4. Community and stakeholder involvement

Overview 4.1

A comprehensive community consultation strategy has been implemented throughout the course of the project, with up to 11,000 households and businesses involved in consultation activities to date. In addition, key local and NSW Government agencies were consulted. Stakeholders included:

- Commonwealth, State and local elected representatives.
- Commonwealth, State and local government authorities.
- Local community groups, such as progress organisations, flooding and agricultural groups, and representative groups like the Kempsey Local Aboriginal Land Council and Drainage Unions.
- Property owners along the proposed route.
- Interested regional and local individuals.
- The wider community.

4.7 Communications strategy

A communications strategy was developed at the commencement of the route selection phase, and revised prior to the concept design and environmental assessment phase.

The strategy was developed to support the principal objective of the community consultation - to keep stakeholders well informed and involve them in the project during each stage of its development by:

- Preparing and distributing information about the options investigation process, the proposed upgrade and aspects of the assessment studies.
- Providing a range of opportunities for the two-way exchange of information, where project team members and the community could share information.
- Providing stakeholders with a range of ways of expressing their concerns and issues.
- Ensuring that community concerns and issues were considered in the concept design and environmental assessment phase.

The environmental assessment process sought to ensure that all relevant environmental, social and economic matters were considered.

The key objectives of the communications strategy were to:

- Create an understanding of the proposed upgrade within the local community.
- Identify local and regional stakeholders.
- Understand stakeholder and community issues, values and concerns related to the proposed upgrade.
- Keep stakeholders well informed and involve them in the proposed upgrade during each stage of its development.
- Provide opportunities for community input through appropriate public materials.

- Incorporate stakeholder and community issues into the environmental assessment process and concept design, and identify means of avoiding or mitigating impacts.
- Assist stakeholders and the community to understand the results of the environmental assessment process and concept design development.

A range of methods for achieving these objectives were utilised, including:

- Community focus group meetings.
- Flooding focus group meetings.
- Aboriginal sub-group meetings.
- Local and precinct-based community group meetings.
- Meetings with local and State organisations and authorities.
- Individual land owner meetings.
- Newsletters.
- Household letters.
- Advertisements.
- Surveys.
- Public displays.
- A toll-free 1800 project information line.
- A project website.
- Emails.
- Postal correspondence.

4.3 Community and stakeholder consultation activities

The wide range of communication tools ensured that groups and individuals had access to a method of communication that best suited them. Table 4-1 provides a summary of the community and stakeholder consultation activities conducted to involve the various stakeholder groups and individuals throughout the project.

Table 4-1 Summary of community and stakeholder consultation activities

Stakeholder group	Consultation activity
Commonwealth, State and local government authorities	Briefing session regarding the environmental impact assessment and concept design development processes.
	 Lodging of the Project Application with the Department of Planning.
	• Two (2) planning focus meetings during the environmental assessment process.
	Seeking of statutory requirements from relevant local, State and Commonwealth agencies.
	 Meetings and briefing sessions as appropriate throughout the studies.

Stakeholder group

Consultation activity

Local community groups

- · Advertising in local and regional papers (the Macleay Argus, Macleay Valley Happenings, Mid-Coast Observer).
- Mail box drop of newsletters (8).
- Community focus group meetings during route selection (9), with an Aboriginal stakeholder sub-group.
- Flooding focus group meetings (4) and precinct-based group meetings (2 for each group).
- Community information session.
- 1800 project information line.
- · Project website.
- · Separate briefings or meetings where required, for example, at the Returned Services League Sub-Branch.
- Aboriginal stakeholder site inspection/bus tour.
- Public notification of the lodgement of the Project Application with the Department of Planning.
- Public notification of the announcement of the preferred route.
- Public notification of the lodgement of the Project Application with the Department of Planning.
- Public notification of the exhibition of the Environmental Assessment.

