NSW GOVERNMENT

Extensive and broad engagement

This case study has been developed for illustrative purposes to demonstrate how the Undertaking Engagement Guidelines for State Significant Projects and engagement matrix can be applied to projects with high impact and high significance for the community.

A significant infrastructure project is required to support increased demand and growing population. The project is proposed within a brownfield environment, near residents and businesses.

There are significant challenges including geological, heritage and environmental and the project will impact several local suburbs or townships. The project is likely to be supported by those who will benefit from the improved access or demand. However, those closest to the project may oppose the project due to the high level of impact.

Possible impacts

- potential for property acquisition.
- disruptions or changes to existing infrastructure such as local access or community amenities.
- significant construction impacts.
- visual amenity, noise, traffic and parking impacts for nearby residents.
- increased jobs and business opportunities.
- improved access to public / social facilities.

Considerations for engagement

- proximity and impact on neighbours during construction or operation.
- lessons to be learned from previous projects or consultation in the local area.
- other projects, developments taking place concurrently.
- existing community groups that could be leveraged as part of the engagement.

Engagement matrix assessment

Extensive and broad

Engagement will be extensive, with a range of groups and individuals. Depending on the project scope and the local context, engagement may range from 'empower' through to 'inform'.

Purpose of engagement

To build relationships and understand community concerns, issues and opportunities to enhance the project outcomes.

Engagement summary

Inform	All.	Letterbox drop, advertising, social media, traditional media, website.
Consult	Wider community.	Briefings, presentations, submissions, community information sessions, online engagement.
Involve	Interested stakeholders.	Meetings, surveys, workshops.
Collaborate	Key stakeholder, including government agencies, local council and Aboriginal communities. Directly impacted.	Co-design workshops, interviews, user research.
Empower	Key stakeholders.	Community consultative committee, deliberative forums.

This is used to illustrate a possible engagement approach and is not intended as a detailed methodology.

Indicative engagement

Based on this case study, outlined below is an indication of how the requirements could be met.

Project stage	Focus on engagement	Engagement activities
Scoping	Understand the local context to inform engagement that is proportionate to the scale and impact of the project and community interest.	• develop a detailed community profile informed by desktop research and stakeholder input. • engage with council, local Aboriginal community representatives and government agencies to understand previous engagement, future planning and community sentiment in the local area. • co-design a comprehensive engagement strategy with key stakeholders.
Preparing EIS	Implement engagement activities required by the SEARs and effectively engage to understand and consider community and stakeholder concerns. Where possible collaborate with stakeholders to consider mitigations and ideas.	• create a suite of communication channels and collateral including translated and accessible material. This may include online engagement hub or virtual consultation space, newsletter, fact sheets or videos. • provide a project email address and 1800 number. • hold co-design workshops with key stakeholders including council, Aboriginal community representatives and government agencies. • establish a community forum or community consultative committee if appropriate. • hold interactive workshops or similar participatory events with the community and stakeholders.
Post exhibition / responding to submissions	Consider and respond to issues raised by stakeholders and the community.	• consider issues raised in submissions through the exhibition process. • prepare a submissions report and where necessary, an amendment report or preferred infrastructure report if changes to the project are proposed.
Post approval	Continue to inform and engage stakeholders and the community through the project.	• maintain project communication channels. • provide a project email address and 1800 number. • continue the community consultative committee. • undertake community sentiment or pulse checks throughout the project.