

Drouin WWTP Capacity Upgrade - Communications and Engagement Plan

Revision Number: 0.8

Date: 17 September 2018

Contents

Purpose.....	3
Project Background	4
Project Timings.....	4
Location and Amenity	6
Approvals Communications	8
EPA.....	8
Baw Baw Shire Council	9
Key Messages.....	11
Project overview.....	11
Benefits.....	11
Construction/Commissioning impacts.....	12
Stakeholder and Issues Analysis	13
Residents, businesses and community groups.....	13
Approval authorities and government agencies.....	13
Government/elected representatives.....	13
Media	14
Communications and Engagement Tools	18
Communications Implementation Plan	28
Resources, Roles and Responsibilities.....	34
Plan review.....	35

Purpose

This Communications and Engagement Plan outlines the communications and engagement approach and activities that will be implemented across the lifecycle of the Drouin Waste Water Treatment Plant (WWTP) Capacity Upgrade Project (hereon referred to as the Project).

This Engagement Plan includes:

- A high level summary of the proposal
- Goals and objectives of the engagement process
- Key messages
- Issues and impacts to stakeholders
- Identification of stakeholders that may be affected by the proposal, and those who are likely to have a broader interest
- An action plan, including responsibilities for Project Team members, roles and responsibilities, key milestones, impacts and how they will be communicated.

This is a working document and will be reviewed and amended to ensure the approach remains responsive to project stakeholder and community needs.

Plan review

This Plan was developed as part of an internal workshop held in early 2017, based on a draft developed by KBR. It has been updated in line with project development and further reviews should be undertaken at key stages of the project.

Project Background

Drouin and surrounding towns are experiencing rapid growth requiring municipal services to be augmented in order to service increasing demand for the expanding population.

Gippsland Water has been developing servicing strategies for the Gippsland area in order to provide optimal value to customers. It was determined that the best value for customers across west Gippsland, including the residents of Drouin, was augmentation of the existing Drouin WWTP.

Following an options assessment commissioned by Gippsland Water in 2013, it was determined that the most cost effective means of increasing capacity of the Drouin WWTP was to construct a membrane bioreactor (MBR) treatment plant at the site. The new MBR system will be designed to be operated in parallel with the existing lagoon system. The future MBR treated effluent is proposed to be discharged either to the nearby Shillinglaw Creek or to supply future agricultural and commercial reuse opportunities.

Project Timings

Table 1 Project Timings and key negotiable / non-negotiables for stakeholder influence

Milestone	Target Date	Non-negotiable elements	Negotiable elements	Key stakeholders / issues
Functional Design	October 2016 - March 2017 (Completed)	Location; Type; Stages; Size; Position of plant/equipment; Mitigation measures e.g.noise, to ensure SEPP compliance	Colour; Aesthetics (limited); Landscaping; Screening, including vegetation. Other mitigation measures over and above SEPP compliance.	MW wetlands (as CMA issue), water quality, particularly nitrates and phosphorus discharges to Westernport

EPA Works Approval / other government approvals	Late 2018	Consultation in accordance with 'ESC' guidelines (i.e.early and upfront); SEPP compliance; protection of beneficial uses including Bellbird ovals; limited haulage options (from east vs from west); protection of existing buffer in the Municipal Strategic Statement (MSS)	Reuse/recharge receptors; haulage / operational routes; form of control for buffers (detail in proposed Schedule to Baw Baw Planning Scheme)	EPA - discharges, show how consultation has been taken into account Treasury / DELWP - as above, plus approvals process Baw Baw Shire Council - roads, buffers, Settlement Road and last residence closest to site (impacted by haulage in particular during construction); perceived/impacts on amenity and land values in buffer controls; councillor support for buffers
Detailed Design Start	Feb 2018	Process, location, overall layout, heights of major process vessels.	Landscaping	Managed through project team.
Detailed Design End	Early 2019	Process, design, location, layout, major and minor vessel heights. Building sizes heights and location.	Landscaping	Managed through project team.
Construction start - early works, site preparation	Early 2019	Process design, location, layout, major and minor vessel heights, building sizes heights and location.	Landscaping	Nearby residents, Baw Baw Shire Council and local authorities – make sure they're aware that work is starting.
Full construction	Mid 2019 to mid 2021	Process design, location, layout, major and minor vessel heights, building sizes heights and location. Construction zones and work hours.	Landscaping. The timing of some activities.	Nearby residents, Baw Baw Shire Council and local authorities – make sure they're aware that work is starting.
Commissioning	Mid 2021 – mid 2022			Nearby residents, Baw Baw Shire Council and local authorities – let them know that we've finished construction and when the plant will be operational.
In Service	Mid 2022			Nearby residents, Baw Baw Shire Council and local authorities – let them know the plant is operational.

