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School Infrastructure NSW

# Community Communication Strategy

**Smalls Road new primary school**

# Contents

Document Purpose.....	3
1. Context.....	4
2. Community Engagement Objectives .....	5
3. Key Messages .....	6
4. Project Governance .....	9
5. Stakeholders.....	11
6. Engagement Approach.....	13
7. Engagement Delivery Timeline.....	18
8. Protocols .....	20

# Document Purpose

This Community Communication Strategy (CCS) has been developed to:

- Successfully consider and manage stakeholder and community expectations as integral to the successful delivery of the project.
- Outline interfaces with other disciplines, including safety, construction, design and environment, to ensure all activities are co-ordinated and drive best practice project outcomes.
- Inform affected stakeholders, such as the local community or road users about construction activities.
- Provide a delivery strategy which enables the open and proactive management of issues and communications.
- Highlight supporting procedures and tools to enable the team to deliver this plan effectively.
- Provide support for the broader communications objectives of School Infrastructure NSW (SINSW), including the promotion of the project and its benefits.

This Community Consultation Strategy (CCS) will be implemented through the design and construction phase of the project, and for 12 months following construction completion.

## Plan review

The CCS will be revised regularly to address any changes in the project management process, comments and feedback by relevant stakeholders, and any changes identified as a result of continuous improvement undertakings. This will be done in close consultation with the SINSW Senior Project Director, appointed Project Management Company and/or Contractor and SINSW Community Engagement Manager.

## Approval

The CCS is reviewed and approved by the SINSW Senior Project Director, in close consultation with Schools Operations and Performance, with final endorsement from the SINSW Community Engagement Senior Manager before being submitted to the Planning Secretary for approval.

**Table 1: List of SSD requirements and where they are addressed**

State Significant Development 8372, Condition B7	The community communications strategy addresses this in section
Identify people to be consulted during the design and construction phase	<ul style="list-style-type: none"> <li>▪ Section 4</li> <li>▪ Section 5</li> </ul>
Set out procedures and mechanisms for the regular distribution of accessible information about or relevant to the development	<ul style="list-style-type: none"> <li>▪ Section 6</li> <li>▪ Section 7</li> <li>▪ Section 8.4</li> </ul>
Provide for the formation of community-based forums, if required, that focus on key environmental management issues for the development	<ul style="list-style-type: none"> <li>▪ Section 4</li> </ul>
Set out procedures and mechanisms:	
<ul style="list-style-type: none"> <li>▪ Through which the community can discuss or provide feedback to the Applicant</li> </ul>	<ul style="list-style-type: none"> <li>▪ Section 4, PRG</li> <li>▪ Section 6</li> <li>▪ Section 8.5</li> </ul>
<ul style="list-style-type: none"> <li>▪ Through which the Applicant will respond to enquiries or feedback from the community; and</li> </ul>	<ul style="list-style-type: none"> <li>▪ Section 8.5</li> </ul>
<ul style="list-style-type: none"> <li>▪ 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.</li> </ul>	<ul style="list-style-type: none"> <li>▪ Section 8.5</li> </ul>

## 1. Context

The NSW Government is investing \$6 billion over the next four years to deliver more than 170 new and upgraded schools to support communities across NSW. In addition, a record \$1.3 billion is being spent on school maintenance over four years. This is the largest investment in public education infrastructure in the history of NSW.

Smalls Road new primary school is a new school to be located in Ryde, 13 kilometres north-west of the Sydney CBD, and 8 kilometres east of Parramatta.. It is scheduled to be open and ready for student use by early 2020.

The project will deliver a new primary school, to be built on the former Ryde High School site on Smalls Road, Ryde and includes:

- 43 learning spaces to accommodate up to 1,000 students, including three special education classrooms
- three special purpose rooms
- a hall
- a two storey library
- covered outdoor learning areas (COLAs)
- out of school hours care facilities
- a canteen
- administration facilities
- multi-purpose sports courts; and
- a kiss and ride area and 47 car spaces.

Aurora College, which was operating previously on the site has been relocated to Mowbray Public School as part of the new development.

The Smalls Road new primary school is classified as a state significant development, and has been assessed by the Department of Planning and Environment (DPE). Consent was provided on 2 November 2018.

DPE's web page on the project is <https://www.planningportal.nsw.gov.au/major-projects/project/3461>

## **2. Community Engagement Objectives**

SINSW's mission is to provide school infrastructure solutions by working collaboratively with all our stakeholders to create learning environments across NSW that serve our future needs and make us all proud.

This CCS has been developed to achieve the following community engagement objectives:

- Promote the benefits of the project
- Build key school community stakeholder relationships and maintain goodwill with impacted communities
- Manage community expectations and build trust by delivering on our commitments
- Provide timely information to impacted stakeholders, schools and broader communities
- Address and correct misinformation in the public domain
- Reduce the risk of project delays caused by negative third party intervention
- Leave a positive legacy in each community.

### **3. Key Messages**

Through each phase of the project, the key messages and means of engagement will be regularly reviewed, refined and updated. Information that is currently in the public domain is outlined below.

#### **3.1. High level messaging**

The NSW Government is investing \$6 billion over the next four years to deliver more than 170 new and upgraded schools to support communities across NSW. In addition, a record \$1.3 billion is being spent on school maintenance over four years. This is the largest investment in public education infrastructure in the history of NSW.

The new school will be able to accommodate up to 1,000 primary school students to help meet growing enrolment demand in the local area. The plans for the new school feature a three-storey building that with new teaching spaces, special education teaching spaces, and modern core facilities. These include:

- 43 classrooms to accommodate up to 1,000 students
- A hall
- A library
- Covered outdoor learning areas (COLAs)
- Out of school hours care facilities
- A canteen
- Administration facilities
- Multi-purpose sports courts; and
- A kiss and ride area and 47 car spaces.

There is the potential for new grass playing fields to be 'shared-use' for the community. This is currently being discussed with City of Ryde Council.