Property owners along the preferred route

- Household letters related to survey activities.
- · Direct contact regarding flora and fauna, noise, geotechnical and land survey studies.
- Mail box drop of newsletters (8).
- · Advertising in local and regional papers (the Macleay Argus, Macleay Valley Happenings, Mid-Coast Observer).
- · Community information session.
- 1800 project information line.
- · Project website.
- Representation in the flooding focus group and six precinct groups.
- Individual household discussions regarding the environmental impact assessment and concept design development.
- Separate meetings or discussions where required.
- Public notification of the lodgement of the Project Application with the Department of Planning.
- Public notification of the announcement of the preferred route.
- Public notification of the lodgement of the Project Application with the Department of Planning.
- Public notification of the exhibition of the Environmental Assessment.

Stakeholder group	Consultation activity
Interested regional and local individuals	Advertising in local and regional papers (the Macleay Argus, Macleay Valley Happenings, Mid-Coast Observer).
	Mail box drop of newsletters (8).
	1800 project information line.
	Project website.
	Representation in the flooding focus group and six precinct-based groups.
	Separate meetings or discussions where required.
	• Public notification of the lodgement of the Project Application with Department of Planning.
	• Public notification of the announcement of the preferred route.
	 Public notification of the exhibition of the Environmental Assessment.
Wider community	Advertising in local and regional papers (the Macleay Argus, Macleay Valley Happenings, Mid-Coast Observer, The Sydney Morning Herald, The Australian).
	 Mail box drop of newsletters (8) – 11,000 residents.
	1800 project information line.
	Project website.
	• Public notification of the lodgement of the Project Application with the Department of Planning.
	• Public notification of the announcement of the preferred route.
	• Public notification of the lodgement of the Project Application with the Department of Planning.
	 Public notification of the exhibition of the Environmental Assessment.

The following sections describe in more detail the community and stakeholder consultation activities undertaken during the route selection phase (June 2001 to August 2004), and the concept design and environmental assessment phase (September 2004 to present).

4.3.1 Route selection phase

NSW Government stakeholder consultation

The following key government agencies were consulted throughout the route selection phase of the project:

- NSW Department of Planning (at time of consultation this comprised the Department of Infrastructure, Planning and Natural Resources; the Department of Urban Affairs and Planning; and the Department of Transport).
- NSW Department of Natural Resources (at time of consultation this comprised the
 Department of Infrastructure, Planning and Natural Resources; and the Department of
 Land and Water Conservation, now called Department of Energy and Water).
- NSW Department of Environment and Climate Change (at the time of consultation this comprised the National Parks and Wildlife Service and the Environment Protection Authority, also formerly Department of Environment and Conservation).
- NSW Department of Primary Industries (Fisheries, Agriculture, Forests).
- NSW Department of Education and Training.
- NSW Fire Brigade.

- NSW Rural Fire Service.
- Rural Land Protection Board.
- NSW State Emergency Services.

Local government stakeholder meetings

Meetings were held with staff of the Kempsey Shire and Nambucca Shire councils as the study progressed. The purpose of the meetings was to present information, discuss the proposed upgrade and examine local government issues related to the project. Representatives from Kempsey Shire Council were also present in the precinct-based community groups and the flooding focus group meetings.

Advertising in local newspapers

Advertisements were placed in the following local newspapers: the Macleay Valley Happenings, the Macleay Argus and the Mid-Coast Observer. The advertising rounds:

- Advertised the community information evening (October 2001).
- Requested nominations for the community focus group (October 2001) (see below).
- Notified the community of changes to the study area (December 2001).
- Identified locations for the display of the community focus group notes (December 2001).
- Notified the community of the route options and preferred route displays (October 2002).
- Notified the community of the flooding and agricultural workshops (November 2002).
- Notified the community of the display of route options and sub-options (December 2003).
- Notified the community of the display of the preferred route option (July 2004).

Community information evening

A community information evening was advertised in the above local newspapers and held at the Kempsey Macleay RSL Club on 25 September 2001. The evening introduced the study team, outlined the investigation process and project timeframe, and provided an opportunity for people to provide input and register interest. Over 140 community members attended the evening. A database and distribution list was compiled for future communications.