Location and Amenity

The Drouin WWTP is located within Gippsland Water owned land, on Settlement Road in Drouin. The new MBR plant will be constructed within the existing property boundary.

Some areas of land around the WWTP site have recently been rezoned and developed as General Residential Zone (GRZ) and Low Density Residential Zone (LDRZ). The private properties immediately adjacent to the site are zoned Rural Living Zone (RLZ) and Farming Zone (FZ). The WWTP is visible from nearby land, properties and sporting facilities on Settlement, Cochrane and Shillinglaw roads.

The visual amenity of the WWTP will change during the construction period with the increased presence of workforce and equipment, and nearby residents and properties will potentially be subject to a temporary increase in noise, dust and traffic.

Other than additional buildings and structures to house the new treatment plant and associated infrastructure, the project is not expected to result in any permanent amenity issues, with no significant increase in current noise and odour levels.

At the end of the project, parts of the existing treatment plant will be dismantled.

Solar cells to be installed on site which will be also visible to nearby residents.

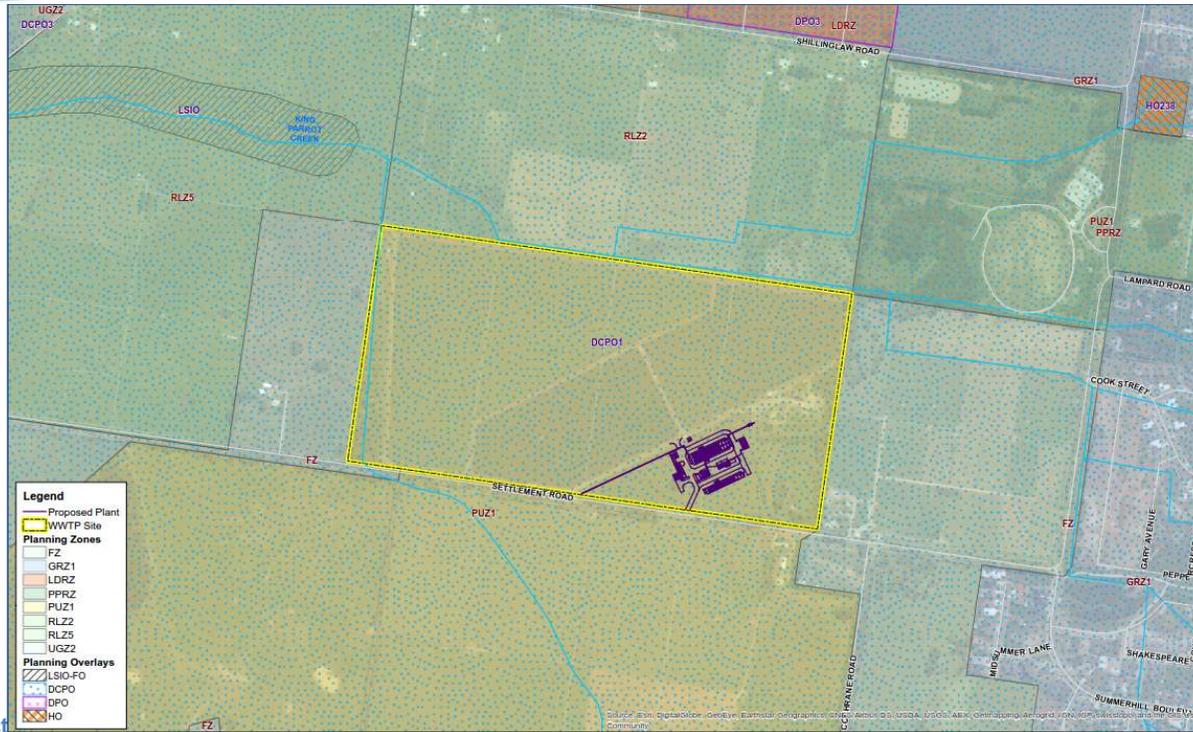


Figure 1 Location of the Project

A flora and fauna assessment identified that the area of the WWTP proposed for the upgrade and new mechanical plant has minimal vegetation values and no remnant native vegetation will be impacted by the works. There are some areas of planted native vegetation and one scattered European elm tree that will need to be removed as part of the Project.