#### **3.2. Project messaging**

##### **3.2.1. Project status**

The State Significant Development Application has been assessed by the Department of Planning & Environment and consent has been granted on 2 November 2018.

##### **3.2.2. Project benefits**

The new school will be able to accommodate up to 1,000 primary school students to help meet growing enrolment demand in the local area, providing key local infrastructure and meeting the educational model proposed and supported by educators and the community.

##### **3.2.3. High-quality learning environment**

The project will provide state-of-the-art classrooms and learning spaces that make use of the latest technology to enhance the learning experience for the next generation of students. Furthermore, the contemporary and sustainable facilities provide an outstanding working environment for school staff.

Flexible learning spaces are adaptable to accommodate small or large groups and facilitate students use of modern technology, while working independently and collaboratively.

##### **3.2.4. Environmental benefits**

The new school will be built in accordance with current sustainability principles. School Infrastructure NSW is committed to environmentally conscious construction and maintenance practices.

#### **3.3. Construction phase**

##### **3.3.1. Traffic management**

The construction contractor has developed a Traffic Management Plan to ensure that vehicle movements are managed with minimal disruption to the local community. All construction vehicles (excluding worker vehicles) are to be contained wholly within the site, except if located in an approved on-street work zone, and vehicles must enter the site before stopping.

### **3.3.2. Safety**

School Infrastructure NSW is committed to ensuring that work is completed safely and efficiently and with minimal impact to the local community. Prior to construction starting, any hazardous material is required to be removed from the site. This work will be carried out in accordance with regulatory requirements including the provisions of SafeWork NSW.

### **3.3.3. Noise and dust**

Any activity that could exceed approved construction noise management levels will be managed in strict accordance with the Protection of the Environment Operations Act 1997.

Mitigation measures will be in place to manage noise and dust levels, including hoarding to minimise the effects of noise and dust and hosing down as required to ensure the safety of the school and local community.

Construction works, including the delivery of materials to and from the site, will take place between 7am and 6pm Monday to Friday and between 8am and 1pm on Saturdays. No night work is scheduled for this project and no work will occur on Sundays or public holidays.

Rock breaking, rock hammering, sheet piling, pile driving and similar activities may only be carried out between the following hours:

- (a) 9am to 12pm, Monday to Friday;
- (b) 2pm to 5pm Monday to Friday; and
- (c) 9am to 12pm, Saturday.

Activities may be undertaken outside of these hours if required:

- (a) by the Police or a public authority for the delivery of vehicles, plant or materials; or
- (b) in an emergency to avoid the loss of life, damage to property or to prevent environmental harm; or
- (c) where the works are inaudible at the nearest sensitive receivers; or
- (d) where a variation is approved in advance in writing by the Planning Secretary or his nominee if appropriate justification is provided for the works.

Notification of such activities must be given to affected residents before undertaking the activities or as soon as is practical afterwards.

### **3.3.4. Disruptive works**

Construction work for the Smalls Road new primary school is underway. The following activities are planned for the upcoming weeks (*works will be outlined*). You can contact us directly using the details below to discuss any aspect of this work.

### **3.3.5. Get involved**

We are committed to working together with our school communities and other stakeholders to deliver the best possible learning facilities for students. Your feedback is important to us. For more information contact us via the details below.

- Email: [schoolinfrastructure@det.nsw.edu.au](mailto:schoolinfrastructure@det.nsw.edu.au)
- Website: [schoolinfrastructure.nsw.gov.au](http://schoolinfrastructure.nsw.gov.au)
- Phone: 1300 482 651

## **3.4. Handover phase**

### **3.4.1. Traffic and access**

Construction work on the Smalls Road new primary school has been completed. We are now in a position to confirm access provisions for the new school, including pick-up and drop-off arrangements.

## **3.5. Official school opening**

A new primary school was completed today on Smalls Road, and delivered brand new facilities including:

- 43 classrooms to accommodate up to 1,000 students
- A hall
- A library

- Covered outdoor learning areas (COLAs)
- Out of school hours care facilities
- A canteen
- Administration facilities
- Multi-purpose sports courts; and
- A kiss and ride area and 47 car spaces.

Thank you for your patience during construction and we are thrilled to deliver this project for the school community.



## 4. Project Governance

### 4.1. Project Reference Group

The Department's engagement process strives to engage with key stakeholders from the school community. As part of this process, a Project Reference Group (PRG) is established early in the project with nominated representatives from the school community to ensure input from, and consultation with, impacted stakeholders.

The PRG provides key information from an operational, educational, change and logistics perspective into the planning, through the design and construction phases of the project.

The PRG will receive project briefings and key progress updates on project progress to support its responsibilities in assisting to communicate updates to school staff, parents and stakeholders in the wider local community.

The Project Reference Group will be conducted as two separate groups during the development and delivery of all projects:

#### (a) Project Reference Group – Planning

A nominated group (limited to 10) will participate in workshops to develop the Educational Principles and Education Rationale which will inform the Functional Design Brief. These workshops are chaired by the SINSW Senior Project Director (or delegate) and may be facilitated by an Education Consultant. This activity will inform the development of the building design.

#### (b) Project Reference Group – Delivery

The purpose of the group is to seek input and inform design processes and provide operational requirements and information to help minimise the impact of the project on school operations. These workshops are chaired by the Senior Project Director (or delegate) and may be facilitated by the appointed architectural consultant, as required. The PRG will provide key information from an operational and logistics perspective to assist project delivery.

Specifically to communications and engagement related matters, the PRG will also:

- Provide a forum for discussion and exchange of information relating to the planning and delivery of the project
- Identify local issues and concerns to assist the project team with the development of mitigation strategies – to manage and minimise construction and environmental impacts to the school community and local residents
- Provide feedback to the communications and community engagement team on key messages and communications and engagement strategies
- Provide advice on school engagement activities
- Assist to disseminate communications to the school community and other stakeholders.

