

APPENDIX F

EPO and ERM Duplication Communication Strategy



Community Consultation and Communications Strategy: East Point Rising Main Duplication

Background

The Larrakeyah Outfall Closure is a major project that will upgrade Darwin's sewerage system, by closing the Larrakeyah Outfall which discharges raw sewage to Darwin Harbour, and diverting flows from Darwin CBD and the suburb of Larrakeyah to the Ludmilla Wastewater Treatment Plant (LWWTP). The treated effluent from the LWWTP is discharged via the East Point Outfall.

In order to effectively manage the additional load from the CBD and Larrakeyah areas and to meet projected population growth, Power and Water Corporation (PWC, the Proponent) will upgrade the LWWTP, and build a new rising main to connect to the East Point Outfall. The East Point Outfall pipeline will also be extended to discharge to deeper water.

PWC is currently preparing Public Environment Reports for the East Point Rising Main (Stage 1) and the extension of the East Point Outfall (Stage 2).

Initially the Rising Main and the Outfall Extension were notified to NRETAS as one project. However due to design issues related to the outfall a variation was submitted and consequently approved to separate the project into two construction phases (dealt with under the Environmental Assessment Act as two separate actions). The Public Environment Report (PER) Guidelines issued for the 'Duplication of the East Point effluent rising main and extension of the East Point outfall', (the Guidelines) have been used to prepare the East Point Rising Main PER and include a requirement for the development of a communication strategy. Separate PER Guidelines will be issued for the Outfall Extension.

The Guidelines read in part:

"A communication plan for the development, which may include a strategy for communicating with the public and community groups who are likely to have an interest in or be affected by the proposal".

Goals/Objectives

This Communication Strategy has been developed to meet the needs of the PER Guidelines, in order to ensure effective communication with key stakeholders who are interested in or who may be affected by the works for related to the duplication of the East Point Rising Main.

Specifically, it will help ensure regular and accurate information is supplied to all stakeholders, via a number of mediums; it will help increase awareness among the target audience and provide opportunities for feedback and input into the process; serve to create a high level of awareness of the project to key stakeholders; and help Power and Water address community concerns by engaging with the community and incorporating, where possible, information or actions to allay these concerns.

It is important to note that the community consultation style that will be adopted for this project will be to inform stakeholders and provide an avenue for their input. There will be opportunity for stakeholders to seek information and ask questions directly with PWC prior to submission of the Draft PER, with all feedback and submissions on the PER itself to be received and co-ordinated by NRETAS.

The consultation process for the PER is based on the following approach:

- That the purpose and expectations of the consultation exercise and anticipated outcomes is clear and understood by all participants;

- Participants understand fully what they can and cannot influence;
- Consultation mechanisms will maximise stakeholder's ability to participate;
- Community and stakeholder consultation activities will be as inclusive as possible, in order to ensure they are not subject to manipulation or domination by particular interests;
- Information will be provided at key project milestones to adequately inform participants' inputs;
- Adequate time, staff support and funds will be made available to support the participation process;
- The early identification of any concerns and issues with the project in conjunction with working closely with stakeholders, in order to develop measures to address them;
- Participants will be made aware of how their inputs will be used and how they will receive feedback on the outcomes; and
- Thorough and transparent review of the consultation process will occur at critical points throughout the engagement and at the project's conclusion.

Key strategic messages

The key strategic messages or statements are as follows:

- The preparation of a PER will assess and determine how best to manage potential environmental impacts associated with duplication of the rising main and outfall extension, during both construction and operation.
- Construction timing for the replacement of the East Point rising main and outfall extension will depend on the requirements of the PER .
- The extension of the East Point outfall further out to sea will greatly improve the environmental performance of the outfall, by taking advantage of stronger currents and tidal movements.

Stakeholders and Selected Level of Consultation

A broad range of key stakeholders throughout the community will be consulted throughout the PER process for the Proposed Development, although to varying degrees. Table 1 provides a list of identified stakeholders and the level of consultation proposed for each. Although the Proponent will endeavour to identify and consult with all stakeholders, it is recognised that some stakeholders may not be included in the register below.

Darwin residents and other stakeholders will be updated regularly through newspaper ads, press releases and PWC website (www.powerwater.com.au). Darwin residents and other stakeholders will be invited through the media to attend community briefing sessions. Stakeholders are invited to contact the Proponent through a dedicated e-mail address if further clarification or information on the project is required, or if they wish to register as a stakeholder.