Megascolides australis (giant Gippsland earthworm) and *Littoria raniformis* (growling grass frog) have a moderate to high potential, and a low potential respectively to occur within the western corner of the broader Gippsland Water site, however, this area will not be impacted by the proposed upgrade works.

The lagoons and bordering vegetation are likely to provide habitat for a number of waterfowl species, including *Aythya australis* (hardhead) and *Anas rhynchosotis* (Australasian shoveler) which have a conservation status of vulnerable under the Advisory List of Threatened Vertebrate Fauna. It is considered unlikely that these species will be impacted by the project.

A cultural heritage assessment will be completed with the detailed design.

Approvals Communications

Based on current legislative framework, the only approvals required for the project are likely to be from the Environment Protection Authority (EPA). Consultation with Baw Baw Shire Council will however be undertaken to confirm that no planning permit triggers are relevant for the proposed upgrade and whether consent under the Road Management Act 2004 is required. The following requirements and considerations are reflected in the Communications Implementation Plan.

EPA

As the Project constitutes both an increase and alteration to the waste discharged from the premises as well as a change in the method and equipment used at the premises for treatment of effluent, an EPA Works Approval is required. As part of this application, Gippsland Water will need to demonstrate stakeholder engagement – both undertaken and planned, and identify any stakeholder concerns. EPA puts emphasis on carrying out initial engagement prior to making an application for Works Approval. The application is scheduled to be lodged in late 2018, following functional design completion.

Baw Baw Shire Council

Roads utilised for the project are considered to be minor council managed roads. Consultation with Baw Baw Shire Council will be undertaken to confirm consent requirements under the Road Management Act 2004 for traffic impacts during the construction phase of the project.

Consultation with council will also be an opportunity to confirm their interpretation of the Baw Baw Shire Planning Scheme and that no planning permit triggers exist for the proposed works.

Key Messages

All communications materials and engagement activities must have consistent messaging. This ensures the project is positioned appropriately and consistently with different stakeholder groups. While new information and messages will be added to address emerging issues, the repetitive delivery and consistent use of key messages helps to promote understanding of the project.

Project overview

- Gippsland Water is constantly planning for the future in terms of assessing areas of growth and making sure the infrastructure that's in place is able to meet demand.
- Rapid growth in Drouin and the surrounding towns has increased the flows and loads to the Drouin WWTP, and the capacity of the plant will soon be reached.
- The current growth patterns are expected to continue for many years into the future. Consequently, the WWTP requires a major upgrade in the near future.
- A review of potential options to upgrade the Drouin WWTP has been undertaken which has included review of over 6 locations, and around 5-6 technological responses to expansion.
- The selected solution is to build a new membrane bioreactor (MBR) treatment plant in the existing WWTP property boundary which will operate in parallel with the existing lagoon based treatment system.
- Other than new buildings and vessels housing the MBR plant on the existing WWTP site, the project is not expected to result in any permanent adverse amenity issues, with no significant increase in noise and odour levels. Parts of the existing plant will be demolished but existing lagoons will remain.
- Gippsland Water will ensure that we understand how the surrounding areas are used by the local community before making decisions about how we undertake our works.

Benefits

- The upgrade will ensure a more flexible and robust wastewater treatment facility that delivers sustainable and affordable wastewater treatment to the residents of Drouin.

- The plant will allow for ongoing growth and development in Drouin.
- The MBR plant will produce a higher quality effluent which will allow for year round discharge to Shillinglaw Creek, and offers potential for other reuse opportunities if the demand for recycled water increases. The MBR effluent will have the ability to supplement the lagoon based supply to agricultural customers in the surrounding area.
- The MBR plant has been proposed due to effectiveness of treatment, and overall cost.
- Influent flows will be split between the lagoons and the new treatment plant to cost effectively and reliably achieve effluent quality requirements for both treatment processes under wet and dry weather, changing seasons, now and into the future.