As per all department led delivery projects, the PRG acts as a consultative forum and not a decision-making forum for the planning and delivery of this school infrastructure.

**Figure 1: Project Reference Group (PRG)**

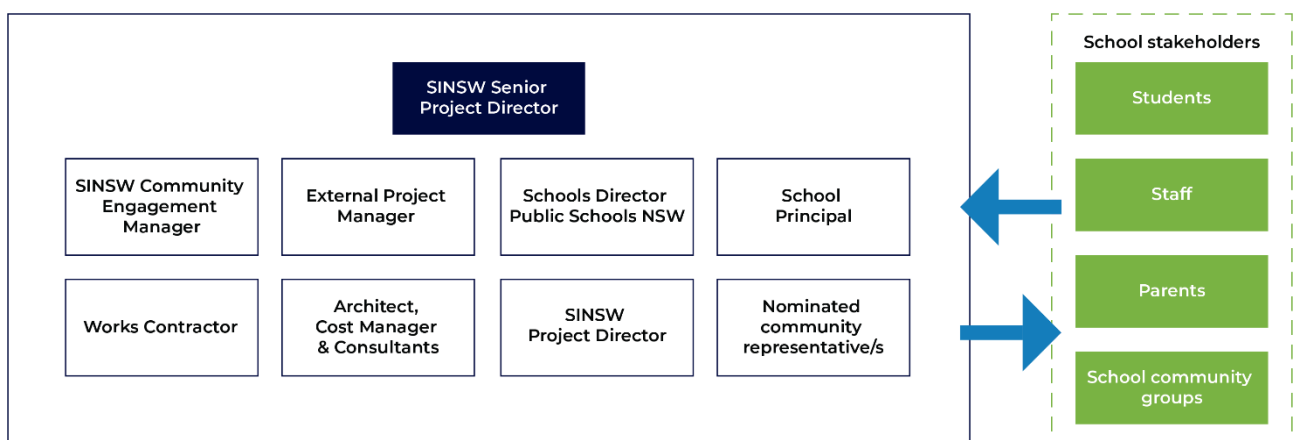
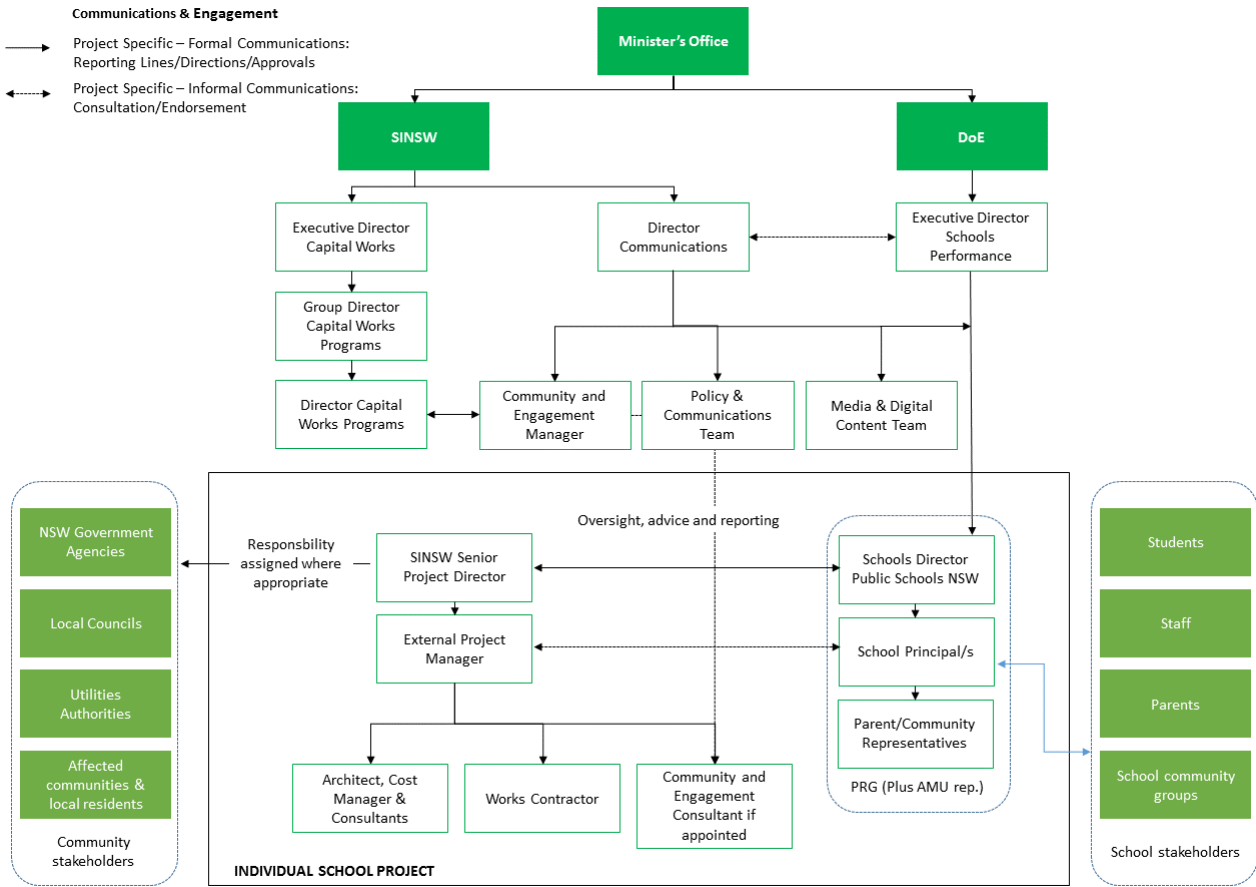


Figure 2 below maps how the department and SINSW will communicate both internally and externally.

**Figure 2: SINSW Project Governance**



## 5. Stakeholders

The stakeholder list below summarises who will be consulted during the design and construction phase via ongoing face to face meetings, communications collateral and digital engagement methods.