Newsletters

Five community update newsletters were produced and distributed during the route selection phase of the project to update the community on progress with the study, as follows:

- Newsletter I study commencement (October 2001).
- Newsletter 2 route options displays (October 2002).
- Newsletter 3 preferred route option display (June 2003).
- Newsletter 4 preferred route and sub-options display (December 2003).
- Newsletter 5 revised preferred route display (July 2004).

Community focus group



Aboriginal sub-group



Community focus group

The community focus group for the project was established in October 2001, following an advertisement that called for nominations for involvement in the group. All nominations received were accepted to ensure the broadest possible involvement of the community.

The community focus group met ten times between the project commencement and the preferred route announcement. The goal of the group was to assist the project team to investigate the options and develop the preferred option for the proposed upgrade, to ensure it achieved the desired project objectives. The group discussed the proposed upgrade and examined project issues, such as potential constraints and opportunities to locating the proposed upgrade, evaluating the long list of route options, and selecting three members to attend the value management workshop (refer Section 5.1). Discussions focused on soil and geotechnical issues; flora and fauna, heritage, flooding, social and economic issues; criteria for selecting route options; highway design and footprint issues; traffic flows and highway access points.

Nine venues were selected across the study area to display a set of the meeting notes from each meeting. This enabled the community to stay informed of these discussions. The discussion notes were also available on the project website.

Aboriginal sub-group to the community focus group

An Aboriginal sub-group was established at the commencement of the route selection phase and met ten times during this phase, with the final meeting in July 2004. The group comprised members of the Kempsey Local Aboriginal Land Council and the Dunghutti Elders Council, the Department of Environment and Climate Change (formerly the National Parks and Wildlife Service), and Aboriginal members of the local community.

The sub-group examined the Aboriginal issues associated with the evaluation and selection of the preferred route, including Aboriginal involvement in geotechnical investigations, identification of culturally significant fauna and flora; and identification and protection of significant cultural and heritage sites. The Aboriginal community also noted its strong interest in Aboriginal participation in construction initiatives.

At the final meeting of the sub-group, it was agreed that the preferred route significantly avoided areas of concern to the Aboriginal community. It was further agreed that at the commencement of the concept design and environmental assessment phase, a bus tour would be sufficient to identify any ongoing impact assessment requirements.

Special interest groups

Meetings were held as requested during the route selection phase with special interest groups, such as Macleay Valley Beyond 2000, the Kempsey Community Services Committee, the Macleay Floodplain Steering Committee, the Chamber of Commerce and Kempsey Shire Council.

Route options display

A route options display was held from 21 October to 18 November 2002. The display provided an opportunity for the public to view the route options and provide feedback to the project team.

Posters of the route options were displayed at the following locations:

- Kempsey Shopfront, 58 Belgrave Street, Kempsey window display (available for viewing in shop window during entire display period).
- Clybucca BP Service Station, Pacific Highway, Clybucca, Monday–Sunday, 24 hours a day.

- Eungai Rail Post Office and General Store, 8 Station Street, Eungai Rail.
- Frederickton Newsagent, 7 Macleay Street, Frederickton.
- Kempsey Shire Council, Elbow Street, West Kempsey.
- Kempsey RTA Motor Registry, 55 Elbow Street, West Kempsey.
- Nambucca Shire Council, Princess Street, Macksville.
- Nambucca RTA Motor Registry, Shop 11, Seascape Shopping Centre, Ridge Street, Nambucca Heads.
- RTA Pacific Highway Office, 21 Prince Street, Grafton.
- South West Rocks Country Club, Phillip Drive, South West Rocks.

In addition, two staffed displays were held at the following times and locations:

- Kempsey Shopfront, Tuesday, 22 October 2002–Friday, 25 October 2002, 9.30am–6pm, Saturday, 26 October 2002, 9am–2pm.
- Clybucca BP Service Station, Friday, 8 November 2002, 9am-5pm.