Construction/Commissioning impacts

- Gippsland Water is committed to minimising the impact and inconvenience of construction work on residents and businesses near the Drouin WWTP, while balancing our responsibility to deliver these essential works.
- Construction impacts will be set out in a construction management plan developed as part of the planning approvals and confirmed once detailed design commences. This will set out typical haulage routes which are likely to include Main Road, Pryor Road and Cochrane Road, noting the need to access the site is Settlement Road (unpaved) and cognisant of the Bellbird residential development area.
- Typically construction work hours are Monday to Friday 7am-6pm and Saturday 7am-1pm. Residents and businesses in the vicinity of the work will be advised in writing if there is a requirement to work outside these hours.
- During construction the area will experience a temporary increase in activity including traffic to the site, noise and dust.
- During commissioning some minor amenity impacts may be experienced. These will be short term and Gippsland Water will work closely with the EPA to obtain the relevant approvals and undertake the commissioning process whilst minimizing the potential amenity impacts to the community.

Stakeholder and Issues Analysis

An initial desktop assessment has been completed and stakeholders have been outlined below.

Residents, businesses and community groups

- Local residents of Settlement Road, Cochrane Road, Folkstone Court, Summerhill Boulevard, Shillinglaw Road, Bunil Drive, Binbeal Road, Oxley Court
- General community of Drouin
- Baw Baw Sustainability Network (BBSN)
- Friends of Drouin's Trees
- Bellbird Park Indoor Centre, YMCA, sporting clubs off Settlement Road
- Drouin branches of Lions Club, CWA, Mens Shed
- Emergency Services including Police, Fire, Ambulance, Hospital

Approval authorities and government agencies

- Baw Baw Shire Council
- Environment Protection Agency (EPA)
- Department of Treasury and Finance (DTF)
- Department of Environment, Land, Water and Planning (DELWP)

Government/elected representatives

- Baw Baw Shire Council members
- Federal Member for McMillian
- State member for Narracan

- Minister for Water
- Treasurer

Media

- The Gazette Warragul & Drouin / Trader
- Baw Baw Citizen
- 3BBR
- 3GG
- Hit FM Community Radio
- 3TR
- ABC Gippsland
- WIN TV
- Prime TV
- Nine Regional

Table 3 - Issues analysis

Issue/ impact	Description	Risk H/M/L	Stakeholder/s Affected	Controls	Responsibility
Project need, compliance	<p>The project will enable the township of Drouin to grow at projected rates.</p> <p>Gippsland Water to be compliant with current EPA requirements - the plant is at capacity at present, and runs non-compliant up to summer</p> <p>EPA and council buy-in and support</p> <p>Technical understanding of the project need</p> <p>Competing needs/wants</p> <p>Maintaining trust in Gippsland Water</p>	H	<ul style="list-style-type: none"> <input type="checkbox"/> Local community/customers - immediate neighbours / land-owners <input type="checkbox"/> Local media – Gippsland Times, ABC, Gazette, Trader <input type="checkbox"/> Minister for Water Federal MP for McMillan <input type="checkbox"/> State MP for Narracan <input type="checkbox"/> Council officers and Councillors <input type="checkbox"/> GW board <input type="checkbox"/> GW employees 	<ul style="list-style-type: none"> <input type="checkbox"/> Agreement on communication protocols <input type="checkbox"/> EPA/Council officer interactions and briefings <input type="checkbox"/> Future planning with other organisations – Council, EPA, DELWP <input type="checkbox"/> Open forums / drop-in sessions <input type="checkbox"/> Presentation to the relevant local Planning Committee <input type="checkbox"/> Stakeholder engagement materials 	GW Planning Operations