**Table 2: Stakeholders**

Stakeholders	Interest and involvement
<p><b>Local Members of Parliament:</b></p> <ul style="list-style-type: none"> <li>▪ Federal - Member for Bennelong, John Alexander MP</li> <li>▪ State - Member for Ryde, Victor Dominello MP</li> </ul>	<ul style="list-style-type: none"> <li>▪ Meeting the economic, social and environmental objectives of state and federal governments</li> <li>▪ Delivering increased public education capacity on time</li> <li>▪ Delivering infrastructure which meets expectations</li> <li>▪ Addressing local issues such as traffic, congestion and public transport solutions</li> </ul>
<p><b>Government agencies and peak bodies:</b></p> <ul style="list-style-type: none"> <li>▪ Transport for NSW</li> <li>▪ Roads and Maritime Services NSW</li> <li>▪ Fire and Rescue NSW</li> <li>▪ NSW Department of Education</li> <li>▪ NSW Department of Planning and Environment</li> <li>▪ NSW Environmental Protection Authority</li> <li>▪ NSW Rural Fire Service</li> <li>▪ Sydney Water</li> <li>▪ NSW Heritage Council</li> <li>▪ NSW Office of Environment and Heritage</li> <li>▪ NSW Department of Premier and Cabinet</li> </ul>	<ul style="list-style-type: none"> <li>▪ Traffic and congestion on the local road system</li> <li>▪ Adequate public transport options and access</li> <li>▪ Ensuring new infrastructure meets standard requirements for safety and fire evacuation</li> <li>▪ Ensuring the development is compliant</li> <li>▪ Ensuring the development does not impact heritage items</li> <li>▪ Easing overcrowding in local schools</li> </ul>
<p><b>City of Ryde Council</b></p> <ul style="list-style-type: none"> <li>▪ Councillors</li> <li>▪ Bureaucrats</li> <li>▪ Mayor</li> <li>▪ General Manager</li> </ul>	<ul style="list-style-type: none"> <li>▪ Schedule for construction and opening of school</li> <li>▪ Impacts to the local community including noise, congestion and traffic</li> <li>▪ Shared use of community spaces</li> <li>▪ Providing amenities to meet increase population density</li> </ul>
<p><b>Local community</b></p>	<ul style="list-style-type: none"> <li>▪ Noise and truck movements during construction</li> <li>▪ Increased traffic and congestion on nearby streets</li> <li>▪ Local traffic and pedestrian safety</li> <li>▪ Changed traffic conditions during pick-up and drop-off</li> <li>▪ Shared use of school facilities and amenities</li> </ul>
<p><b>Future school community</b></p> <ul style="list-style-type: none"> <li>▪ Principal</li> <li>▪ Teachers</li> </ul>	<ul style="list-style-type: none"> <li>▪ How and when do I enrol my child?</li> <li>▪ What facilities are available at the school?</li> <li>▪ What will the educational focus be?</li> <li>▪ Where will I drop off and pick up my child/ park/ etc</li> </ul>

Stakeholders	Interest and involvement
<ul style="list-style-type: none"> <li>▪ Staff</li> <li>▪ Parents and carers</li> <li>▪ Students</li> </ul>	
<p><b>Nearby public schools</b></p> <ul style="list-style-type: none"> <li>▪ Denistone East Public School</li> <li>▪ Eastwood Public School</li> <li>▪ West Ryde Public School</li> <li>▪ Meadowbank Public School</li> <li>▪ Putney Public School</li> <li>▪ Ryde Public School</li> <li>▪ Ryde East Public School</li> <li>▪ Truscott Street Public School</li> <li>▪ North Ryde Public School</li> <li>▪ Kent Road Public School</li> </ul>	<ul style="list-style-type: none"> <li>▪ Impact on school resources</li> <li>▪ Impact on current students</li> <li>▪ Implications for teaching staff</li> <li>▪ Changes to existing catchment boundaries</li> <li>▪ Possible impacts on enrolments</li> <li>▪ Opportunities to view the new facilities</li> </ul>
<p><b>Adjoining affected landowners and businesses</b></p> <ul style="list-style-type: none"> <li>• Near neighbours and surrounding area (Smalls Road, Quarry Road, Lavarack Street and Christie Avenue)</li> <li>• Chamber of Commerce and Industry (Eastwood and West Ryde) Ratepapers Association/Progress Association</li> </ul>	<ul style="list-style-type: none"> <li>▪ Noise and truck movements during construction</li> <li>▪ Increased traffic and congestion on nearby streets</li> <li>▪ Local traffic and pedestrian safety</li> <li>▪ Changed traffic conditions during pick-up and drop-off</li> <li>▪ Shared use of school facilities and amenities</li> <li>▪ Environmental impacts during construction</li> </ul>
<p><b>Community groups</b></p> <ul style="list-style-type: none"> <li>• Cerebral Palsy Alliance: Disability Support &amp; NDIS Service Provider – Ryde Learning Centre</li> </ul>	<ul style="list-style-type: none"> <li>▪ Schedule for construction and opening of school</li> <li>▪ Impacts of the new school on the surrounding community including roads and facilities during construction</li> </ul>

## 6. Engagement Approach

The key consideration in delivering successful outcomes for this project is to make it as easy as possible for anyone with an interest to find out what is going on. In practice, the communications approach across all levels of engagement will involve:

- Using uncomplicated language
- Taking an energetic approach to engagement
- Encouraging and educating whenever necessary
- Engaging broadly including with individuals and groups that fall into harder to reach categories
- Providing a range of opportunities and methods for engagement
- Being transparent
- Explaining the objectives and outcomes of planning and engagement processes.

In addition to engagement with Government Departments and Agencies and Council, two distinct streams of engagement will continue for the project as follows:

- School community for existing schools being upgraded, or surrounding schools for new schools, and
- Broader local community.