The staffed shopfronts gave members of the community the opportunity to discuss the route options with staff directly involved with the project.

Preferred route display

Following consideration of the submissions in response to the route options display and further investigations, the eastern route option was identified as the preferred route option (refer to Section 5.1 for a discussion of these options). Two possible sub-options of the eastern route option were also identified and placed on display for public comment with the preferred option from Monday 15 December 2003 to Friday 6 February 2004 at the following locations:

- Kempsey Shopfront, Shop 3, 37 Forth Street, Kempsey, window display (available for viewing in shop window during entire display period).
- Clybucca BP Service Station, Pacific Highway, Clybucca, 24 hours a day, 7 days a week.
- Frederickton Newsagent, 7 Macleay Street, Frederickton.
- Nambucca Shire Council, Princess Street, Macksville.
- RTA Pacific Highway Office, 21 Prince Street, Grafton.
- Kempsey Visitor Information Centre, Lachlan Street (Pacific Highway).
- Eungai Rail Post Office and General Store, 8 Station Street, Eungai Rail.
- Kempsey Shire Council, Elbow Street, West Kempsey.
- Kempsey RTA Motor Registry, 55 Elbow Street, West Kempsey.
- Nambucca RTA Motor Registry, Shop 11, Seascape Shopping Centre, Ridge Street, Nambucca Heads.
- South West Rocks Country Club, Phillip Drive, South West Rocks.
- Port Macquarie Motor Registry, Corner Central Road and Barton Crescent,
 Port Macquarie.

Project staff were available to discuss the preferred route and the sub-options at the Kempsey Shopfront, Shop 3, 37 Forth Street, Kempsey, from Monday 15 December – Friday 19 December 2003, from 8am to 4pm, and from Tuesday 27 January to Friday 30 January 2004, from 8am to 4pm.



A staffed display point was set up in a shopfront in Kempsey town centre



Members of the community were given the opportunitiy to meet with the project team

Following this display, the preferred route with finalised sub-options was placed on public display from 5 July to 30 July 2004 at the locations below:

- Kempsey Shire Council, Elbow Street, West Kempsey.
- Kempsey Visitor Information Centre, Lachlan Street (Pacific Highway).
- RTA Pacific Highway Office, 21 Prince Street, Grafton.
- Kempsey RTA Motor Registry, 55 Elbow Street, West Kempsey.
- Frederickton Newsagent, 7 Macleay Street, Frederickton.
- Nambucca Shire Council, Princess Street, Macksville.

Other communication tools

Other communication tools included:

- RTA project website.
- 1800 free call information line.
- A survey of local businesses to determine potential business impacts.
- Visits to PB's Sydney office for landholders who did not live locally.
- Individual property interviews regarding local design issues and land acquisition.

4.3.2 Concept design and environmental assessment phase

The community involvement approach for the concept design and environmental assessment phase of the project sought to address issues identified during the route selection phase, and to respond to any further issues raised by local community members, and affected and adjacent land owners.

