



7 December 2010

## Consultation strategy

### Introduction

This consultation strategy has been prepared to guide the consultation as part of a Concept Plan for the Majors Bay Development at Mortlake. The project team is currently preparing an Environmental Assessment Report to support a Concept Plan application for redevelopment of old industrial lands. The proposal will be determined under Part3A of the Environmental Planning and Assessment Act.

This consultation strategy has been prepared by Straight Talk, who is working with the project team, for inclusion in the Environmental Assessment Report. This strategy documents a process of consultation to fulfil the Director General's Requirements (DGRs) for the planning process.

### Consultation purpose and objectives

The purpose of consultation is to inform all stakeholders about the proposal and to identify, understand and address possible key issues of interest which may relate to visual amenity, traffic and transport, remediation of land or foreshore access. The consultation process will help the project team to understand and where possible incorporate stakeholder views into the proposal with the aim of it being broadly acceptable to and supported by relevant stakeholders.

Accordingly the objectives of the consultation are to:

- Fulfil the DGRs for the provision of consultation during the environmental assessment process
- Engage with a range of stakeholders to identify and understand issues, values and concerns related to the proposal
- Create and maintain stakeholder awareness of the proposal and proposed mitigation measures to manage impacts
- Incorporate stakeholder feedback into the planning and development process to improve the proposal through possible design, construction and operational measures that could mitigate environmental, economic and social impacts.

### Consultation approach

The consultation approach will be a two-way process that seeks to provide information to stakeholders who may be interested in, or impacted by, the proposal and invite their feedback to inform the planning and development process. The process will provide clear, unambiguous information about the proposal and the views, issues and concerns of affected residents and stakeholders will be identified and recorded. The project team will then be in a position to consider and respond to issues of stakeholder interest through the balance of the environmental assessment process. The consultation approach will ensure that:

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- Local residents, businesses and stakeholder groups, who may either be impacted by or have an interest in the proposal have the opportunity to 'have a say'
- Consultation activities are held locally at a time and venue most convenient to local stakeholders
- Information about the proposal is clear, accurate and presented in a balanced way that neither promotes or detracts from the project's benefits or impacts
- Reporting of issues identified through the consultation process is accurate and reflects the issues raised by participants.

Consultation activities were designed to occur in stages to support the planning process.

Initial consultation was undertaken prior to lodging the Concept Plan with the Department of Planning and will be followed up after lodgement during the public exhibition.

The approach to consultation centred on holding 'display and discuss sessions' (DaDS) in the local area.

DaDS take place over several hours, outside of working hours, which allows interested stakeholders to attend at a time that suits them. A series of display boards are produced for the sessions which provide details on the proposal and outline the findings of technical studies undertaken through the environmental assessment process.

The sessions are lead by a lead facilitator and project team members are available to have one-on-one discussions and to talk about issues and answer questions in an informal environment.

This consultation approach was adopted over a more formal traditional public meeting format because DaDS create a non-threatening environment where all stakeholders have the chance to be heard, not just those comfortable speaking in front of a crowd. Furthermore, the informal format allows stakeholders to obtain information about specific issues of interest to them and to stay only as long as it takes them to read the information and have their questions answered.

#### Pre-lodgement consultation

Pre-lodgement consultation took place through a DaDS which informed the community of the proposal and the intention to lodge to the Department of Planning.

Notification of the DaDS was provided through an advertisement in the local newspaper.

Members of the project team were available to talk through the details of the Concept Plan and to answer any questions that the community had.

The DaDS was held in a local venue located on site of the Concept Plan area.

#### Post-lodgement consultation

Post-lodgement consultation will include another DaDS to be held during the public exhibition period to seek feedback from the community on the proposal.

The DaDS will be held at a local venue. An advertisement will be placed in the local newspaper and a flyer will be delivered to near-by properties in a defined project catchment to notify the community of the session.

Members of the project team will attend the session to talk through the details of the Concept Plan and to answer any questions that the community may have. Feedback provided to the project team will be recorded.

Additionally, feedback forms will be provided to attendees to fill out and complete.

A consultation report summarising the feedback received will be produced.

Issues raised will be considered by the project team and where appropriate adjustments may be made to the proposal, and outlined in a Preferred Project Report.