunities to be involved clear with appropriate lead times
Negative perceptions of engagement		
<p>Participants do not trust the project team or the process of engagement</p>	<p>Key stakeholders or community member are not engaged and a broad range of feedback is not captured</p>	<ul style="list-style-type: none"> • Have a pro-active and planned approach to engagement • Communicate timeframes, negotiables and non-negotiables clearly so potential participants understand the scope of the engagement and their level of influence



Key messages

Key messages are an important communications tool. They ensure consistency and clarity in the information that underpins all the engagement activities. The following messages have been developed for the community consultation to provide a framework for SGCH to use as the project progresses. Included below are primary messages and secondary messages.

Community housing means highly experienced housing organisations manage properties for people on a low-income

- SGCH is a tier-1 Community Housing Provider and faces the highest level of performance requirements and regulation
- SGCH is seeking to deliver housing services to those in need and the project team share a mission to improve the lives of people in need

The proposal has been prepared by SGCH using well respected architects and town planning specialists

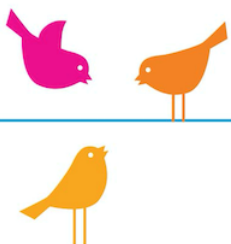
- SGCH has taken advice from the best consultants to inform a development that can support many people in need

SGCH is committed to getting community feedback to proactively respond to community comments

- We are gathering preliminary feedback at this stage so that any comments from the community can be noted and incorporated into the EIS
- We have the opportunity to create a social and affordable housing development hand in hand with the community
- We want to understand how to incorporate the needs of neighbours and the community as the project is developed

Engagement with stakeholders and the community will commence shortly with concept designs and information for the community to review

- The project is committed to transparency and honesty - here for the long haul, committed to a good process
- We can't promise that everything everyone wants will be accommodated, but we can commit to engaging openly and honestly
- We want to understand what the community thinks and how the project team can work with the community as plans for the project are developed

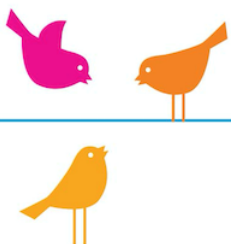


There will be a number of opportunities to provide feedback

- During the pre-submission stage, information about the proposal will be made available on the SGCH website and there are phone and email contacts for people who would like to provide their comments
- We will also be running two information sessions where you can view preliminary information about the site proposal and talk to project specialists in person to give feedback and ask questions
- Once all the feedback has been documented and accounted for in the Development Application, there will be another chance to provide feedback during the public exhibition stage

Close out

- We will stay in touch to let you know how the project is progressing
- Summary of consultation and next steps

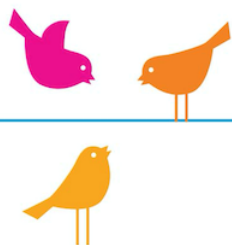


Stakeholder analysis

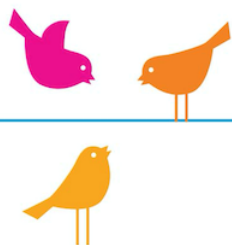
The following table outlines key stakeholder groups for this project

Stakeholder	Why they are important	What we want them to know	How will we reach them
Government			
City of Sydney Council	<ul style="list-style-type: none"> The proposal is within the City of Sydney LGA. The Council will have an input in the assessment process and can provide important feedback which could impact this project The City has a strong commitment to social justice and positive social outcomes. They will want to be involved. 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline That they are a valued stakeholder and this relationship is important in offering connection to and within the community The project team are open to advice and feedback from the City's perspective on how to develop and enhance the project 	<ul style="list-style-type: none"> Early and regular one-on-one project updates: <ul style="list-style-type: none"> Phone calls Email Meetings
Local member for Newtown – Jenny Leong	<ul style="list-style-type: none"> The local member can initiate positive sentiment for the project and act as an advocate for future development This position is a frequent referral point for agitated community members and they therefore act as trusted sources of information 	<ul style="list-style-type: none"> An on-going relationship is valued and important for the this and future projects The project team is committed to providing early and pro-active information 	<ul style="list-style-type: none"> Early project updates during preapplication and exhibition periods: <ul style="list-style-type: none"> Phone calls Email Meetings (if requested)
Government Agencies			
Urban Growth NSW Development Corporation	<ul style="list-style-type: none"> Urban Growth is responsible for managing and promoting urban development projects across Sydney and will be a key partner for SGCH The Redfern-Waterloo precinct is one of their primary focuses and can provide important feedback which could impact this project 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline 	<ul style="list-style-type: none"> Initial phone call briefing Meeting (if requested)