This allows:

- School-centric involvement from school communities (including students, parents/caregivers, teachers, admin staff) unencumbered by broader community issues, and
- Broad community involvement unencumbered by school community wants and needs. Broad community stakeholders include local residents, neighbours and local action groups.

### 6.1. General community input

Members of the general public impacted by the construction phase are able to enquire and complain about environmental impacts via the following channels:

- Information booths and information sessions held at the school or local community meeting place, and advertised at least 7 days before in local newspapers, on our website and via letterbox drops
- 1300 number that is published on all communications material, including project site signage
- School Infrastructure NSW email address that is published on all communications material, including project site signage

Refer to Section 8.5 of this document for detail on our enquiries and complaints process.

A number of tools and techniques will be used to keep stakeholders and the local community involved as summarised in table 3 below.

For reference, project high level milestones during the delivery phase include:

- Site establishment/early works
- Commencement of main works construction
- Term prior to project completion
- Project completion
- First day of school following project completion
- Official opening

**Table 3: School Infrastructure NSW Communications Tools**

Communications Tool	Description of Activity	Frequency
1300 community information line	<p>The free call 1300 482 651 number is published on all communication materials and is manned by SINSW.</p> <p>All enquiries that are received are referred to the appointed C&amp;E Manager and/or Senior Project Director as required and logged in our CRM.</p> <p>Once resolved, a summary of the conversation is updated in the CRM.</p>	Throughout the life of the project and accessible for 12 months post completion
Advertising (print)	Advertising in local newspapers is undertaken with at least 7 days' notice of significant construction activities, major disruptions and opportunities to meet the project team or find out more at a face to face event.	At project milestones or periods of disruption
Call centre scripts	High level, project overview information provided to external organisations who may receive telephone calls enquiring about the project, most namely stakeholder councils.	Throughout the project when specific events occur or issues are raised by stakeholders
Community contact cards	<p>These are business card size with all the SINSW contact information.</p> <p>The project team/ contractors are instructed to hand out contact cards to stakeholders and community members enquiring about the project. Cards are offered to school administration offices as appropriate.</p> <p>Directs all enquiries, comments and complaints through to our 1300 number and School Infrastructure NSW email address.</p>	Throughout the life of the project and available 12 months post completion
CRM database	<p>All projects are created in SINSW's Customer Relationship Management system – Darzin - at project inception.</p> <p>Interactions, decisions and feedback from stakeholders are captured, and monthly reports generated.</p> <p>Any enquiries and complaints are to be raised in the CRM and immediately notified to the Senior Project Director, Project Director and Community Engagement Manager.</p>	Throughout the life of the project and updated for 12 months post completion
Display boards	A0 size full colour information boards to use at info sessions or to be permanently displayed in appropriate places (school admin office for example).	As required
Door knocks	<p>Provide timely notification to nearby residents of upcoming construction works, changes to pedestrian movements, temporary bus stops, expected impacts and proposed mitigation.</p> <p>Provide written information of construction activity and contact details.</p>	As required prior to periods of construction impacts
Face-to-face meetings/briefings	Activities include meeting, briefings and "walking the site" to engage directly with key stakeholders, directly impacted residents and business owners and the wider community.	As required

Communications Tool	Description of Activity	Frequency
FAQs	Set of internally approved answers provided in response to frequently asked questions. Used as part of relevant stakeholder and community communication tools. These are updated as required, and included on the website if appropriate.	Throughout the life of the project
Information booths	<p>Information booths are held locally and staffed by a project team member to answer any questions, concerns or complaints on the project.</p> <p>Info booths are scheduled from the early stages of project delivery through to project completion.</p> <p>Information booths are to be held both at the school/ neighbouring school, as well for the broad community:</p> <ul style="list-style-type: none"> <li>▪ School information booths are held at school locations at times that suit parents and caregivers, with frequency to be aligned with project milestones and as required.</li> <li>▪ Community information booths are usually held at local shopping centres, community centres and places that are easily accessed by the community. They are held at convenient times, such as out of work hours on weekdays and Saturday's.</li> </ul> <p>Collateral to be provided include community contact cards, latest project notification or update, with internal FAQs prepared.</p> <p>All liaison to be summarised and loaded in the CRM.</p> <p>Notice of at least 7 days to be provided.</p>	At project milestones and as required
Information sessions (drop in)	<p>Information sessions are a bigger event than an info booth, held at a key milestone or contentious period. We have more information on the project available on display boards/ screens and an information pack handout – including project scope, planning approvals, any impacts on the school community or residents, project timeline, FAQs.</p> <p>Members from the project and communications team will be available to answer questions about the project.</p> <p>These events occur after school hours on a week day (from 3pm – 7pm to cover working parents).</p> <p>All liaison summarised and loaded on the CRM.</p>	As required
Information pack	<p>A 4 page A4 colour, fold out flyer that can include:</p> <ul style="list-style-type: none"> <li>▪ Project scope</li> <li>▪ Project update</li> <li>▪ FAQs</li> <li>▪ Contact information</li> <li>▪ Project timeline</li> </ul> <p>To be distributed at info sessions or at other bigger events/ milestones in hard copy and also made available electronically.</p>	As required

