APPENDIX D

Community consultation strategy

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William Clarke College

COMMUNITY COMMUNICATION STRATEGY

BRYSON BUILDING CONSTRUCTION WORKS

William Clarke College
September 2024



Indicative Artist's impression of proposed oncept design (source: EIS Summary)

Community Communication Strategy

Bryson Building construction works (SSD-35715221)

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WSP acknowledges that every project we work on takes place on First Peoples lands.
We recognise Aboriginal and Torres Strait Islander Peoples as the first scientists and engineers and pay our respects to Elders past and present.

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1 Introduction

1.1 About the project

William Clarke College has developed a Masterplan outlining how the college intends to upgrade the campus to improve or replace buildings and reconfigure the site to meet current educational needs. These changes are intended to allow the college to continue to deliver high quality educational outcomes for years to come, increase student enrolment, and improve the environmental sustainability of the campus.

This project meets the definition of a State Significant Development (SSD) and has received development consent on 20th October 2023 (SSD-35715221)

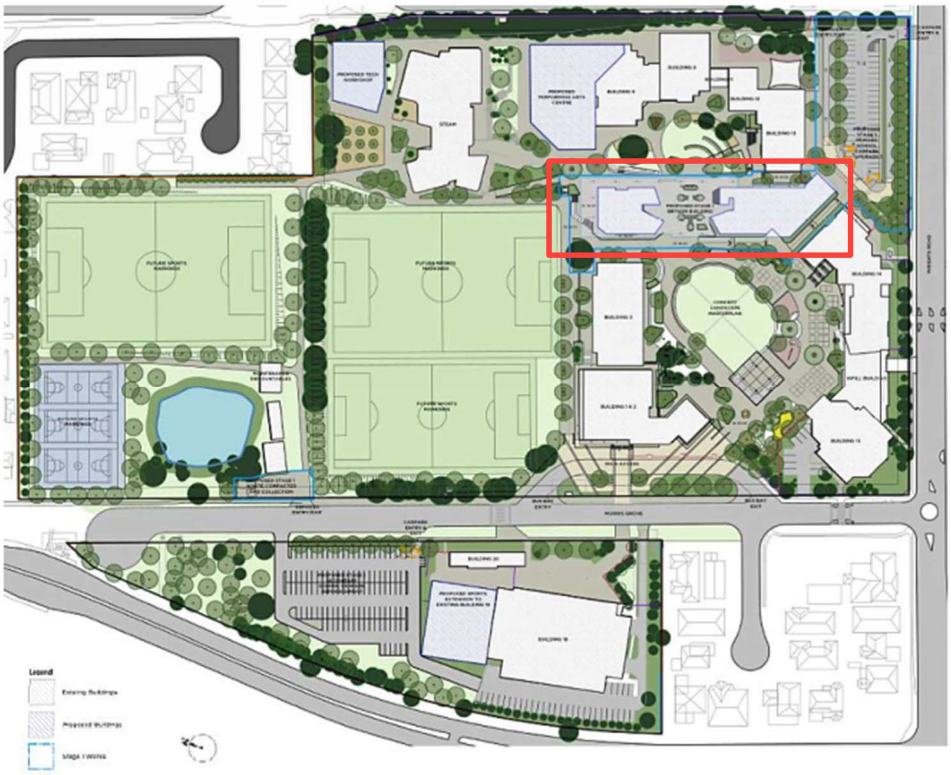
This project and plan refers to Stage 1 works. These are associated with the overall school Masterplan as was outlined in the EIS. Stage 1 works consists of construction of a new building – the Bryson Building

This Strategy has been prepared as a requirement of the development consent for SSD-35715221 to support the delivery of the 'Bryson Building'.

1.2 Site location

William Clarke College is located at 1 Morris Grove, Kellyville NSW 2155 which falls within the Hills Shire Council LGA.

The Bryson Building will be constructed within the school campus as shown in the layout below and as described in the EIS summary.



Source: EIS Summary – Masterplan Stage 1 – Bryson Building outlined in red

1.3 Objective of this strategy

Construction communications will build on communications and engagement undertaken during the planning phase. Rohrig and the school have a continued commitment to maintain clear and proactive communications with neighbours and stakeholders, maintaining reputation, meeting planning and council expectations and supporting the timely delivery of the project. Building on the engagement activities outlined in Appendix J of the EIS, this Communication strategy will guide continued proactive open, honest and clear lines of communication.