Table 1 Stakeholder Register and Level of Consultation

Level of Consultation	Stakeholders
An introductory letter was sent to the following stakeholders, advising them of the project and including details on where to seek additional information.	<ul style="list-style-type: none"> • Federal Government Ministers: <ul style="list-style-type: none"> — Member for Solomon, Natasha Griggs — Member for Lingiari, Warren Snowdon — Senator Trish Crossin — Senator Nigel Scullion • Northern Territory MLAs <ul style="list-style-type: none"> — Chief Minister, Hon Paul Henderson — Leader of the Opposition, Mr Terry Mills — Shadow Minister for Essential Services, Mr John Elferink — Member for Fannie Bay, Mr Michael Gunner • Other organisations: <ul style="list-style-type: none"> — Tourism NT — Larrakia Development Corporation — Australian National Sport Fishing Association (NT Branch) — Friends of East Point.
An introductory letter was sent to these stakeholders, they will receive regular updates and receive a personal invite to attend community briefing sessions.	<ul style="list-style-type: none"> • Government: <ul style="list-style-type: none"> — Essential Services Minister, Hon Rob Knight — Minister for Natural Resources, Environment and Heritage, Mr Carl Hampton —
The following stakeholders will receive regular updates, be consulted as required throughout the PER development process and invited to attend community briefing sessions.	<ul style="list-style-type: none"> • Federal and Territory environmental agencies: <ul style="list-style-type: none"> — NT Department of Natural Resources, Environment, the Arts and Sport — Federal Department of Sustainability, Environment, Water, Population and Communities.
An introductory letter was sent to these stakeholders, followed with regular updates and invited to attend a one-on-one meeting with the project team.	<ul style="list-style-type: none"> • Darwin Port Corporation (Darwin Harbour shipping management) • Darwin City Council • Darwin Harbour Advisory Committee (Community Representation) • Environmental Protection Authority • Amateur Fishing Association of the NT (Recreational fishing lobby group) • Environment Centre NT (Environmental lobby group) • Larrakia Nation Aboriginal Corporation (Traditional Owners) • Heritage Advisory Council (East Point Fortifications) • Ludmilla Landcare Group.

Other Stakeholders

Darwin residents and other stakeholders will be updated regularly through newspaper ads, press releases and the PWC Internet page and will be invited through the media to attend community briefing sessions. There will also be an opportunity for others to identify themselves as key stakeholders via the web page.

Implementation

A broad range of tools will be used to communicate various milestones of the project. A mix of newspaper advertisements; information fact sheets on the internet which can also be used as handouts; media events; and signage in the East Point area during construction will serve to create a high level of awareness of the project to stakeholders.

Action plan

As the PER is developed, the Power and Water Corporation (PWC) media team will manage the distribution of information via mail outs and media events; newspaper advertisements; internet updates; and emailing updates to stakeholders.

The PER project team will manage the consultation program for the PER. The program will keep agencies and members of the community informed of the latest project developments, providing opportunities for input where possible, will be continually updated as required during the PER development, provide a range of entry points for stakeholders to obtain information and provide feedback and will consist of three phases:

Phase one: Consultation during preparation of the PER

This phase of the project consists primarily of information distribution and meetings with key stakeholders to provide input into the PER.

Phase two: Consultation following the submission of the Draft PER

This phase of the project includes website feedback, community information sessions and submissions to the PER. Feedback from Phase 2 will be collated in the Supplementary Report for the project.

Phase three: Communication during the construction phase

This phase will include signage at the work sites and updates in the media of progress of the project. The contractor will be responsible under the contract to notify the public and other persons that could be impacted from the work prior to that work commencing. There will also be a complaints reporting system included in the Construction Environmental Management Plan.

A fourth phase, related to the operation of the outfall, will be implemented by the Water Services section of PWC.

Phase 4: Communication throughout the operational phase

Ongoing consultation with the stakeholders will be addressed according to the WDL 150-01, where the Licensee must develop a communication plan about Licensed Action(s) which includes a strategy for communicating with members of the public who are likely to have a real interest in or be affected by the discharge.

The plan must be submitted to the Executive Director by emailing environmentops.nretas.nt.gov.au by 1 July 2012. The communication plan is to be developed by a suitably qualified person with demonstrated experience in communications consistent with the National Environment Protection (Assessment of Site Contamination Measure) 1999 Schedule B (8) Guideline on Community Consultation and Risk Communication.

It further requires:

- The Licensee must keep a legible record of each complaint made to the Licensee or any employee or agent of the Licensee in relation to the Licensed Action(s). The record of a complaint must include details of the following:

- the date and time of the complaint
- the contact details of the complainant if known
- the nature of the complaint and events giving rise to the complaint
- prevailing weather conditions at the time of the incident
- the action taken in relation to the complaint
- any conclusions the Licensee made regarding the cause of the complaint, and
- any preventative measure put in place to prevent reoccurrence.
- During the term of this licence the Licensee will improve its complaint management system to enable the following details to be recorded:
 - where contact details of the complainant are incomplete, a note or flag to that effect
 - methods, other than telephone calls, by which complaints are received, and
 - details of follow-up contact with the complainant.
- If no action was taken by the Licensee in relation to the complaint, the reasons why no action was taken.