Communications Tool	Description of Activity	Frequency
Media releases/events	Media releases are distributed upon media milestones. They promote major project milestones and activities and generate broader community awareness.	Media milestones: <ul style="list-style-type: none"> <li>▪ Project announcement</li> <li>▪ Concept design completed</li> <li>▪ Planning approval lodged</li> <li>▪ Planning approval granted</li> <li>▪ Construction contract tendered</li> <li>▪ Construction contract awarded</li> <li>▪ SOD turning opportunity</li> <li>▪ Handover</li> <li>▪ Official opening</li> </ul>
Newsletters	Available in hard copy and electronic format. A monthly or quarterly newsletter providing updated information on project scope, benefits, construction progress, achievement of project milestones and other project related issues of interest.  Similar to an info pack in content, but used as a regular high level update for the community.	As required, related to high level project milestones
Notifications	A4, single or double sided, printed in colour that can include FAQs if required  Notifications are distributed under varying templates with different headings to suit different purposes: <ul style="list-style-type: none"> <li>▪ <b>Works notification</b> are used to communicate specific information/ impacts about a project to a more targeted section of the community. This template doesn't have an image so it can be more appropriately targeted for matters like hazardous material.</li> <li>▪ <b>Project update</b> is used when communicating milestones and higher level information to the wider community i.e. project announcement, concept design/DA lodgement, construction award, completion. Always includes the project summary, information booths/ sessions if scheduled, progress summary and contact info.</li> </ul>	As required according to the construction program.  Distributed via letterbox drop to local residents and via the school community at least 5-7 days prior to construction activities or other milestones throughout the life of the project. Specific timings indicated in table 5 – Section 8.
Photography, time-lapse photography and videography	Captures progress of construction works and chronicles particular construction activities. Images to be used in notifications, newsletters and report, on the website and Social Media channels, at information sessions and in presentations.	Project completion (actual photography and video of completed project)  Prior to project completion - artist impressions, flythrough,



Communications Tool	Description of Activity	Frequency
	Once the project is complete, SINSW will organise photography of external and internal spaces to be used for a range of communications purposes.	site plans and construction progress images are used
Presentations	Details project information for presentations to stakeholder and community groups.	As required
Priority correspondence	Ministerial (and other) correspondence that is subject to strict response timeframes. Includes correspondence to the Premier, Minister, SINSW and other key stakeholders. SINSW is responsible for drafting responses as requested within the required timeframes.	As required
Project Reference Group	SINSW facilitated Project Reference Group sessions providing information on the design solution, construction activities, project timeframes, key issues and communication and engagement strategies.	Meets every month or as required  More information on the PRG is detailed in Section 4
Project signage	A0 sized, durable aluminium signage has been installed at Smalls Road new primary school.  Provides high level information including project scope, project image and SINSW contact information.  Fixed to external fencing/ entrances etc. that are visible and is updated if any damage occurs.	Throughout the life of the project and installed for 12 months post completion
Site visits	Demonstrate project works and progress and facilitate a maintained level of interest in the project. Includes media visits to promote the reporting of construction progress.	As required
School Infrastructure NSW email address	Provide stakeholders and the community an email address linking direct to the Community Engagement team. Email address (schoolinfrastructure@det.nsw.edu.au) is published on all communications materials.	Throughout the life of the project
School Infrastructure NSW website	A dedicated project page for Smalls Road new primary school is located on the SINSW website - <a href="https://www.schoolinfrastructure.nsw.gov.au/projects/s/smalls-road-new-primary-school.html">https://www.schoolinfrastructure.nsw.gov.au/projects/s/smalls-road-new-primary-school.html</a>	Updated at least monthly and is live for at least 12 months post completion of the project
Welcome pack/ thank you pack	At project completion the following flyers are utilised: <ul style="list-style-type: none"> <li>▪ <b>Welcome pack</b> – project completion for school community - A 2 to 4 page A4 flyer which is provided to the school community on the first day/week they are returning to school when new facilities are opening, or attending a new school. Includes project overview, map outlining access to the school and key locations, FAQs, contact information.</li> <li>▪ <b>Thank you pack</b> – A 2 to 4 page A4 flyer tailored to the local residents to thank them for their patience and support of the project.</li> </ul>	Project completion only

## 7. Engagement Delivery Timeline

The following engagement delivery timeline maps tailored communications tools and activities by key milestone.

**Table 4: Engagement timeline**

Project Phase / milestone	Target Audiences	Proposed communication tools / activities / purpose as per Table 3	Timing / implementation
Main Construction works, including but not limited to: <ul style="list-style-type: none"> <li>▪ Remediation</li> <li>▪ Works commenced</li> <li>▪ Key impact periods – noise, dust, traffic, vibration</li> </ul>	All	Website updates Notifications PRG Info booth/s Door knocks to directly impacted residents Face to face meetings Advertising of events and high disruption	Early works commenced December 2018 Construction commenced January 2019 (at key construction events as required, as per our notification process in Table 5)
Term prior to project completion	Local community  Future school community	Local media release Newspaper advertisement Website update Info session - Display boards and Info pack Notifications as required to indicate remaining construction still to occur Website update FAQs/ newsletters PRG School tours facilitated by new Principal when site is deemed safe	Approx. September 2019
Project completion and welcome to new school	All	Photography Videography Media release Website update Welcome pack Thank you pack (residents)	Early 2020
Opening	All	Official opening ceremony	Early 2020

Project Phase / milestone	Target Audiences	Proposed communication tools / activities / purpose as per Table 3	Timing / implementation
Post-opening	All	<p>Website remains live</p> <p>Project signage remains installed</p> <p>1300 phone and email still active, and CRM still maintained for complaints and enquiries.</p>	Early 2021 (at least 12 months post construction completion)

## 8. Protocols

### 8.1. Media engagement

SINSW manages all media relations activities, and is responsible for:

- Responding to all media enquiries and instigating all proactive media contact.
- Media interviews and delegation to SINSW media spokespeople who are authorised to speak to the media on behalf of the project
- Informing the Minister's Office and SINSW project team members and communications representatives of all media relations activities in advance and providing the opportunity to participate in events where possible.

### 8.2. Site visits

SINSW in partnership with Schools Operations and Performance organises and hosts guided project site tours and media briefings as required by the Minister's Office. The Project Team will ensure the required visitor site inductions are undertaken and that all required Personal Protective Equipment (PPE) is worn.

For media site visits and events, SINSW creates, or contributes to, the production of an event pack. This will include an event brief, media release, speaking notes and Q&As.

### 8.3. Social, online and digital media

SINSW initiates and maintains all social and online media channels. These channels can include Facebook, Twitter, LinkedIn and the website. The SINSW Online Content Team upload to the SINSW website.