<p>Look and feel of the WWTP Upgrade - vegetation and landscaping, scale and heights</p>	<p>Current plant has limited interface with the surrounding community though this one will be somewhat more visible for immediately adjoining properties. The stack is the only structure higher than existing buildings- 2-3 story generally across the site. It will have a smaller footprint than alternatives considered (a lagoon approach would have resulted in over twice the land requirement). There will be no loss of vegetation, and an opportunity for replanting. Will need to consider siting of the new solar plant to minimize the visual impact from reflection on adjacent neighbors to the north of the plant</p>	<p>H</p>	<ul style="list-style-type: none"> <input type="checkbox"/> Local community – immediate neighbours / landowners / occupiers <input type="checkbox"/> Wider Drouin community <input type="checkbox"/> Local businesses <input type="checkbox"/> Chamber of Commerce <input type="checkbox"/> Sporting and recreation groups <input type="checkbox"/> Other Community groups - Friends of groups, Bushcare, Landcare, <input type="checkbox"/> Other major customers <input type="checkbox"/> Regulatory stakeholders – EPA, Baw Baw Shire Council 	<ul style="list-style-type: none"> <input type="checkbox"/> Agreement on communication protocols, frequently asked questions and answers <input type="checkbox"/> Early dissemination of information on this project and alternatives reviewed - 6-8 locations were reviewed, 5-6 technologies reviewed <input type="checkbox"/> Draw on materials and reports prepared project team <input type="checkbox"/> Fact sheet <input type="checkbox"/> Open forums / drop-in sessions <input type="checkbox"/> Webpage <input type="checkbox"/> Media – radio, TV, print, social 	<p>GW Assets / Communications</p>
--	--	----------	--	--	-----------------------------------

<p>Future planning, issues and context, location of services</p>	<p>Location – proximity to town of expanded site Allowing for growth and optimizing opportunity There is opportunity for renewable / solar aspects to the power plant Nearby nature sites</p>	<p>H</p>	<ul style="list-style-type: none"> <input type="checkbox"/> ESC (KPIs specific to the Drouin project) <input type="checkbox"/> Irrigators/farmers <input type="checkbox"/> Progress group <input type="checkbox"/> Landowners/occupiers adjacent <input type="checkbox"/> Regulatory stakeholders-EPA, DELWP, Baw Baw Shire Council <input type="checkbox"/> Sporting and recreation groups <input type="checkbox"/> Developers 	<ul style="list-style-type: none"> <input type="checkbox"/> Regular meetings at officer level <input type="checkbox"/> Advertisements <input type="checkbox"/> Fact sheet <input type="checkbox"/> Open forums / drop-in sessions <input type="checkbox"/> Webpage <input type="checkbox"/> Feedback Forms <input type="checkbox"/> Distribution of technical papers (limited) <input type="checkbox"/> Media – radio, TV, print, social 	<p>General Manager Customer and Community</p>
<p>Timing and long term project though critical need</p>	<p>Capital program Asset management perspective</p>	<p>M</p>	<p>All stakeholders</p>	<p>This project, and clear communications on the need Regular customer communications Briefings – Council / members, EPA etc. Emergency Management Plans, Incident control / media</p>	
<p>Cost and resourcing</p>	<p>The project will involve significant capital costs and resourcing This will include resources required for preparing and implement new controls in the Planning Scheme including buffers to protect the site from inappropriate encroaching surrounding uses</p>	<p>L</p>	<p>Baw Baw Shire Council; DELWP; EPA; Treasury; ESC</p>	<p>Ongoing interaction and briefings Draw on materials and reports prepared by the project team to show the long-term necessity of the project Forward planning and scheduling for planning, approvals and engagement throughout</p>	

Communications and Engagement Tools

To ensure stakeholders have access to information they need in a format they prefer, a range of communication and engagement tools and activities will be implemented. These tools and tasks will help to ensure stakeholders are aware of the project and have opportunities to be involved and provide feedback. By encouraging and responding to feedback, stakeholders understand that their concerns and aspirations are understood and considered. This two-way process promotes inclusiveness and transparency. The project will utilise the following communication and engagement tools.