The strategy has been developed to meet the requirements of the Development Consent conditions for SSD-35715221 and will support the delivery of requirements in the Construction Environmental Management Plan (CEMP) and any consultation required to mitigate impacts as planning and on-site work.

This Community Communications Strategy has been developed to achieve the following community engagement objectives:

- guide community communications for the project in the lead up to, during and for a minimum of 12 months following completion of construction
- meet the requirements of the Development Consent
- provide timely information to impacted stakeholders, the college community, and the broader community
- communicate the benefits of the project
- build on the college community stakeholder relationships and maintain goodwill with the surrounding community
- manage community expectations and build trust by delivering on commitments
- address and correct misinformation in the public domain
- reduce the risk of project delays
- align with the communications activities and objectives of the delivery of the Masterplan
- recognise that construction of the Bryson Building forms part of a wider and ongoing conversation with stakeholders about the Masterplan and proposed campus upgrades.
- allow the college to carry out the bulk of the engagement activities without the need for third-party support.

As per condition C8 of the Development Consent (SSD-35715221) this Community Communication Strategy is to be issued two weeks before the commencement of any construction to the Planning Secretary for information.

1.3.1 Plan compliance

As per the requirements set out in the Development Consent SSD-35715221 the below requirements are addressed within this plan.

Condition	Requirement	Plan Section
C9 (a)	Identify people to be consulted during the design and construction phases;	2 Stakeholder analysis
C9 (b)	Set out procedures and mechanisms for the regular distribution of accessible information about or relevant to the development	1.4 Community liaison

C9 (c)	Provide for the formation of community-based forums, if required, that focus on key environmental management issues for the development;	3 Engagement tools and timeframes
C9 (d)	Set out procedures and mechanisms: (i) through which the community can discuss or provide feedback to the Applicant (ii) through which the Applicant will respond to enquiries or feedback from the community (iii) to resolve any issues and mediate any disputes that may arise in relation to construction and operation of the development, including disputes regarding rectification or compensation.	1.4Community liaison and 3.1 Tools and timeframes
C9 (e)	Include any specific requirements around traffic, noise and vibration, visual impacts, amenity, flora and fauna, soil and water, contamination, heritage.	This plan and project CEMP and sub plans

1.4 Community liaison

Building on the engagement activities carried out to date, William Clarke College will ensure a point of contact is established with responsibility for community liaison in collaboration with the construction project manager and project contractors. The purpose of this is to proactively keep the local community and the college community informed about:

- what to expect during construction
- timing
- changes to works schedule
- potentially impactful works including disruptions due to noise, vibration, loss of parking, or truck movements
- how to make contact with questions about the development and to raise concerns or provide feedback.

1.4.1 Responsibilities

1.4.1.1 William Clarke College

- Provide point of contact for queries about the development and future operations and provide alternative point of contact for construction related queries (Construction Contractor to be first point of contact)
- Communications channels for William Clarke College include:
  - Email dej@wcc.nsw.edu.au
  - Phone +61 2 8882 2100
- Proactively communicate project milestones
- Respond to community and stakeholder questions and feedback during construction and operations.
- Maintain a Complaints Register which will be uploaded to the website and updated monthly during construction.
- Ensure relevant project documentation is uploaded to the College website as required by the Planning Secretary.

1.4.1.2 Construction contractor

- Provide point of contact for construction related queries.
- William Clarke College will be informed of any community contact and complaints will be passed on for response as required. Feedback received will be shared. A register contact will be maintained.
- Responsible for construction signage and wayfinding and construction notifications if required related to road closures, remediation, out-of-hours works etc.

1.4.1.3 Post construction / operations

- Following construction and during operations, any queries will be responded to by a representative of William Clarke College.
- The college has a formal internal and external community queries contact and resolution process in place to facilitate effective response processes which is ongoing.

1.4.2 Boarder community engagement

William Clarke College may carry out community engagement activities about Stage 1 works more broadly, such as the activities outlined in Appendix J of the EIS. This strategy has been prepared to exist concurrently and in collaboration with any broader engagement activities.

1.4.3 How to find out more or share feedback

William Clarke College will ensure a point of contact is established with responsibility for community liaison in collaboration with the project manager and project contractors.