### 8.4. Notification process

Notifications (titled works notifications or project updates as per Table 3) are SINSW's prescribed notification requirement and are the primary mechanism to inform the community and key stakeholders about the impact of school construction on the local area. Notifications provide advance warning of activities and planned disruptions, as per the notice periods in Table 5 below, allowing stakeholders and community members to plan for the impacts and make alternative arrangements where required. Notifications are distributed in person via door knocks, via letterbox drop, via the school and electronically via email.

The C&E Manager advises the project team of the relevant notification requirements and timeframes to be met. The team obtains the information necessary to meet these timeframes by:

- Having oversight of the project delivery program
- Visiting site as required
- Attending and participating in construction meetings, planning meetings, and Risk and Opportunity workshops.

**Table 5: Notifications periods**

Works activity	Minimum community notification period
Notification to communities following major incident	Same day
Emergency works/unforeseen events	Same day
Contamination management and notification	Within 48 hours
Upcoming works notification (minimum disruption)	5- 7 days
Invitation/notification of community event (e.g. info booth)	5 – 7 days
Notifications regarding traffic changes, parking impacts, road closures, major detours	10 – 14 days
Pedestrian route changes and other impacts	10 – 14 days

Works activity	Minimum community notification period
Notifications regarding operational changes for the school community (school drop-off points, entry and exit points)	10 - 14 days
Major construction impacts (out of hours/ significant noise/ demolition)	10 – 14 days
Major impacts to school community e.g. relocation to temporary school	6 months

### 8.5. Enquiries and complaints management

SINSW manages enquiries (*called interactions in our CRM, Darzin*), and complaints in a timely and responsive manner.

Prior to project delivery, a complaint could be related to lack of community consultation, design of the project, lack of project progress, etc.

During project delivery, a complaint is defined as in regards to construction impacts – *such as* – safety, dust, noise, traffic, congestion, loss of parking, contamination, loss of amenity, hours of work, property damage, property access, service disruption, conduct or behaviour of construction workers, other environmental impacts, unplanned or uncommunicated disruption to the school.

If a phone call, email or face- to- face complaint is received during construction, they must be logged in our CRM, actively managed, closed out and resolved by SINSW within 24-48 hours.

As per our planning approval conditions, a complaints register is updated monthly and is publicly available on the project's website page on the SINSW website.

If the complainant is not satisfied with SINSW response, and they approach SINSW for rectification, the process will involve a secondary review of their complaint as per the outlined process.

Complaints will be escalated when:

- An activity generates three complaints within a 24-hour period (separate complainants).
- Any construction site receives three different complaints within a 24-hour period.
- A single complainant reports three or more complaints within a three day period.
- A complainant threatens to escalate their issue to the media or government representative.
- The complaint was avoidable
- The complaint relates to a compliance matter.

Complaints will be first escalated to the Senior Manager, Community and Engagement or Director of Communications for SINSW as the designated complaints handling management representatives for our projects. Further escalation will be made to the Executive Director, Office of the Chief Executive to mediate if required.

If a complaint still cannot be resolved by SINSW to the satisfaction of the complainant, we will advise them to contact the NSW Ombudsman - <https://www.ombo.nsw.gov.au/complaints>.

The below table summarises timeframes for responding to enquiries and complaints, through each correspondence method:

**Table 6: Complaint and enquiry response time**

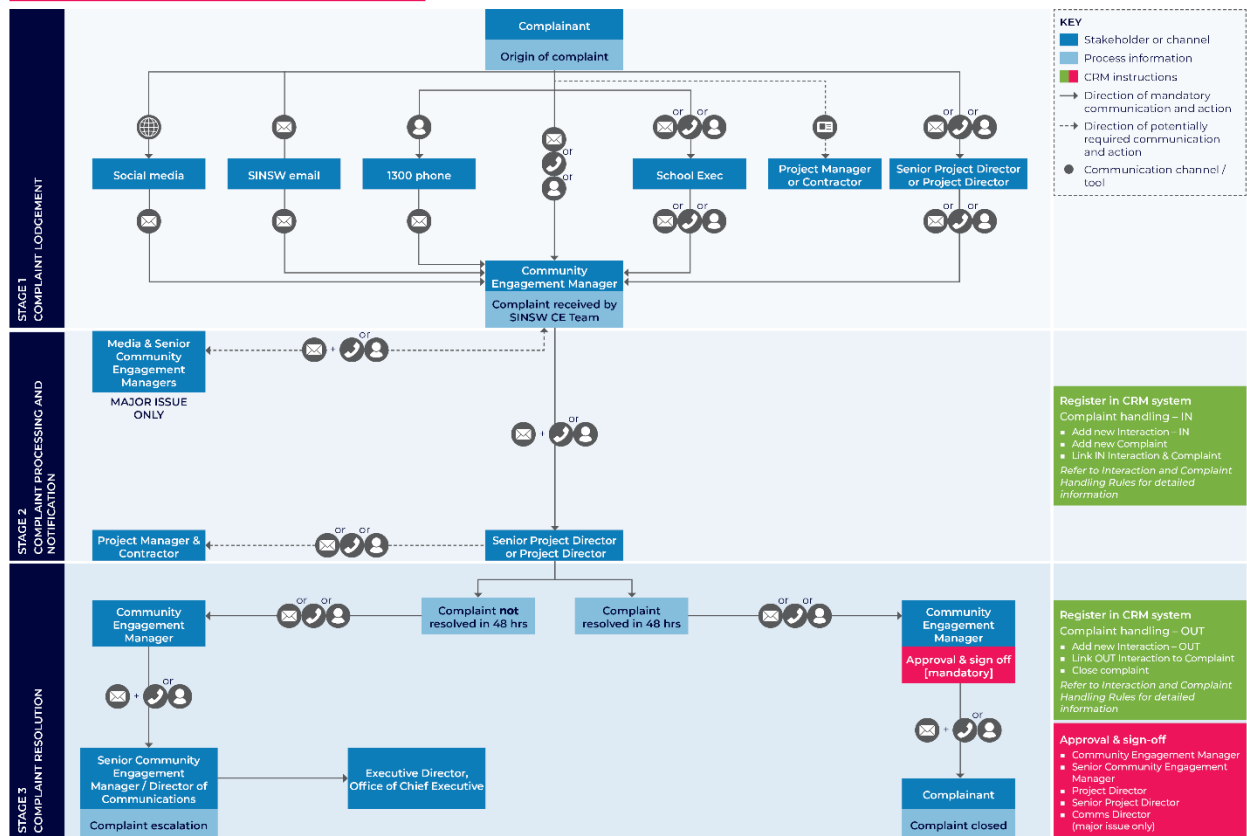
Complaint	Acknowledgement times	Response times
Phone call during business hours	At time of call – and agree with caller estimated timeframe for resolution.	Complaint to be closed out within 48 hours. If not possible, continue contact, escalate as required and resolve within 7 business days.
Phone call after hours*	Within two (2) hours of receiving message upon returning to office.	Following acknowledgement, complaint to be closed out within 48 hours. If not possible, continue contact,