Table 4 Communications and Engagement Tools

Tools	Description and Purpose
GW website	A page on the GW website to provide a central point for the community and stakeholders to access project information such as scope and benefits, timing of works, information on other related issues of interest such as environmental management and opportunities for community involvement. The website address will appear on all public communication materials.
Social media channels	Utilise Gippsland Water's existing social media channels (Facebook, Twitter, YouTube) to provide 'real time' project updates and images.
Phone number	The Gippsland Water free-call general enquiries line (1800 050 500) will be available for the duration of the project to respond to enquiries and complaints. The number will appear on all public communication materials.
Email address	The contactus@gippswater.com.au email address will be used for stakeholders and community members to email enquiries and complaints. The email address will appear on all public communication materials.
Frequently Asked Questions	Tailored 'Frequently Asked Questions' will be provided to the call centre to provide initial responses. This will be a 'live' document, regularly updated and updates communicated with all outward-facing team members. Customers seeking more information could contact the Media and Communications Officer.
Meetings and briefings with key stakeholders	Meetings and briefings will be held with stakeholders, residents, businesses and community groups to provide updates on the project, details of upcoming works and impacts, and other related information including planned engagement and communications activities. Meetings and briefings will be held on an as needs basis and shall include representation from GW Technical and Communications teams, commencing May-July 2017
Fact sheets	Fact sheets to provide information on issues expected to be of interest such as design, safety and environmental controls. Hard-copies can be available at community information sessions and soft-copies available on the website. This commenced in September 2017.

Community information sessions / drop-in sessions	Information sessions and displays will be held to share information about the project with the community and stakeholders. Information sessions provide community members and stakeholders the opportunity to provide feedback and input into any negotiable aspects of the project, meet project team members, ask questions, discuss points of interest or concern and share the project journey. These activities should commence September 2017.
Visual aids	<p>Maps, graphics and visual aids will be developed to help explain the project's objectives, benefits, timings and potential impacts. These aids can be used on the project website, in printed communications and on social media.</p> <p>A time lapse camera will be installed to show the progress of construction. If possible, the images from this will be placed on the Gippsland Water website.</p>
Tours / site visits	Site tours can be used to promote the project, showcase design and construction, and engage and educate stakeholders and the local community. Site visits will take place at various times throughout the project lifecycle.
Advertising / Public notices / Media releases	Advertisements and public notices in local newspapers (particularly The Gazette / Trader) and using local radio (3BBR, 3GG, hit FM, 3TR, ABC Gippsland) will be used, when advising of the start and end of works, at critical hold points or when there are community activities such as information sessions. Media activities including media releases will commence following Ministerial launch. If the Minister declines the opportunity, they will commence in late September/October 2018.
Feedback Forms	These are to be developed and used at all public/community events and door knocks to capture feedback or enquiries.
VMS signage	Used to inform stakeholders of works such as increased traffic and other construction messages. Details of haulage routes once confirmed will be communicated in this way, and as deemed appropriate as the project progresses.

Table 5 Stakeholders, risk assessment and approach to engagement

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
	Timing <i>Early (pre-Planning)</i> <i>Medium (Mid – late planning)</i> <i>Late (Notice only)</i>	Why	Inform, Consult, Involve, Collaborate			
GW Board	Early	Business Case approval	Inform, Consult, Involve, Collaborate	Briefing of Board member in March/April 2017 on Plan Completed April 2017		Board members participate in community workshops / forums as appropriate Regular briefings and reporting

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
	Baw Baw Shire Council - Councillors	Early				
Baw Baw Shire Council - Planning Officers etc.	Early	Need to agree approach and in-principal support to assist with planning approvals process	Inform, Consult, Involve, Collaborate	Presentation to local council meeting Invitations to community meetings / presentations Permit and planning requirements, applications/approvals of relevant permits	Briefings, regular meetings including GM level, Senior Management level	Briefings, regular meetings including GM level, Senior Management level Council officers participate in community workshops / forums as appropriate

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
	EPA	Early				
DELWP	April 17 June 17 Ongoing	Business Case Approval	Inform, Consult, Involve	Initial project briefing (complete) Business Case approval (complete)	Briefings / meetings	Briefings/meetings

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
Treasury / ESC (through Pricing Submission)	April 17 June 17 2018	Business Case approval	Inform, Consult, Involve	Initial project briefing (complete) Business Case approval (complete) Pricing Submission approval (complete)	Briefings / meetings - Business Case approvals	Briefings/meetings
Media - 3BBR, 3GG, The Gazette / Trader	Early	To ensure correct information is reaching the public	Inform, Consult, Involve	Press releases, articles, social media	Briefings / meetings	Engagement with local events Invitation to community events
MPs and Minister	Early	In-principle endorsement of approach	Inform, Consult, Involve	Provide background information on project, flyers etc. Distribution of technical papers and draft PSA	Briefings	Briefings