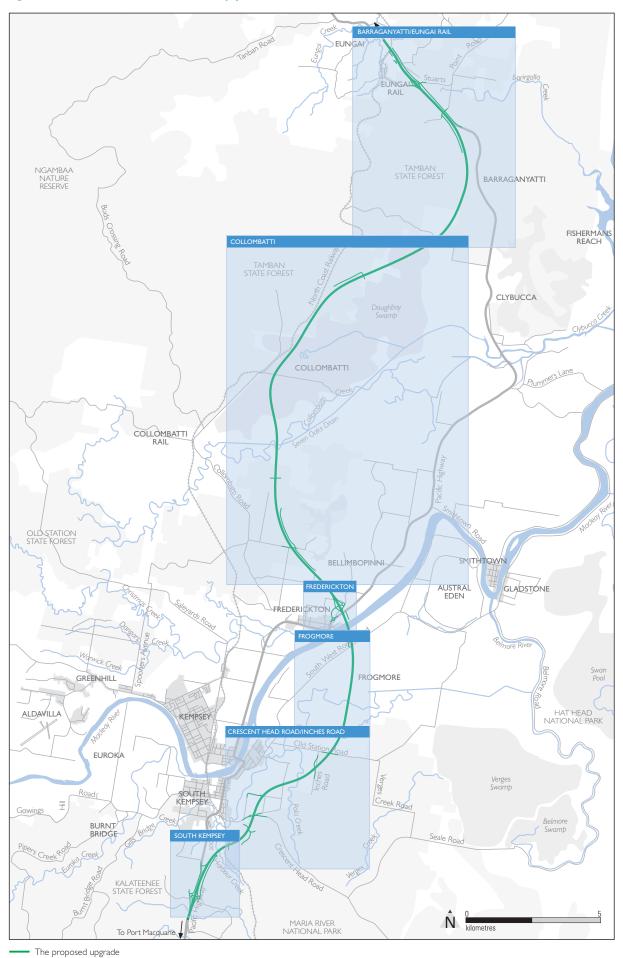
While the overall aim and objectives were retained from the earlier phase, the consultation approach was modified to reflect the greater level of detail examined during this phase. New representative groups were established based on local precincts and the key community issue of flooding. There was also an emphasis on understanding the issues of individuals and responding to issues raised in the concept design.

Precinct-based groups

Six precinct-based community groups were formed during this phase with residents and businesses to assist in identifying precinct-based issues and ways to resolve them, and to provide a link between the wider community and the project team. Groups were formed from the following six precincts, with the boundaries of the precincts shown on Figure 4-1:

- South Kempsey.
- Crescent Head Road/ Inches Road.
- Frogmore.
- Frederickton.
- Collombatti.
- Barraganyatti/Eungai Rail.

Figure 4-1 Location of community precincts



Groups of 5 to 15 people were formed for each precinct based on the nominations received from a public nominations process held in February/March 2005. This involved notification of the group selection process and a call for nominations in a community update newsletter in February 2005. Approximately 10,000 newsletters were delivered to the local community. Individuals with an interest in a specific area who wished to participate in a group were invited to nominate for membership. Group membership was finalised and notified in March 2005. All nominees were provided with membership to a suitable group.

Two rounds of precinct-based meetings were held in April 2005 and December 2005.

These groups were an important mechanism for consultation with the people of Kempsey to Eungai and the surrounding areas. However, the group members acknowledged that, as individual members, they could only represent themselves, and not the wider range of opinions about the proposed upgrade.

Flooding focus group

In response to community concerns regarding flooding during the route selection phase, a flooding focus group was formed during the concept design and environmental assessment phase. This group facilitated discussion on flooding issues between the project team and the community, and provided an opportunity for information dissemination within the community. A group of 22 members was formed through a public nominations process held in February/ March 2005 (at the same time as that for the precinct-based community liaison groups).

The purpose of the flooding focus group meetings was to:

- Discuss the flooding investigations conducted and the issues raised to date.
- Examine bridging options and flood modelling.
- Discuss emergency services issues.
- Discuss economic impacts on the agricultural community.
- Discuss mitigation measures to avoid or minimise any potential impacts.

The flooding group met four times in April, May, July and December 2005. Meeting notes from these meetings were placed on the project website and distributed to group members.

Local design meetings

Individual land owner and local area-based discussions regarding design issues were held at the commencement of the concept design and environmental assessment phase. These comprised individual and small informal meetings of directly affected and adjacent land owners along the route alignment at homes and businesses in March and October 2005.

The purpose of these meetings was to identify local issues, such as property and stock access, drainage and amenity, for consideration in the concept design development. The meetings also helped to provide information to the community about the proposed upgrade, including:

- The proposed upgrade activities.
- Current investigations on an individual property basis, such as geotechnical, flora and fauna investigations, and survey.
- Flooding information, where applicable.
- Proposed timeframes for design, assessment and construction.

