



# COMMUNITY COMMUNICATION STRATEGY

Western Sydney University -  
Bankstown Campus

Prepared for  
**WESTERN SYDNEY UNIVERSITY**  
2 March 2021



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Report Number	Final v1.0

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# 1. INTRODUCTION

Western Sydney University Bankstown Campus (the Project) involves the construction of a 19-storey building for Western Sydney University to use as educational, research, conference, and retail space.

This Community Communications Strategy (the Strategy) has been prepared in line with the requirements of Development Consent Condition B10 for Western Sydney University (SSD 9831). This Strategy has been prepared by Urbis Pty Ltd, a communications consultant engaged by Western Sydney University.

This Strategy will be implemented and maintained throughout construction of the project by the Principal Contractor or authorised representative. This Strategy life cycle covers a period no later than two weeks before the commencement of construction and for a minimum of 12 months following the completion of construction.

## 1.1. CROSS-REFERENCE OF CONSENT REQUIREMENTS

Table 1 identifies the reference/s within this Strategy as they relate to the requirements under Development Consent Condition B10 – Community Communication Strategy.

Table 1 Report Reference for Development Consent for Western Sydney University Bankstown Campus (SSD 9831).

Consent condition	Report reference
No later than two weeks before the commencement of construction, a Community Communication Strategy must be submitted to the Planning Secretary for information.	This document submitted 5 March 2021.
The Community Communication Strategy must provide mechanisms to facilitate communication between the Applicant, the relevant Council and the community (including adjoining affected landowners and businesses, and others directly impacted by the development), during the design and construction of the development and for a minimum of 12 months following the completion of construction.	Section 4.1
Identify people to be consulted during the design and construction phases.	Section 3
Set out procedures and mechanisms for the regular distribution of accessible information about or relevant to the development.	Section 4.1
Provide for the formation of community-based forums, if required, that focus on key environmental management issues for the development	Section 4.1.1
Set out procedures and mechanisms: Through which the community can discuss or provide feedback to the Applicant	Section 4.2
Set out procedures and mechanisms: Through which the Applicant will respond to enquiries or feedback from the community	Section 4.2
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 4.3

Consent condition	Report reference
<p>Access to Information:</p> <p>At least 48 hours before the commencement of construction until the completion of all works under this consent, or such other time as agreed by the Planning Secretary, the Applicant must make the following information and documents (as they are obtained or approved per condition A22) publicly available on its website.</p>	<p>Section 4.1</p>

## 2. PROJECT OVERVIEW

### 2.1. THE SITE

The site is known as 74 Rickard Road, Bankstown (as indicatively shown in Figure 1). In addition, public domain works are proposed to The Appian Way and Rickard Road, Bankstown.

The site is located within the Canterbury-Bankstown Local Government Area (LGA). The site is located within the Bankstown CBD, approximately 30km south west of the Sydney CBD and is surrounded by commercial, retail and high-density residential areas.

Figure 1 Western Sydney University – Bankstown Campus



Source: Google maps

### 2.2. THE SURROUNDING COMMUNITY

The predominant character of the area is retail, commercial, educational, leisure and high-density residential use. The site is adjacent to the Canterbury Bankstown Council Administration building, Council Chambers, Library and Knowledge Centre. The site is highly accessible, close to Bankstown Train Station and the future planned Bankstown Metro Station, along with regular bus routes and alignment with main arterial roads.

Immediately surrounding the site are:

- To the north: Rickard Rd and multi-storey mixed use residential and commercial buildings
- To the east: City of Canterbury Bankstown Council chambers
- To the south: Paul Keating Park and playground facilities
- To the west: City of Canterbury Bankstown Council Library and Knowledge Centre.

## 2.3. THE PROJECT

Western Sydney University Bankstown Campus (the Project) is part of the University's Western Growth Strategy which will bring the highest quality educational opportunities and world-class research expertise to Australia's fastest growing region. This includes the establishment of highly accessible, technology rich campuses in the heart of the regions emerging and dynamic CBD.

Bankstown City Campus will include informal learning areas and social spaces for students (both indoor and outdoor terraced spaces), community engagement spaces, as well as flexible spaces to showcase industry partnerships and innovation. The 19-storey building is designed to connect with the adjacent Paul Keating Park and create a public urban forecourt.