Communications and engagement will be targeted according to level of interest:

- immediate neighbours
- stakeholders who have previously demonstrated a level of interest in the Masterplan and capital works
- wider community
- college community some of whom are also neighbours.
- Hills Shire Council

1.4.3.1 All community and stakeholders

Community updates

- As the project progresses to the pre-construction phase the first community update will be shared. This update will provide the immediate neighbours, wider community and stakeholders with an overview works, an indicative timeline, contact information, and likely impacts.
- Community updates will be provided throughout construction at key milestones.

Website updates

- The project website will be used as a key point for information about the project and construction and will be proactively kept up to date as work progresses. All communications will provide links to the website.

- At least 48 hours before the start of construction and until completion of all works under the Development Consent (condition A26), or such other time as agreed by the Planning Secretary, the following information and documents (as they are obtained or approved) must be made publicly available on the website:
    - the documents referred to in Schedule 3 condition A2 of the Development Consent
    - all current statutory approvals for the development
    - all approved strategies, plans and programs required under the conditions of the Development Consent
    - regular reporting on the environmental performance of the development in accordance with the reporting arrangements in any plans or programs approved under the conditions of the Development Consent
    - a comprehensive summary of the monitoring results of the development, reported in accordance with the specifications in any conditions of the Development Consent, or any approved plans and programs
    - a summary of the current stage and progress of the development
    - contact details to enquire about the development or to make a complaint
    - a complaints register - updated monthly
    - audit reports prepared as part of any independent audit of the development and the College's response to the recommendations in any audit report
    - any other matter required by the Planning Secretary.

This information is to be kept up to date, to the satisfaction of the Planning Secretary, and publicly available for 12 months after the commencement of operations.

Construction notifications

- Works notifications will be issued as required ahead of potentially impactful works e.g. traffic changes, out-of-hours work etc., these will include contact details for queries and complaints.
- Doorknock / call to support notification as required.

Signage

- Works signage will be prepared and displayed as required to ensure safety and communicate contact details.

Contact us

The point of contact details for questions and feedback will be communicated to the local community and key stakeholders ahead of the commencement of works via community newsletter letterbox drop, direct contact where community members had asked to be kept up to date.

1.4.4 Complaints and Enquiries Register

William Clarke College will maintain a register of complaints and enquiries received and will take all reasonable steps to investigate and close out complaints and enquiries in a timely manner.

A complaints register with date and type of complaint, and whether the complaint is open or closed, will be uploaded to the college website (development consent condition A26).

1.4.5 Dispute Resolution

Should any complaints and enquiries received by the construction contractor require escalation, they will be referred to the nominated contact at William Clarke College in the first instance who will escalate via the Principal and College Board if required.

1.4.6 Media

All media queries are to be referred to dej@wcc.nsw.edu.au

2 Stakeholder analysis

2.1 Key stakeholders and approach

Stakeholders can be categorised in two distinct groups - external and internal.

The below table lists the various groups that fall within these two overarching categories and outlines their likely interest, interest level and suggested engagement techniques to best communicate with them during the project lifetime.

2.1.1 External Stakeholders

Stakeholder	Likely interest	Interest level	Engagement techniques
External			
Immediate neighbours	» Construction impacts – dust, noise and vibration, traffic and parking. » Design and operations - building bulk and scale, hours of operation. » Privacy » Traffic impacts and truck movements	High	» Early engagement » Community updates, project website » Letterbox drop – works notification, community updates » Community liaison contact details » Signage » Doorknock – if required
Nearby residents and any stakeholders engaged during planning phases Community members listed on college contact register for relevant updates	» Traffic impacts on local roads » Construction impacts such as noise, dust and vibration » Operations » Availability of a point of contact to direct issues / questions	High / medium	» Community updates, project website » Letterbox drop – works notification, community updates » Community liaison contact details » Signage » Doorknock – if required
Wider community	» Traffic impacts » Operations » Availability of a point of contact to direct issues / questions	Medium / low	» Community updates, project website
Hills Shire Council	» Community concern » Impact on local traffic » Impact on condition of local roads » Availability of a point of contact to direct issues / questions	Medium	» Direct contact » Include in notifications distribution list » Community liaison contact details

