

The Salvation Army

23 Kiora Road MIRANDA

Stakeholder Communication + Engagement Plan **FRAMEWORK**

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Version	1
Date	6 November 2023

1. Introduction

This document is a framework outlining our approach for the Stakeholder Communication and Engagement Plan (SCEP) on behalf of FORMUS Miranda Pty Ltd (Formus) and The Salvation Army (TSA or the Salvos) to support the Miranda project.

The Miranda project seeks to redevelop the site of 23 Kiara Road and 2-6 Willlock Avenue, Miranda into a mixed-use purpose-built, multi-functional, holistic community hub and a quantum of diverse residential housing.

The project is the subject of a planning proposal, seeking permission to develop the site in accordance with plans and designs developed by TSA and Formus through their consultant team.

The SCEP will establish the context and framework for communicating with stakeholders and the community and outlines the purpose and objectives of engagement for this specific site.

The SCEP will be developed to support the planning proposal as it is assessed for Gateway approval. This framework provides an introduction to the SCEP and highlights the key components which will be developed in the SCEP over the course of the project.

Should Gateway Determination be achieved, the SCEP will be updated and engagement to support relevant planning pathway will commence. Monitoring and reporting will help inform iterations of plans as they progress.

TSA and its development partner Formus are committed to ensuring clear and transparent engagement and communication with its many stakeholder groups.

The SCEP is created to be a 'living' document, meaning it will be evolved and updated as the project progresses through its various stages.

2. Community engagement requirements

The NSW Department of Planning and Environment publication, *Local Environmental Plan Making Guideline – August 2023*, requires community consultation to be undertaken for a planning proposal following Gateway Determination. This consultation is undertaken in the form of a public exhibition, conducted by Council.

Recognising the importance of the project, further supporting engagement and consultation with key stakeholders is proposed to be undertaken and will be detailed in the SCEP.

It is also anticipated that any consultation requirements of Sutherland Shire Council will be addressed as part of the preparation of Social Impact Assessment

The SCEP will be developed to address and demonstrate how these requirements will be met.

3. Stakeholder mapping

A range of stakeholders will have an interest in the transformation of the TSA Miranda site. Detailed stakeholder mapping will be undertaken and inform the SCEP, but the following key groups will be consulted throughout the project: Council, government agencies, non-government agencies/groups, TSA and their clients/community, surrounding neighbours, and local residents and community.

4. Communication and Engagement Framework

4.1 Communication principles

The following principles will be included within the SCEP and guide all stakeholder communication activities:

- Information should be clear, concise and accurate
- Communication should be timely and responsive
- Appropriate channels should be tailored for each audience.

4.2 Channels

Communication will occur through a range of channels that will be detailed in the SCEP, and will include, but are not limited to:

- A project website/webpage
- An 1800 number for enquiries
- Advertisements in The Leader and through social media
- Letters to stakeholders and key community groups
- Engagement with local media at appropriate milestones
- Posters available on site, at other Salvo sites and key community locations
- Letter box drops to directly affected neighbours
- On-site briefings and presentations
- On-site drop in sessions.

The SCEP will step out in detail how and when these channels will be employed in the planning proposal process.

4.3 Communication roles

Left Field will prepare and draft all materials and design all engagement activities.


Formus will review and coordinate all inputs and attendance of relevant specialists to support engagement activities

TSA will review and approve all communications materials and assist with placements of advertisements, coordination of events and distribution of letterbox drops, posters etc.

5. Engagement

5.1 Engagement principles

Best practice community engagement is shaped by the IAP2 Spectrum of Public Participation. The Spectrum helps identify the influence and appropriate activities for the project:

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

For this project, we will operate at the Inform and Consult levels. Should the planning proposal proceed, we will review the Spectrum and update the SCEP.

The principles that will guide this project (based on the IAP2 Core Values and Principles) are that engagement will be:

1. Timely
2. Accessible
3. Respectful
4. Responsive

Information and reporting will be:

- Easy to understand, objective and even handed
- Reflect the views, issues and concerns of everyone who has participated
- Provide clear responses to how these issues and concerns have been considered and responded to.

6. Reporting

We will measure and monitor engagement so key stakeholders remain heard and informed. Relevant feedback will be reflected as plans evolve.

Reporting will include:

- Telephone and email logs
- Minutes from Stakeholder briefing events
- Record of comments from neighbour and community sessions
- Community Engagement Outcomes Report