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
	Community groups	Early				
General community	Early	Impacts (perceived / actual) on site and the greater environs	Inform, Consult	Provide background information on project, flyers etc. Webpage	Feedback forms	Open Forums / Information sessions Tours / visits

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
Schools	Early	Impacts (perceived / actual) on site and the greater environs	Inform, Consult	Printed public information materials Webpage	Feedback forms	Open Forums / Information sessions Tours / visits Planting of trees and landscaping at site
Major customers	Medium	Impacts (perceived / actual) on site and the greater environs	Inform, Consult	Printed public information materials Webpage	Feedback forms	Open forums / Information sessions

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
Adjoining landowners, local residents <i>Settlement Rd, Cochrane Rd, Folkestone Crt, Summerhill Blv, Shillinglaw Rd</i>	Medium	Impacts (perceived / actual) on site and the greater environs	Inform, Consult	Printed public information materials Webpage Direct mail communication	Feedback Forms	Open forums / Information sessions
Directly affected landowners	Early	Impacts (perceived / actual) on site and the greater environs	Inform, Consult	Printed public information materials Webpage Direct mail communication	Feedback forms	Open forums / Information sessions

Stakeholders, level of engagement and rationale			Method(s) of engagement			
Stakeholder (internal and external)	Engagement Timing		Level of engagement	Share information	Collect and compile input	Bring people together
Developers	Medium	Impacts (perceived / actual) on site and the greater environs	Inform	Printed public information materials (~3 per year) Webpage, hotline	N/A	N/A

Communications Implementation Plan

To ensure all communications and engagement are aligned with the project objectives and milestones, the below communications implementation plan has been developed. This is a working document and will be reviewed and amended to ensure the approach remains responsive to project, stakeholder and community needs.

Table 6 - Communications planning

Objective	Actions	Method of engagement / communication	Resources Required	Responsibility	Timeframe
Engage with regulatory stakeholders to agree the need for and approach to the proposal and approvals process	<p>Agree approach between GW at internal workshop</p> <p>Circulate background briefing papers</p> <p>Agree approach and partnership with EPA / Council / Councillors / DTF General Managers</p>	<p>Internal workshop – GW</p> <p>Draft Engagement Plan (this document)</p> <p>Councillor briefings – GM, Built Environment</p> <p>Planning approvals presentation</p>		<p>DELWP/DTF – General Manager Corporate Services; Project Director</p> <p>EPA – Manager Wastewater and Environment</p> <p>Council – General Manager Assets and Agri-business</p>	March / April 2017
Ongoing over length of Project		<p>Newspaper articles/press releases</p> <p>Field officers at specific events</p> <p>Printed public information materials</p> <p>Feedback Forms</p> <p>Webpage, social media, hotline</p>	Media and Comms lead	Communications and Engagement	

Objective	Actions	Method of engagement / communication	Resources Required	Responsibility	Timeframe
Define project	Announce GW is embarking on project Provide information on the need for the project	Press release, media release, news article Pre-briefings with key stakeholders (building agreement with Council/EPA) Webpage, social media	Media and Comms Lead Engagement Lead	Communications and Engagement	
Functional / Detailed Design	TBC				
Tender / Construction / Commissioning	TBC				

Table 7 Communications Implementation Plan

Timing	Action	Purpose	Status
August 2017	Meeting with Baw Baw Shire Council	Provide background to the project, overall objectives, approvals requirements	
	Develop project webpage for launch	Inform community and stakeholders about the project's objectives, benefits, timings and potential impacts	Complete
	Finalise FAQs for use in responding to enquiries	Provide the community and stakeholders with a direct line to the project team	Complete
	Prepare and send briefing note to local MPs and Councillors. Offer to meet in September 2017	Consult with MPs and Councillors about the project, its impacts and the planned engagement and communication activities, discuss potential issues for the community/electorate	
September 2017	Organise information session for September 2017. This is to include confirming venue, visual aids, internal representatives, catering	Share information about the project's objectives, benefits, timings and potential impacts. Consult on negotiable aspects of the project, if any.	Complete
	Direct mail for residents along closest impacted areas e.g. Settlement Road	Inform directly impacted residents about the project before wider-community	Complete
	Prepare project fact sheets about project overview, managing project impacts such as wildlife, dust, noise, vibration, traffic, odour	Inform community and stakeholders about the project and management plans	Complete
	Prepare, print and distribute fact sheet. Update website based on the fact sheet.	Inform community and stakeholders about the project and upcoming information session. Include website address, project contacts and email address	Complete
	Host information session. Capture feedback.	Share information about the project's objectives, benefits, timings, potential impacts, community involvement	Complete