Individual land owner meetings

Individual land owner meetings were held over the duration of the concept design and environmental assessment phase, at key stages of the concept design development, and upon request. An agricultural specialist was made available to consult with farmers affected by the proposed upgrade.

Aboriginal stakeholder bus tour

The Aboriginal community (including groups such as the Dunghutti Elders Council and the Kempsey Local Aboriginal Land Council) were invited to take part in a bus tour with the project team and consulting archaeologists in March 2005. The bus tour provided an opportunity for the Aboriginal community to:

- Receive information gathered from the heritage studies conducted in the areas affected by the proposed upgrade.
- Provide information to the study team about any Aboriginal issues to be considered as part of the environmental impact assessment process.

Newsletters

Community update newsletters were distributed at three key stages of the concept design and environmental assessment phase to approximately 10,000 residences and businesses throughout Kempsey, Frederickton, Eungai Rail, Collombatti and surrounding local areas. People who had registered their interest in the proposed upgrade were mailed the newsletters directly.

The newsletters were distributed at the following times:

- Newsletter 6 Commencement of concept design and environmental assessment phase (February 2005).
- Newsletter 7 Environmental legislation changes (February 2006).
- Newsletter 8 Commencement of environmental assessment (January 2007).

Advertisements

Advertisements were placed in regional newspapers to inform the community of the key stages of the concept design and environmental assessment phase. Advertisements were placed in the Macleay Argus, the Macleay Valley Happenings, and the Mid-Coast Observer to:

- Call for nominations for the precinct-based community liaison and flooding focus groups (January 2005).
- Inform of the lodgement of the Part 3A Project Application (August 2006).
- Inform the community on the progress of the Project Application and next steps (January 2007).
- Announce the display of the Environmental Assessment.

Website

The project website (www.rta.nsw.gov.au/pacific, click on Kempsey to Eungai Upgrade) established during the route selection phase was maintained during the concept design and environmental assessment phase of the project, and updated at key announcements. The website sought to keep the local, regional and wider communities informed, and encourage community feedback on the proposed upgrade. It provided information on the history of the proposed upgrade, copies of community update newsletters and other key information and documents.

Planning focus meetings

Two planning focus meetings were held during the concept design and environmental assessment phase of the project.

As described in Section 3.1.5, the first meeting was held in Kempsey in December 2004 and brought together key government and local stakeholder organisations to discuss the potential impacts and design opportunities presented by the preferred route.

Following the change in legislation under which the proposed upgrade is to be assessed, a second planning focus meeting was convened by the Department of Planning in Kempsey in August 2006. This meeting included a bus tour of the proposed upgrade route and surrounding areas, and highlighted key issues. The meeting sought to further refine the Environmental Assessment requirements for the proposed upgrade, prior to the preparation of the environmental assessment documentation under Part 3A of the EP&A Act.

The second planning focus meeting was attended by the following government agencies and councils:

- NSW Department of Planning.
- NSW Department of Environment and Climate Change (formerly the Department of Environment and Conservation).
- NSW Department of Primary Industries (Fisheries, Forests).
- Kempsey Shire Council.

Following the meeting, the attending government agencies and councils prepared submissions to the Department of Planning, outlining the issues recommended for consideration in the Environmental Assessment. A copy of the agency and council recommendations was included with the Environmental Assessment requirements provided by the Department of Planning. These are listed in Appendix B and C.

4.4 Summary of community and stakeholder issues and concerns

The issues raised by the community during the development of the proposed upgrade and preparation of this Environmental Assessment are detailed in Appendix C. Table 4-2 provides a snapshot of the key issues for the community and stakeholders raised during the concept design and environmental assessment phase of the project.

Table 4-2 Key issues raised by the community during the concept design and environmental assessment phase

Key issue	Specific issues raised
Geology and soils	Disturbance to acid sulfate soils.Implications of nearby soft soils and acid sulfate soils.
Air	 Impact of vehicle emissions once the upgrade is operational. Health issues associated with air pollution from the proposed upgrade. The close proximity of Frederickton Primary School and the health risks of emissions to students.