The campus will feature teaching and research programs focused on health (ageing and healthy living), advanced manufacturing (with a small and medium-sized enterprise focus) and education.

The key features of the proposal:

- Two basement levels, Ground Level and 18 levels above ground
- Student-centred, collaborative learning and research spaces, and a library
- Retail spaces supporting The Appian Way Eat Street
- Indoor and outdoor terraces
- Public and private conference facilities

The new campus is targeting to achieve 5-star Green Star rating, design features include integrated photovoltaics roof panels, generating renewable energy, rainwater capture and re-used for irrigation and toilet flushing and innovative thermal and lighting systems.



### 3. PEOPLE TO BE CONSULTED DURING DESIGN AND CONSTRUCTION

Western Sydney University – Bankstown Campus is surrounded by business and residential neighbours, and it will be important to make sure businesses and near neighbours are well informed about construction activity and impacts.

People who will be informed and consulted during design and construction, or stakeholders, are outlined in Table 2. The communication activities used to consult them, and their concerns are also outlined.

This table will be reviewed and updated as needed.

Table 2 Stakeholders, activities, and concerns

People to be consulted (Stakeholders)	Communication activities (see Section 4)	Concerns
<p>Individual households and businesses within a 500m radius of the construction zones, including:</p> <ul style="list-style-type: none"> <li>- Vicinity Centre (Bankstown Central)</li> <li>- City of Canterbury Bankstown Council</li> </ul>	<p>Enquires and feedback response</p> <p>Issues resolution and mediation of disputes</p> <p>Incident management</p> <p>Construction updates as required</p> <p>Construction signage.</p>	<p>During Environmental Impact Statement (EIS) consultation, local residents and businesses identified the following concerns:</p> <p>Traffic management</p> <p>Impact on business continuity from construction traffic or road changes</p> <p>Impact on parking availability for accessing services and retail in the CBD</p> <p>Community access to Paul Keating Park and playground for play, leisure, and cultural activities</p> <p>Impacts of construction activities including noise, dust and vibrations</p> <p>Visual impacts from Paul Keating Park</p>
<p>Regulatory agencies and utilities:</p> <ul style="list-style-type: none"> <li>- City of Canterbury Bankstown Council</li> <li>- Endeavour Energy</li> <li>- Office of Environment and Heritage</li> <li>- Roads and Maritime Services</li> <li>- Sydney Water</li> <li>- Transport for NSW.</li> </ul>	<p>Contact is covered by relevant approvals.</p>	<p>Traffic management</p> <p>Visual impacts</p> <p>Construction activities</p> <p>Environmental impacts</p>
<p>Department of Planning, Industry and Environment</p>	<p>Contact is covered by relevant approvals.</p>	<p>Regulatory oversight of Development Consent B10 for SSD 9831</p>

## 4. PROCEDURES AND MECHANISMS

### 4.1. INFORMATION PROVISION

Information about the Project will be provided to residents in line with the requirements of Development Consent Condition B10 through the communication activities outlined in Table 3 Communication activities for information provision.

Table 3 Communication activities for information provision.

Activity	Description	Stakeholder	Timing
Establishment of website, phone number and email	Project contact points will be provided during communications activity. See Section Table 4 Project contact points  Process for responding is outlined in Sections 4.2 and 4.3.	Individual households and businesses within a 500m radius of the construction zones	Ongoing
Access to Information	In accordance with Development Consent Condition A22, at least 48 hours before the commencement of construction until the completion of all works under this consent, or such other time as agreed by the Planning Secretary, information, and documents (as they are obtained or approved) will be made publicly available on the website.	Individual households and businesses within a 500m radius of the construction zones  Stakeholders and general community	Ongoing
Signage	The community feedback, enquiries and complaints phone and email will be included on signage at the front of the site	Individual households and businesses within a 500m radius of the construction zones	Ongoing
Start of construction notification letter	Letter outlining construction timeline, impacts and mitigations, and community feedback, enquiries and complaints phone number and email	Individual households and businesses within a 500m radius of the construction zones	No less than 14 days before start of construction
Out-of-hours works notification letter (As required in Development Consent Condition C6)	Letter outlining out-of-hours works, impacts and mitigations, and community feedback, enquiries and complaints phone number and email	Individual households and businesses within a 500m radius of the construction zones	No less than 7 days before out-of-hours work
Unplanned works notification letter	Letter outlining unplanned works, impacts and mitigations, and community feedback, enquiries and complaints phone number and email	Individual households and businesses within a 500m radius of the construction zones	No less than 24 hours before unplanned work

### 4.1.1. Community based forums

Depending on the level of stakeholder interest and feedback in the first three months of construction, the principal contractor or their authorised representative will consider the establishment of community-based forums to enable deeper focus on key environmental management issues for the Project.