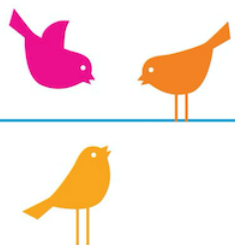
Stakeholder	Why they are important	What we want them to know	How will we reach them
Department of Family and Community Services (FaCS)	<ul style="list-style-type: none"> A key government stakeholder which has influence on the role and structure of social and affordable housing services and management across the state 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline There are opportunities to provide advice and feedback 	<ul style="list-style-type: none"> Email updates Meetings (if requested)
Aboriginal Housing Corporation	<ul style="list-style-type: none"> They are a local organisation which offers vital services, information and support to the indigenous community The project must build respectful relationship with traditional owners and custodians of the site Social housing projects in the city disproportionately impact Aboriginal communities Housing residents for this project may be Aboriginal and could have unique needs that the project team needs to understand 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline The project will open up opportunities for housing support for indigenous community members Their feedback is important and valued and the welfare of the Indigenous community is important Allow them to respond appropriately to comments or concerns raised by the community 	<ul style="list-style-type: none"> Initial phone call briefing Meeting (if requested)
NSW Police – Redfern Local Area Command Roads and Maritime Services (RMS) Sydney Trains	<ul style="list-style-type: none"> They will have a strong interest in understanding how construction and the residential development may affect them and having their concerns addressed These organisations could be influenced by the media or community actions groups who oppose the project 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline There are opportunities to provide advice and feedback Support the project, or be neutral about it 	<ul style="list-style-type: none"> Initial phone call briefing Meetings (if requested)
Social service organisations (Centrelink, Australian Council of Social Service, Intellectual	<ul style="list-style-type: none"> These organisations may have an interest in understanding the impacts and wants of the community They are part of the broader community and may have established networks or relationships across the area 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline to understand what is happening and why Understand what is happening on the estate and why 	<ul style="list-style-type: none"> Mail out/letter



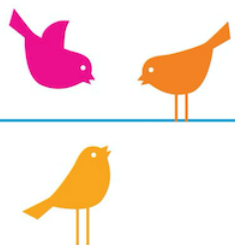
Stakeholder	Why they are important	What we want them to know	How will we reach them
Disability Rights Services)		<ul style="list-style-type: none"> Have enough information to respond appropriately to any comments or concerns raised internally or by the community 	
The local community and associated groups			
Immediate site neighbours (residents, business and community organisations)	<ul style="list-style-type: none"> The project team want to be good neighbours and operate in a respectfully and considerate manner. The project will have an impact on site neighbours, particularly during construction. Developing positive long-term relationships with neighbours will benefit the project and support its development 	<ul style="list-style-type: none"> To understand what is happening and why That there are opportunities to get information and provide feedback and where this is available That the community does have influence over the final proposal That all feedback is valued and will be noted and addressed in the submission to the extent that the suggestions can be actioned That concerns and comments should be addressed directly to the project team in order to get clear answers and information and to avoid misunderstandings and here-say about any element of the project or its impacts 	<ul style="list-style-type: none"> Letterbox drop SGCH website updates Information sessions advertised by: <ul style="list-style-type: none"> Online content (SGCH website, City of Sydney website) Print media (Central Courier, Social media updates (SGCH Facebook post, Twitter post, also connect in with the social media platforms of any community groups or organisations)
Surrounding area residents and businesses	<ul style="list-style-type: none"> They are part of the broader community and may have comments or wish to find out more information They could positively engage with the process and provide useful feedback 	<ul style="list-style-type: none"> To understand what is happening and why – that people have sufficient information and access to information That there are opportunities to get information and provide feedback and where this is available 	<ul style="list-style-type: none"> SGCH website updates Information sessions advertised by: <ul style="list-style-type: none"> Online content (SGCH website, City of Sydney website)