	Collate feedback from information session, meeting with Council and direct mail. Respond to enquiries.	Gain intel on public perception and inform planning and approvals process on directly impacted residents / stakeholder views of the project.	Complete
	Offer and attend meetings with community groups. Capture and collate feedback. Update website based on the feedback	Share information about work schedule/proposed dates and potential impacts. Gain intel on public perception and feed information through to project team	Complete.
November 2017	Prepare stakeholder engagement documentation input for EPA Works Approval application	A legislative requirement for the project	Complete
Late 2018	Launch project with broader community.	The Minister will be given the opportunity to launch the project. A follow-up media release will be issued if the Minister accepts the offer. If the Minister declines the opportunity, a media release will be issued launching the project.	Minister has advised to go ahead with comms activities. They would like to see comms before they are issued.
	Update website and social media following project launch.	Share information about work schedule/proposed dates and potential impacts. Gain intel on public perception and feed information through to project team	
Early 2019	Prepare and send briefing note to local MPs and Councillors. Offer to meet and/or site visit	Provide project update, reconfirm timeframes/milestones, the projects impacts and the planned engagement and communication activities, potential issues for the community/electorate	
	Prepare and place advertising in local newspapers for information	Inform community about upcoming information session. Include website address and contact details.	
	Host information session. Capture feedback.	Share information about work schedule/proposed dates and potential impacts. Feed feedback/complaints through to Project team.	
	Collate feedback from information session, meeting with Council and direct mail. Respond to enquiries.	Gain intel on public perception and inform planning and approvals process on directly impacted residents / stakeholder views of the project.	

	Commission photographer to take photos of site before, during and after construction	To be used on website, in communications and on social media.	
Early 2019	Direct mail residents along site boundaries e.g. Settlement Road	Remind residents about the Project, upcoming information session, commencement of construction	
2019 - 2022 Throughout construction	Prepare, print and distribute fact sheets. Update website and social media based on fact sheets.	Inform residents/businesses close to construction zones about project, potential impacts, what to expect, project team contact details. Provide regular updates on project progress.	
	Host additional information sessions (if required)	Additional information sessions will be organized if there is community interest following the launch of the project by the Minister and/or media.	
	Organise community group or key stakeholder tours to the Drouin WWTP or a similar sites with MBR treatment plant	To better explain the complexity of the project. Consult on negotiable aspects of the project.	

Resources, Roles and Responsibilities

Table 8 Communications and Engagement Responsibilities

Role	Organisation	Responsibilities
Media and Communications Officer	Gippsland Water	<ul style="list-style-type: none"> <input type="checkbox"/> Implementing communications and engagement activities including door knocks, letterbox drops, managing enquiries, mitigating impacts on the community, attending information sessions and stakeholder meetings, as required. <input type="checkbox"/> Managing and approving any communication and engagement activities contracted to consultant/s including but not limited to plans, community newsletters, fact sheets, construction notifications and other communications or visual aids used externally. <input type="checkbox"/> Identifying and engaging with stakeholders throughout all phases of the project. <input type="checkbox"/> Identifying potential issues and developing, implementing and monitoring activities to mitigate risks. <input type="checkbox"/> Ensuring this CEP and all activities are aligned with the Gippsland Water's internal guidelines, standards and strategies.
Communication and Engagement Lead	Burdett Associates	<ul style="list-style-type: none"> <input type="checkbox"/> Responsible for ensuring completion of activities outlined in the Brief for Consultant Services are carried out, specifically: <ul style="list-style-type: none"> - Preparing a community engagement plan - stakeholder engagement documentation input for planning applications. <p>Note: Gippsland Water has advised that they will carry out community engagement activities with the Consultant providing documentation and technical support as required.</p>