## 4.2. ENQUIRES AND FEEDBACK RESPONSE

As outlined in Table 3, website, phone number and email will be established and maintained for design and construction of the Project.

Table 4 Project contact points

Channel	Details
Point of contact	LeDein Hall Walker Corporation
Mailing address	GPO Box 4073, Sydney NSW 2000
Phone number	+61 2 8273 9600
Email	<a href="mailto:bankstowncitycampus@walkercorp.com.au">bankstowncitycampus@walkercorp.com.au</a>
Website	<a href="http://www.wsubankstown.walkercorp.com.au">www.wsubankstown.walkercorp.com.au</a>

All feedback and enquiries will be recorded in a Complaints Register.

All feedback and enquires will be answered in accordance with the below timeframes:

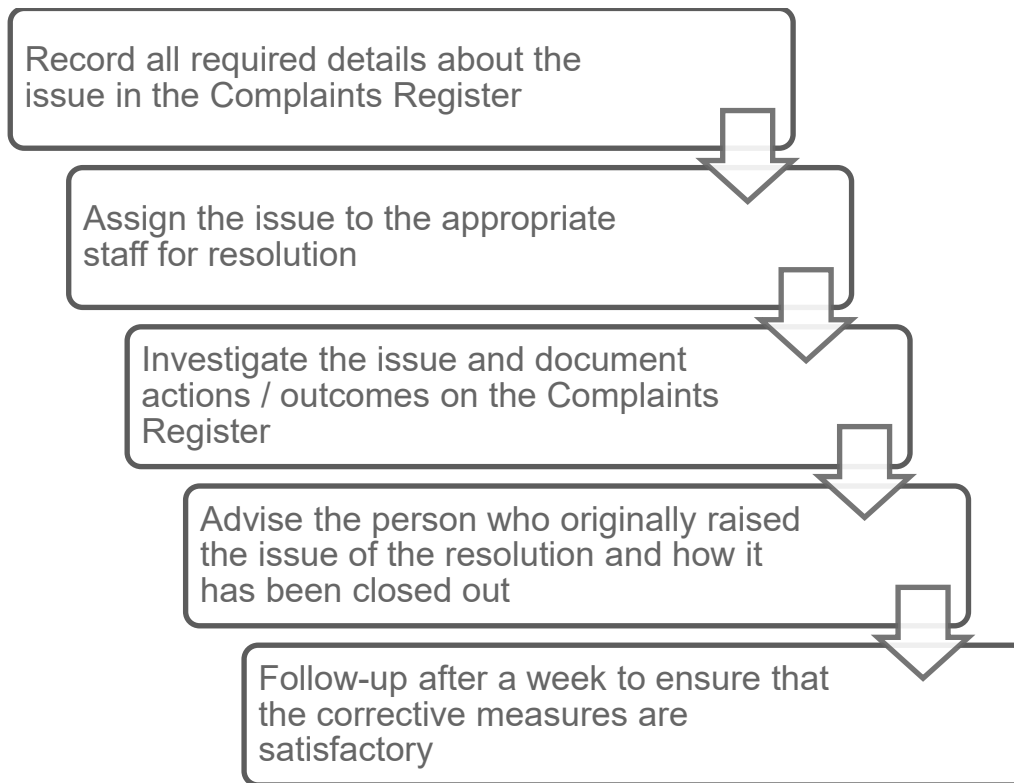
Table 5 Response times

Channel	Response time
Email	One business day
On-site inquiry	Five business days
Site phone line	Thirty minutes (during business hours)
Website contact	Three business days

### 4.3. ISSUES RESOLUTION AND MEDIATION OF DISPUTES

This Strategy provides a procedure for issues resolution and the mediation of disputes, targeting resolution within seven days from the date the issue was first raised. This mechanism in Figure 2 Complaints resolution process allows for the identification and implementation of corrective measures in response to issues raised by the community, to minimise the likelihood of recurrence. All complaints will be recorded in a Complaints Register.

Figure 2 Complaints resolution process



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