The activities associated with the four phases are shown in Table 2 below.

Table 2 Planned Consultation and Targeted Stakeholders

Phase	Consultation Activity	Stakeholder
Phase 1	One on one stakeholder meetings to gain an understanding of stakeholder concerns and suggestions to populate the approach to the Draft PER.	Key Stakeholders
Phase 1 and 2	Project website to provide quality, accessible project information and feedback opportunities	Community and all stakeholders
Phase 1 and 2	Preparation and release of communication materials include fact sheets and media releases.	Community and stakeholders
Phase 2	Community information and feedback session an informal 'drop in' session for interested parties, including the broad community, to find out information on the project and ask questions of the project team	Community in general
Phase 3	Requirements will be included in the contract and the Construction Environmental Management Plan (CEMP).	General community; local residents/users
Phase 4	Ongoing consultation with the stakeholders will be addressed according to the WDL 150-01	Community and stakeholders

Targeted communication during construction (Phase 3)

A targeted communication program will be implemented during Phase 3 to inform the community and residents of construction activities, including information on:

- construction program of the effluent rising main
- closure of a section of the East Point bicycle path.

Stakeholders and the methods of consultation required during the construction phase will be incorporated into the construction contract documents and the CEMP.

Media

The media is the key tool for delivering information to all stakeholders on the progress of all aspects of the project. As the Larrakeyah outfall has previously attracted negative attention, and the large amount of funding that has been allocated for the completion of the project, the majority of media events will include the Essential Services Minister.

When suitable opportunities arise during the PER process and construction phase of the project, it is proposed the following will occur:

- organise media event (with the Essential Services Minister)
- place media releases online (on the PWC website)
- distribute articles to relevant industry publications
- update fact sheets and internet site
- email updated information to stakeholder list.

Internet and Email:

The relevant PWC Internet pages dedicated to this project will be continuously updated during the development of the PER and once construction commences. There will also be a dedicated email address established to allow stakeholders direct contact to the project managers in order to ask questions or seek additional information.

Newspaper Advertisements:

Newspaper advertisements will also be used on a regular basis to highlight the progress of all aspects of the project, and to promote the internet and email addresses.

Signage:

Relevant signage will be erected in the East Point area once the project moves into the construction phase providing information about the project, as well as contact details for project managers and contractors.

Publishing the PER

Ten bound copies of the Draft PER will be lodged with the Environment and Heritage Division (EHD) of NRETAS for distribution to NT Government advisory bodies. The PER will also be provided on a flash drive in Adobe PDF format for placement on the NRETAS internet site (Executive Summary, Chapters and Appendices separate). Where possible file sizes will be kept below 2MB to minimise download times. Additionally, a Microsoft word copy of the PER and Supplement will be provided to NRETAS to facilitate production of the Assessment Report and Recommendations.

The Draft PER will also be advertised for review and comment in the Weekend Australian, Saturday NT News and Darwin Sun. The PER will be made available for public review for a minimum period of 28 days, unless submitted between 12 November 2011 and 12 December 2011. During the public exhibition times, the PER will be exhibited at the following locations:

- EH division of NRETAS – 2nd Floor, Darwin Plaza, 41 Smith St Mall, Darwin
- Dept Lands and Planning – ground Floor, 38 Cavenagh St, Darwin
- Northern Territory Library, Parliament House, Darwin
- Casuarina Public Library
- Palmerston City Library
- Darwin City Council Library
- Charles Darwin University Library
- The Environment Centre, Unit 3, 98 Woods St, Darwin
- Member for Fannie Bay's office, Parap Shopping Village, Parap
- Department of Environment, Water, Heritage and the Arts Library, John Gorton Building, Parkes, Canberra
- Power and Water's Darwin Office (Mitchell Centre).

Electronic copies will also be made available through the PWC web site and on locked flash drives in Adobe PDF format.

Safety considerations

Appropriate OH&S procedures and risk assessments will be conducted throughout the project, in line with Power and Water's standards. Public access to some small areas of East Point will be restricted to the public during the actual construction phases to ensure public safety.

Timing

- Construction timing will depend on the requirements of the Public Environment Report.
- Newspaper advertisements will begin in June, and remain bi-monthly until the end of 2011. Advertisement may be extended if required.
- Media events will occur when opportunities arise.
- The information on the internet will be updated on a regular basis, to include project progress.