

## Targeted and specific 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 impact and low significance for the community.*

A new industrial development is proposed on the outskirts of an existing suburb. The development will be located within an industrial area and utilise existing access routes. It is within existing land use and planning requirements and is similar in nature to other developments in the local area.

The development is of a size and nature, which triggers a State significant development classification.

The construction phase will have limited impacts due to the location and surrounding land use. It is also likely to be low impact due to the nature of the construction approach.

### Possible impacts

- visual amenity, noise, traffic and parking impacts for nearby residents.
- waste and water management.
- disruption during construction.

### Considerations for engagement

- proximity and impact on neighbours during construction or operation.
- lessons to be learned from previous projects in the local area.
- other projects, developments or future plans for the local area.
- constraints of local infrastructure that may increase impact or disruption.
- any existing community groups or council-led reference groups that could be leveraged as part of the engagement.

### Engagement matrix assessment

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The engagement approach will focus on those directly impacted by the project including adjoining landowners, local council and government agencies.

### Purpose of engagement

To provide information about the development and the opportunity for the community and stakeholders to understand the project and raise concerns. Where possible these concerns should be considered and addressed.

### Engagement summary

<b>Inform</b>	All.	Letterbox drop, advertising, social media, traditional media, website.
<b>Consult</b>	Interested stakeholders.	Briefings, presentations, online engagement forms, written submissions.
<b>Involve</b>	Key stakeholders. Directly impacted/ adjoining landowners.	One on one or small group meetings, surveys/ feedback, workshops.

*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 and government agencies to understand previous engagement 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>• identify those who are directly impacted and will be the target of engagement.</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.	<ul style="list-style-type: none"> <li>• create a project website as a central source of truth including translated and accessible material.</li> <li>• consider a project email address and 1800 number.</li> <li>• notify directly impacted and adjoining property owners through letterbox drop or advertisement in local paper directing to website and feedback opportunities.</li> <li>• hold regular meetings with key stakeholders including council and government agencies.</li> <li>• conduct one on one meetings with adjoining landowners and directly impacted stakeholders, as required.</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 received through exhibition period.</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 website including translated and accessible material.</li> <li>• provide information to adjoining property owners, near by residents and those directly impacted through letterbox drop or advertisements.</li> </ul>