

Community Consultation Framework for Southwood Resources — Huon Project

1.0 Background Research

1.1 *Initial Meetings*

Corporate Communications (Tasmania) Pty Ltd (CCTas), Forestry Tasmania (FT) and Hobart Ports Corporation (HPC) conducted initial meetings with the client to discuss issues, objectives timing, activities, project spokesperson, lines of communication, project team etc. Finalise administrative details including budget for project.

1.2 *Site Tours*

CCTas and FT conducted site tour of project area to assist with preparation of Issues Scoping document (see 1.3 below).

1.3 *Issues Report*

CCTas, in consultation with HPC and FT, is currently preparing an Issues Scoping Report which identifies the main anticipated issues. A key stakeholder list and appropriate key messages are also included in this document.

1.4 *Draft Project Procedures Checklist*

CCTas will prepare a consultation procedures checklist if more than one project personnel will be undertaking community consultation (eg at community information sessions or at mobile displays). This will ensure that all team members adopt a unified and consistent approach to consultation.

2.0 Establish Systems

2.1 Project Database

CCTas will set up a database to record community/stakeholder information and comments. The database will include details such as name, address, comment received. The database operator will also categorise each comment by both issue (ie environmental, human, commercial, etc) and by positive, negative or neutral. This will enable CCTas to both measure level of community concern about particular issues as well as gauge level of support/opposition to the project. Once comments and feedback forms start to flow into the project, the database set up will be reviewed and altered accordingly. For example, new issues may arise which will form a new category in the database. This information will assist in developing the community consultation program and the media relations activity. All information recorded in the database will be confidential and responses will be numbered and information released to the project will be in an aggregate form (ie no names and addresses).

2.2 Community Inquiry Line

The CCTas telephone number will initially be used as the community inquiry/feedback line. Depending upon the number of calls received a separate line may be established in due course.

2.3 Reply Paid Post

CCTas to establish a reply paid post feature via the existing GPO Number, to enable ease of response for stakeholders wishing to submit comment forms.

3.0 Community Consultation Materials

3.1 Brochures

FT has prepared two brochures for distribution to key stakeholders. The first brochure focuses on the project in general (ie a backgrounder) and the second brochure is for potential partners in the project. This material will be used as appropriate in the community consultation program.

3.2 Powerpoint Presentations

FT/HPC have prepared a powerpoint/flipchart presentation for briefings with local Councils and other interested stakeholders. This material can be amended and developed for specific consultation activities.

3.3 Q & As

FT, in conjunction with CCTAs, is currently preparing a list of possible Q&As which may be raised by key stakeholders and media.

3.4 Website

FT in conjunction with CCTAs will establish a project website providing details of the project, Q & As, project map and other relevant information. It will also feature a direct email link with the community consultation consultant as an additional channel for feedback.

3.5 Comment Forms

CCTAs will prepare feedback/comment forms which will include project title, date, name, address, phone number of respondent, space for comments and asks whether respondent would like to be included on the mailing list. Two variations will be prepared — one for use by CCTAs when answering telephone inquiries and one for use by stakeholders wishing to fill out their own comment forms.

3.6 Direct Mail Shells

CCTAs to prepare standard shell letters for direct mail purposes to advise stakeholders of meetings and/or invite them to briefings.

3.7 Project Maps

FT and HPC to provide CCTAs with a suitable and comprehensive project map for distribution to interested stakeholders.

3.8 *Other Materials*

As project progresses CCTAs will discuss the possibility of preparing the following consultation materials with FT and HPC, depending upon level of stakeholder interest and duration of project:

- Regular newsletter updating stakeholders of progress of project;
- Fact Sheets for distribution to media and interested stakeholders;
- Standard shell letters for correspondence/response to stakeholders (eg thanking them for their comments);
- Standard shell advertisements for placement in the press regarding upcoming community consultation briefings;
- Posters/signage/photos for use at meetings and mobile displays;
- Display panels of project facts for use at meetings and mobile displays;
- And any other materials as agreed between CCTAs/FT and HPC.

4.0 Community Consultation Activities

4.1 Local Council Briefings

The first stakeholder briefings to be undertaken will be with the local Councils involved in the project. HPC/FT and CCTas will attend briefing sessions with these Councils. The briefings will include a powerpoint presentation and Q & A session. If finalised, consultation materials will also be distributed at the meeting.

4.2 State Government Briefings

FT is arranging a Cabinet briefing when advised of a suitable date by the State Government. The briefing will include a powerpoint presentation, consultation materials (maps, brochures etc) and Q & A session. Further briefings will be arranged if necessary.

