

## Moderate and focused 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 low to medium impact and medium significance for the community.*

To respond to an increase in demand, a small operation in regional NSW has applied for an extension of its site and the reconnection of a transport link. This involves the re-opening of a railway connection to allow increased transportation to and from the site. The operation employs about 50 local workers, and this could increase to up to 100 with the expansion.

While the current operation is approved and widely supported for the economic vitality and benefits it brings, there may be impacts on the directly affected communities living or working along the existing tracks including those who will experience significant noise, vibration and visual impact, and those who currently use the tracks for passive or active recreation.

### Possible impacts

- visual amenity, noise, traffic and parking impacts for nearby residents.
- changes to traffic conditions or transport routes.
- changes to local infrastructure.
- increased jobs.

### Considerations for engagement

- any relevant past engagement or existing community sentiment data from projects or plans in the local area.
- new studies may need to be commissioned related to cumulative impacts such as noise and vibration.
- existing local communication channels that could be leveraged.
- existing community, advocacy or interest groups that may have an interest.

### Engagement matrix assessment

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Engagement will focus on involving or even collaborating with considered groups or individuals on specific issues related to the project. It may also require informing a larger audience.

### Purpose of engagement

To understand the impacts of the development on directly affected communities including those who live close by or are directly impacted.

### Engagement summary

<b>Inform</b>	All.	Letterbox drop, advertising, social media, traditional media, website
<b>Consult</b>	Interested stakeholders and wider community.	Briefings, presentations, online engagement forms, written submissions.
<b>Involve</b>	Adjoining landowners. Nearby residents.	Briefings, meetings, workshops, survey/feedback.
<b>Collaborate</b>	Key stakeholders, including government agencies, local council and Aboriginal communities.	Meetings, workshops, reference groups, interviews.

*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
<b>Scoping</b>	Understand the local context to inform engagement that is proportionate to the scale and impact of the project and community interest.	<ul style="list-style-type: none"> <li>• develop a community profile by desktop research and conversations with stakeholders.</li> <li>• engage with council, local Aboriginal community representatives and government agencies to understand previous engagement, future planning and community sentiment in the local area.</li> <li>• define the level of engagement, parameters of engagement and what questions will be considered.</li> <li>• develop an engagement plan.</li> </ul>
<b>Preparing EIS</b>	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 measures and design requirements.	<ul style="list-style-type: none"> <li>• create a suite of communication channels and collateral including translated and accessible material. This may include website, newsletter, fact sheets or videos.</li> <li>• provide a project email address and 1800 number.</li> <li>• hold workshops with key stakeholders including council, Aboriginal community representatives and government agencies.</li> <li>• conduct meetings with neighbours and directly impacted stakeholders.</li> <li>• hold information sessions or similar community information events.</li> </ul>
<b>Post exhibition / responding to submissions</b>	Consider and respond to issues raised by stakeholders and the community.	<ul style="list-style-type: none"> <li>• consider issues raised in submissions through the exhibition process.</li> <li>• prepare a submissions report.</li> </ul>
<b>Post approval</b>	Continue to inform and engage stakeholders and the community throughout the project.	<ul style="list-style-type: none"> <li>• maintain a project communication channels.</li> <li>• provide a project email address and 1800 number.</li> <li>• meet regularly with council, local Aboriginal community representatives and government agencies.</li> </ul>