Stakeholder	Why they are important	What we want them to know	How will we reach them
		<ul style="list-style-type: none"> That any concerns or comments can be directly addressed by the project team to avoid misinformation Create confidence that the project is being successfully implemented and risks are being mitigated 	<ul style="list-style-type: none"> Print media (Central Courier) Social media updates (SGCH Facebook post, Twitter post)
REDWatch	<ul style="list-style-type: none"> REDWatch grew out of community concern about the activities of the Premier's Department's Redfern Waterloo Partnership Project. It is made of community residents and friends from Redfern, Waterloo, Eveleigh and Darlington who support the existing diversity in these areas and wish to promote sustainable, responsible economic and social development. REDWatch is highly influential and engaging them will mean reaching a much wider audience 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline There are opportunities to provide advice and feedback and that this feedback can influence the final proposal That their feedback is valued and important That any concerns or comments can be directly addressed by the project team to avoid misinformation Consider utilising the REDWatch website, print media and social media platforms to advertise the project, contacts and info sessions 	<ul style="list-style-type: none"> Initial phone briefing
City RAGS	<ul style="list-style-type: none"> They hold contacts and information which could be useful in providing referral information for other community groups and/or providing feedback on the project 	<ul style="list-style-type: none"> The proposal details, benefits and projected timeline There are opportunities to provide advice and feedback and where this information is available That any concerns or comments can be directly addressed by the project team to avoid misinformation Consider utilising email lists and social media platforms to advertise the project, contacts and info sessions 	<ul style="list-style-type: none"> Initial phone briefing
The Redfern Society	<ul style="list-style-type: none"> This is a local organisation with a focus on the local environment, heritage and amenity for the area 	<ul style="list-style-type: none"> To understand what is happening and why 	<ul style="list-style-type: none"> Initial phone briefing



Stakeholder	Why they are important	What we want them to know	How will we reach them
	<ul style="list-style-type: none"> They may have feedback and comments on the project and will have some influence on the opinions of local residents 	<ul style="list-style-type: none"> That there are opportunities to get information and provide feedback and where this is available That the community does have influence over the final proposal That all feedback is valued and will be noted and addressed in the submission to the extent that the suggestions can be actioned That concerns and comments should be addressed directly to the project team in order to get clear answers and information and to avoid misunderstandings and here-say about any element of the project or its impacts Consider utilising email lists and social media platforms to advertise the project, contacts and info sessions 	



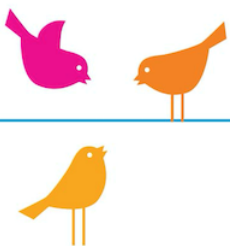
Communications and Engagement channels

The following channels will be used during the implementation of this Community and Stakeholder Engagement Plan

Channel	Why	When
Phone briefings	<ul style="list-style-type: none"> To build relationships and trust To instil and demonstrate a commitment to transparency and clear information 	<ul style="list-style-type: none"> On project launch Prior to important project stages To provide feedback on engagement activities
SGCH website updates	<ul style="list-style-type: none"> Provide information about the project and updates for events and significant dates Collect feedback and complaints Promote engagement activities and significant project achievements 	<ul style="list-style-type: none"> On project launch and throughout the entire project
Emails	<ul style="list-style-type: none"> Provide targeted information to specific recipients about important project stages Notify of significant and/or high impact activities 	<ul style="list-style-type: none"> At important project stages Prior to high impact activities and engagement events
Local media advertising	<ul style="list-style-type: none"> Promote project website and engagement activities to broader community 	<ul style="list-style-type: none"> On release of project website Prior to engagement activities
Letterbox drops	<ul style="list-style-type: none"> Reach neighbours and provide important information about onsite activities, such as high impact works, and to promote engagement activities 	<ul style="list-style-type: none"> At key project stages Prior to engagement activities
Community information sessions	<ul style="list-style-type: none"> Provide information about what is occurring on-site and why Seek feedback about how neighbours and community members would like to be engaged with and informed about the project 	<ul style="list-style-type: none"> At project launch If/when necessary during later project stages
Information phone and email contact	<ul style="list-style-type: none"> Allow the community and neighbours to contact the project team about any concerns or for more information about the project To build a contact list for future mail outs about the project 	<ul style="list-style-type: none"> At project launch (Straight Talk) On-going



APPENDIX C A0 DISPLAY BOARDS



Hello and welcome neighbours

We are SGCH (St George Community Housing)

SGCH is local, focused on the Sydney metropolitan region where we own, lease and manage over 4,700 properties that house 8,900 people.

Some important facts about us:

- We have been operating for over 30 years
- We are a Tier-1 organisation
- We are not-for-profit

We are here to answer any questions you have and to receive your feedback on our proposal to develop 11 Gibbons Street, Redfern



Some of our other projects



28 Belmont Street, Sutherland

- 9-storey apartment complex
- 46 units
- All units for affordable housing
- 6 star energy efficient building
- Completed – December 2016



62 Wrentmore Street, Fairfield

- 5-storey apartment complex
- 41 units
- 34 social and 7 affordable units
- 7 star energy efficient building
- Completed – April 2018

What to expect from the new site

What is social and affordable housing?

Social housing is secure and affordable rental housing for people on very low incomes and at risk of homelessness.

Affordable housing is for people working and on low to moderate incomes who need housing assistance.

Social and affordable housing can be managed by Government and non-government, including not-for-profit organisations.