4.3 Ministerial Briefings

HPC, FT and CCTas will ensure that the Minister for the Department of Infrastructure Energy and Resources and any other relevant Ministers are always fully briefed of developments in the project. This will ensure they is not caught out by the media at any time.

4.4 Media Training

CCTas will arrange media training for project spokesperson and any other relevant project personnel if required. This will ensure that all spokespeople project consistent, unified messages at all times and the project is perceived to be credible and professionally managed.

4.5 Site Tours

HPC, FT and CCTas will arrange relevant site tours when necessary for interested/affected key stakeholders. FT will be responsible for conducting these tours.

4.6 Direct Mail Campaign

CCTas, in conjunction with FT and HPC will conduct an ongoing direct mail campaign (in particular once all stakeholders have been initially briefed) to ensure all parties are kept up-to-date with progress at all times.

4.7 Key Stakeholder Meetings

Once the project has been announced to the media and general public, HPC, FT and CCTas will arrange and attend key stakeholder meetings as required. All stakeholders must be contacted in the initial stages of

the project (possibly following the same timetable as the project development — eg Electrona first, then Margate community and so on).

Stakeholder meetings may take any of the following forms — one-on-one briefings with affected individuals, local business briefings, community group briefings (eg NW Bay Progress Association) and community information sessions.

Please note it is intended that public meetings be avoided at all costs. The project must seek to control its own consultation program and where possible initiate briefings proactively rather than responding reactively to stakeholder pressure (eg invitations to public meetings). CCTas will be responsible for seeking out proactive opportunities (such as Rotary meetings and other guest speaker opportunities) to encourage initial positive perceptions of the project.

As the project progresses through its stages, various groups will be contacted and fully briefed on a regular basis. All briefings will include a power point presentation, maps, brochures and a Q & A session. In the case of one-on-one briefings (such as those conducted with residents of Pothana Road) it is suggested that no more than two members of the project should attend.

4.8 *Community Information Days*

When required, community information days will be organised. This will provide members of the general community the opportunity to view the project plans and seek information regarding the project. The information days will include display panels, project maps, brochures and provide the community with the opportunity to complete and submit comment forms to the project. Relevant technical personnel will be on hand to answer community questions. The objective of these open days will be to gain complete, qualitative information about the views of community members regarding the project, in a relaxed atmosphere. Some basic catering should be provided.

CCTas will be responsible for determining suitable public information session opportunities (eg local school fairs, Huon Valley Show etc).

4.9 *Opinion Leader Research*

Once the initial round of stakeholder briefings has been conducted, CCTas will be responsible for undertaking opinion leader research. This will enable the project to develop a network of stakeholders who are supporters of the project. They will become liaisons between the company and the community and provide the project with up-to-date issues of concern and emerging issues of concern. This will also demonstrate to the community the project's commitment to working with all stakeholders.

4.10 Community Representative Groups

Representative groups will be established in local communities (eg Huonville and Electrona/Margate) to provide input to the project development and to provide a direct conduit to local communities.

4.11 Meeting Summaries.

Following all stakeholder meetings and one-on-one briefings, CCTas will prepare meeting summaries outlining the comments made by the stakeholders. These will be entered into the project database along with any formal comments made via feedback forms.

5.0 Media Relations Campaign

5.1 Proactive Media Campaign

CCTas, in conjunction with FT and HPC, will undertake a comprehensive media campaign including regular media briefings, preparation of media releases, general advertisements, feature articles and advertorials to ensure that the media is kept up to date of all developments. In this way, the project may avoid unnecessary negative publicity and maintain some degree of control over the publicity received. The issues raised through the community consultation program will drive, in part, the media relations program by ensuring that any areas of developing concern among the community are addressed promptly in the media.

5.2 Reactive Media Campaign

CCTas, in conjunction with HPC and FT, will be responsible for preparing shell media statements and preparing media releases on an ad hoc basis to respond to any media criticism as and when it arises.

5.3 Media Monitoring

CCTas will undertake regular media monitoring to ensure that all project personnel are kept up-to-date of emerging issues and current trends.

6.0 Reporting Function

6.1 Monthly Reports

On a monthly basis CCTAs will prepare a report to be circulated to all parties regarding the consultation activities undertaken in the past month, the comments received and the level of support/opposition to the project. The report will also highlight areas of growing concern in the community and offer recommendations for addressing emerging or continuing issues.

6.2 Quarterly Reports

On a quarterly basis a further report will be prepared, summarising the monthly reports and charting progress of the project.

6.3 Spontaneous Reporting

CCTAs will prepare reports on an as needs basis regarding all aspects of the project. If project personnel are planning a community information day in a particular area, a report can be prepared in advance showing community issues and concerns already gathered from stakeholders in that area. Furthermore, information can also be supplied for other reports (eg Ministerial reports) as needed.