2.1.2 *Internal stakeholders*

Stakeholder	Likely interest	Interest level	Engagement techniques
Internal			
Engagement techniques would be informed by usual college processes, but could include the following:			
William Clarke College staff	» Impact on normal college operations » Construction impacts such as noise, dust and vibration » Safety of students » Parking impacts	High	» Staff briefings ahead of start of work and ongoing at key milestones where impacts change » Internal college communications channels could include: — email via Principal / Executive — notifications posted to staff notice boards — intranet — distribution of project notifications. Newsletters — website - project page » Signage and barriers » Traffic and pedestrian controllers as required
Students	» Impact on normal college operations » Construction impacts such as noise, dust and vibration » Safety of students » Pedestrian safety	High	» Internal college communications channels could include: — 'what to expect' briefing — newsletters — announcements — emails — teaching staff — noticeboards — website - project page » Signage and barriers » Traffic and pedestrian controllers as required
William Clarke College Parents Association	» Impact on normal college operations » Construction impacts such as noise, dust and vibration » Safety of students	High	» Could include: — briefings ahead of start of work and ongoing at key milestones where impacts change — website updates — signage and barriers — traffic and pedestrian controllers as required

			— email via Principal / Executive — construction notification — college newsletter
William Clarke College parents	» Impact on normal college operations » Construction impacts such as noise, dust and vibration » Safety of students	High	» Could include: — via Parents Association — website updates — email via Principal/ Executive — construction notification — college newsletter » Signage and barriers » Traffic and pedestrian controllers as required

Construction contractors will work closely with the William Clarke College to ensure the college community is kept informed of any safety measures in place including changes to internal and external pedestrian and vehicle access and restricted areas.

The college will be responsible for its internal communications informed by ongoing updates from the contractors. Barriers, signage, notifications would be the responsibility of the contractor

3 Engagement tools and timeframes

The Strategy outlines procedures and mechanisms for distribution of information to stakeholders. Effective communication between the project team and stakeholders serves as a risk mitigation tool, and also supports both the project team and stakeholders to achieve positive outcomes in relation to the project.

3.1 Tools and timeframes

Collateral content will be informed by the Construction & Environmental Management Plan (CEMP) which provides key information about 'what to expect during construction.'

Engagement tool	Who	Why	When
Contact number and email address	» Interested external community and stakeholders	» Provide point of contact for community and stakeholders to provide feedback or raise concerns around the project	» Establish prior to start of works
School Website https://www.wcc.nsw.edu.au/2022/04/01/community-consultations-the-bryson-building/	» Interested external community and stakeholders » Parents and students » Meet Development Consent requirements	» Build awareness of project » Provide up to date project information point for all » Provide update on project milestones	» At least 48 hours prior to start of works provide information and documentation as directed by the Development Consent » Immediately prior to start of works to advise what to expect during construction and provide contact details » Updated throughout project » Add any newsletters or notifications
Direct contact Call / email / meeting	» William Clarke College Parents Association » Govt agencies » Hills Shire Council	» Provide project information including potential impacts	» Immediately prior to start of works to advise what to expect during construction and provide contact details » Communicate project milestones
Letterbox drops – doorknocks may be undertaken if required Newsletters Notifications	» Nearby residents	Proactively advise: » start of construction commencing, providing contact details for updates and queries » of any works that may produce extreme noise/ vibration / dust	» Immediately prior to start of works to advise what to expect during construction and provide contact details » Communicate project milestones

Engagement tool	Who	Why	When
		» of any hazardous materials removal » about major project milestones » project completion	
Ad-hoc meetings	» Nearby residents	» In response to concerns if required	» As required
The following may form part of internal communications			
College internal communications channels	» Staff	» Provide staff with project updates specific to day to day activity	» Immediately prior to start of works to advise what to expect during construction and provide contact details » Updated throughout project » Add any newsletters or notifications
‘What to expect’ briefing Newsletters Announcements Emails Noticeboards	» Staff » Students » Parents	Proactively advise: » start of construction commencing, providing contact details for updates and queries » changes to access and movement » any safety information » of any works that may produce noise/ vibration / dust » of any hazardous materials removal » about major project milestones » project completion	» Prior to start of works to advise what to expect during construction and provide contact details » Throughout work

4 Administration and record keeping

Record keeping and reporting throughout engagement will:

- Acknowledge contact and respond to all issues within 72 hours
- Advise any issues as identified
- Establish and apply escalation protocols – safety being a priority.
- Establish a follow up reminder mechanism to ensure agreed actions are carried out.
- Establish and maintain a stakeholder list for ongoing communications as communications progress.
- Report activities undertaken as well as outcomes.

5 Distribution area

Consistent with engagement activities already carried out, this strategy will use the same distribution area represented in Appendix J of the EIS.



Community update distribution area map (source: six maps)