Who will our new neighbours be?

Residents will include people from low-income households working full-time or part-time and currently live and work in the City of Sydney.

It also includes people going through a change in their lives or a financial situation like having a baby, getting a divorce or leaving home for the first time.

Will this change the neighbourhood?

Redfern is already undergoing a lot of structural and social change.

It is our hope that our development will add positively to the cultural and social fabric of Redfern.



Site considerations

Parking and traffic

The proposed development is in a location close to public transport.

There will be bicycle parking provided and limited parking for commercial spaces.

People living in this development are less likely to own cars and are not eligible for street parking permits.

Traffic generated from the proposed development will be minimal.

Options to service the site from William Lane or Marian Street are being considered.

Open space

A set back on the corner of Gibbons Street and Marian Street is being considered.

Who will manage the building?

SGCH will manage the building and provide support services to the people who live there.



The site and our proposal



Aerial image of site

Some site indicators

- The proposed development will provide about 154 units.
- The development proposal is for 18-storeys
- All of the units will be social and affordable housing
- The units will be a mix of one and two bedrooms
- The ground floor will be used as a mix of commercial and retail space.
- In 2016 the Department of Planning and Environment decided that development on this site for Affordable and Rental Housing is considered state significant.

11 Gibbons Street



Proposed design of ground floor



Proposed design of a standard floor



Proposed artist's impression

Thank you and next steps

Thank you for taking the time to attend today's information session. We appreciate your valuable feedback.

At this stage we are collecting pre-application feedback on the Gibbons Street proposal.

You will have another opportunity to provide feedback when the application is on public exhibition later this year.

Where to get more information

Visit the SGCH website under 'Development and Construction'
sgch.com.au

Ways you can provide feedback

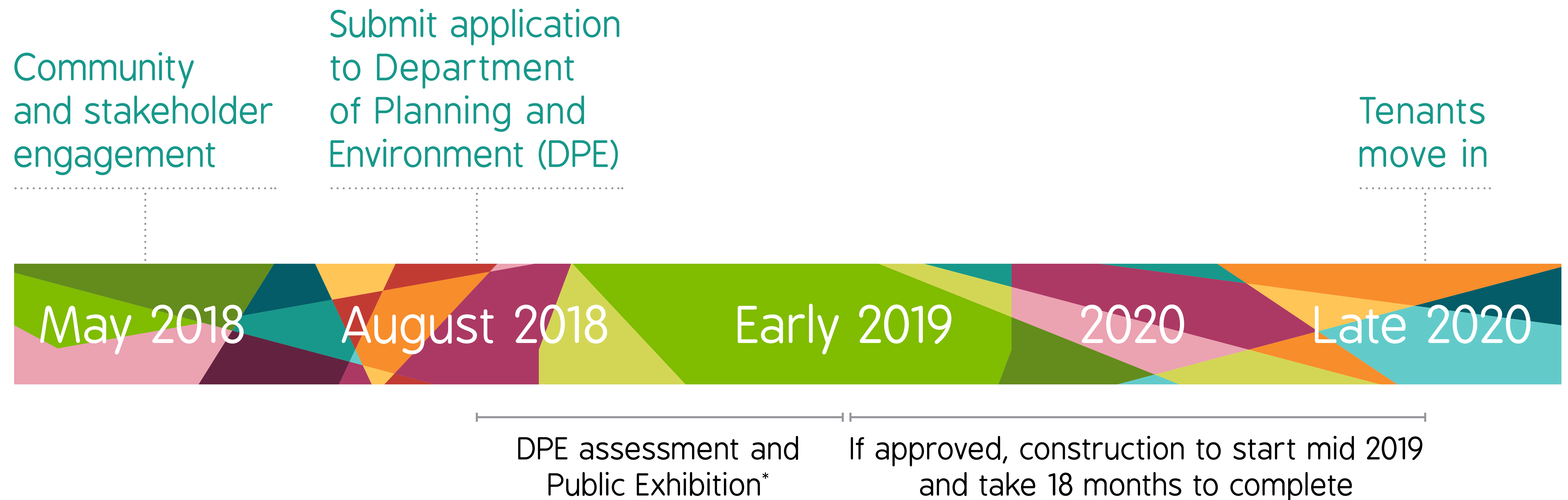
- Speak to a member of the project team today
- Fill out a feedback form today
- Email the project team at talk@straight-talk.com.au
- Give us a call to discuss on **9797 8004**

Community engagement – Straight Talk

We design and implement community engagement activities that provide people with the information they need so they can make informed comment.



Project timeline



* All community submissions will be considered before the Minister for Planning makes a decision.