Key issue	Specific issues raised
Noise and vibration	 Impacts from traffic on residents who would be situated adjacent to the proposed upgrade. Need for and type/form of noise mitigation measures. Impact of noise walls on visual amenity for those residents adjacent to the proposed upgrade.
Flora and fauna	 Impacts of increased flooding on the Macleay River floodplain ecosystem. Identification of threatened species that inhabit individual properties and local areas. Impacts of noise, air and water pollution on local ecology, such as bird life. Impact on fauna movements. Impacts on native flora and fauna, including vegetation clearing (and their cumulative impacts), weed spread, fauna corridors, and roadside plantings. Potential impacts on fish habitat and/or fish passage, for example, by bridge location or altered flooding regimes.
Heritage and culture	 Need to identify and protect Indigenous heritage sites. Consideration of the memorial avenue of trees that extends from South West Rocks Road to the Macleay River along Ferry Lane. Recognition of rural and agricultural heritage values.
Flooding	 Impacts of higher flood levels and longer flood inundation times. Changes to water velocities and associated impacts. Impact on access to flood-free high ground. Impact of the removal of any of the trees within the memorial avenue and the associated flooding benefits for the local community. Installation and location of flood gauges to obtain flood information to assist flood management planning and flood monitoring.
	 Emergency services access and changes to emergency rescue procedures due to increased velocities around bridge openings and reduced evacuation times.
Local flooding and drainage	 Impacts on land and agricultural use resulting from the removal and/or relocation of dams on individual properties. Impacts of rainwater run-off from the proposed highway, increasing flood levels on adjacent properties. Impacts on surface and groundwater quality.
Economic impacts	 Severance of Rural Lands Protection Board (Crown Land), roads and travelling stock routes and access to individual properties. Impacts on prime agricultural properties. Possible loss of business in the Kempsey town centre. Property severance. Property devaluation due to the proximity of properties to the proposed upgrade and associated impacts. Property acquisition and compensation.
Social impacts	 The safe design of interchanges. Loss of privacy from traffic on the proposed upgrade for adjacent residents. Impacts on residents' lives from the uncertainty surrounding the project. Disruption to residents' future retirement, business or lifestyle plans. Impacts on residents' rural lifestyles due to proximity to the proposed upgrade.
Traffic and transport	Changes to local road networks and access to and from the proposed upgrade interchanges.

Key issue	Specific issues raised
Highway design	The design of the bridge over the Macleay River and associated visual impacts on residents in Frederickton.
	 Interchange locations and arrangements in terms of impacts on adjacent residences, access provisions, visual impacts, safety, and visual cues.
	Height and design of underpasses for vehicle and stock movements.
	Signage and the provision for a gateway entry statement to Kempsey.
	Noise mitigation designs and landscaping.
Safety	Emergency turn-bays (paved) provision.
	 Capacity for B-Doubles to turn around in emergencies.
	Emergency access and turn-bays.
	• Emergency access to roadside areas and fire trails in forested areas.
	 Need for provision of safe pedestrian and cyclist crossing points across the proposed upgrade.
Access	 Adequate access provisions, such as underpasses and culverts for stock, trucks and machinery, and future land uses.
	 Access routes and interchange arrangements to and from the proposed industrial area in South Kempsey.
	 Potential detour routes in the event of an accident on the proposed upgrade.
	 Access for residents to properties – extended travel distances may result from changes to local road networks and access to the proposed upgrade.
	 Disruption to access arrangements for residents and businesses during construction.

The issues raised by the community during the concept design and environmental assessment phase have been considered and addressed in the environmental assessment documentation, including in the Project Application Report and this Environmental Assessment. In addition, they formed part of the specialist investigations undertaken as part of the concept design and environmental assessment phase.

A checklist of agency, community and stakeholder issues considered in the concept design and environmental assessment phase is provided in Appendix C.