Complaint	Acknowledgement times	Response times
		escalate as required and resolve within 7 business days.
Email during business hours	At time of email (automatic response)	Complaint to be closed out within 48 hours. If not possible, continue contact, escalate internally as required and resolve within 7 business days.
Email outside of business hours	At time of email (automatic response)	Complaint to be closed out within 48 hours (once return to business hours). If not possible, continue contact, escalate internally as required and resolve within 7 business days.
Interaction/ Enquiry		
Phone call during business hours	At time of call – and agree with caller estimated timeframe for response.	Interaction to be logged and closed out within 7 business days.
Phone call after hours	Within two (2) hours of receiving message upon returning to office.	Interaction to be logged and closed out within 7 business days.
Email during business hours	At time of email (automatic response)	Interaction to be logged and closed out within 7 business days.
Email outside of business hours	At time of email (automatic response)	Interaction to be logged and closed out within 7 business days.
Letter	N/A	Interaction to be logged and closed out within 10 business days following receipt.

The below diagram outlines our internal process for managing complaints.

**Figure 3 - Internal Complaints Process**

**COMPLAINTS MANAGEMENT PROCESS FLOW CHART**



**8.5.1. Disputes involving compensation and rectification**

School Infrastructure NSW is committed to working with the school and broader community to address concerns as they arise. Where disputes arise that involve compensation or rectification, the process for resolving community enquiries and complaints will be followed to investigate the dispute. Depending upon the results of the investigation, School Infrastructure NSW may seek legal advice before proceeding.

**8.6. Incident management**

An incident is an occurrence or set of circumstances that causes or threatens to cause material harm and which may or may not be or cause a non-compliance. Material harm is harm that:

- (a) involves actual or potential harm to the health or safety of human beings or to the environment that is not trivial; or
- (b) results in actual or potential loss or property damage of an amount, or amounts in aggregate, exceeding \$10,000, (such loss includes the reasonable costs and expenses that would be incurred in taking all reasonable and practicable measures to prevent, mitigate or make good harm to the environment).

**8.6.1. Roles and responsibilities following an incident**

In the event of an incident, once emergency services are contacted, the incident must be immediately reported to the SINSW Senior Project Director who will inform:

- SINSW Executive Director
- SINSW C&E Manager
- SINSW Senior Manager, C&E
- SINSW Communications Director

SINSW Communications Director will:

- Lead and manage all communications with the Minister’s office in the event of an incident, with assistance as required

- Direct all communications with media to the SINSW Media Manager in the first instance for management
- Notify all other key project stakeholders of an incident.

The school and local community will be notified within 24 hours in the event of an incident, as per our notification timelines in Table 5.

The SINSW Senior Project Director will issue a written incident notification to Department of Planning & Environment (DPE) ([compliance@planning.nsw.gov.au](mailto:compliance@planning.nsw.gov.au)) and Local Council immediately following the incident to set out the location and nature of the incident.

This must be followed within seven days following the incident of a written notification to the Department of Planning and Environment ([compliance@planning.nsw.gov.au](mailto:compliance@planning.nsw.gov.au)) that:

- (a) identifies the development and application number;
- (b) provides details of the incident (date, time, location, a brief description of what occurred and why it is classified as an incident);
- (c) identifies how the incident was detected;
- (d) identifies when SINSW became aware of the incident;
- (e) identify any actual or potential non-compliance with conditions of consent;
- (f) describes what immediate steps were taken in relation to the incident;
- (g) identifies further action(s) that will be taken in relation to the incident; and
- (h) provides the contact information for further communication regarding the incident (the Senior Project Director).

Within 30 days of the date on which the incident occurred or as otherwise agreed to by the Planning Secretary, SINSW will provide the Planning Secretary and any relevant public authorities (as determined by the Planning Secretary) with a detailed report on the incident addressing all requirements below:

- (a) a summary of the incident;
- (b) outcomes of an incident investigation, including identification of the cause of the incident;
- (c) details of the corrective and preventative actions that have been, or will be, implemented to address the incident and prevent recurrence; and
- (d) details of any communication with other stakeholders regarding the incident.

### **8.7. Reporting process**

Throughout the project, data will be recorded on participation levels both face to face and online, a record of engagement tools and activities carried out in addition to queries received and feedback against emerging themes.

Stakeholder and community sentiment will be evaluated throughout to ensure effectiveness of the engagement strategy and to inform future activities.

Reporting will include but not be limited to:

- Stakeholder engagement reporting – numbers of forums, participation levels and a summary of the outcomes
- Community sentiment reporting – outputs of all community engagement activities, including numbers in attendance at events, participation levels and feedback received against broad themes
- Online activity – through the project website and via social media
- Media monitoring – as part of the proactive media campaign
- Engagement risk register - to be updated regularly.