



**Communications Plan for the proposed East Rockingham
Wastewater Treatment Plant and Sepia Depression Ocean Outfall
Landline (SDOOL) Duplication**

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Update Prepared by: Steve Mackenzie
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Signatures:

Steve Horrocks
Project Director

Paul Ferguson
General Manager Planning and Infrastructure

Catherine Ferrari
General Manager Communications

	1	Version 1	July 2006
	2	Updated	April 2010

1. Background / Situation Analysis

The Water Corporation operates three wastewater treatment plants (WWTPs) in the southern metropolitan area at Kwinana, Point Peron and Woodman Point.

The Woodman Point WWTP treats wastewater for more than half a million people. The plant is one of the largest in the Perth metropolitan area and treats up to 160 million litres of wastewater a day.

The Point Peron WWTP has existed since the early 1970s and serves the residential districts of Rockingham, Safety Bay and Port Kennedy. It is a primary treatment plant and has a capacity of 20 million litres per day. Treated wastewater from this plant joins the treated wastewater from the Woodman Point WWTP and is discharged four kilometres offshore west of Point Peron into the Sepia Depression.

The Kwinana WWTP also began operation in the early 1970s and serves the nearby suburbs of Kwinana, Medina, Orelia and Casuarina. This plant is a secondary treatment plant with a capacity of 12 million litres per day or an equivalent population of 66,000 people. The treated wastewater is disposed of by infiltration into the ground and discharge into the Sepia Depression Ocean Outlet Landline (SDOOL). The Kwinana WWTP was recently upgraded to increase capacity and reduce odours.

The Rockingham and Kwinana regions are among the fastest growing in Western Australia. The Rockingham area has a population of 72,000¹ and a projected population growth of 27.7 per cent to reach 99,600 by the year 2011, while Kwinana's population is 23,100² with a projected population growth of 24 per cent to reach 30,400 by 2011.

In the early 1980s, the Water Corporation identified the need for a wastewater treatment plant to service the planned residential growth in Perth's South West Metropolitan Corridor.

During the early 1990s, the Water Corporation embarked on the 'Wastewater 2040 Strategy for the Perth Region', to establish a broad direction for wastewater treatment and effluent disposal through to the year 2040 for metropolitan Perth and Mandurah. Extensive community participation resulted in guidance to the provisioning of future services that would meet their needs and expectations. As part of that project, the proposed East Rockingham WWTP facility was defined (within the IP14 area).

Projected growth in the catchment area indicates that 36 ML/day of wastewater will require treatment at the East Rockingham WWTP by 2020, increasing to 58 ML/day by 2030; 77 ML/day by 2040 and 125 ML/day by 2060. Ultimately, wastewater inflows may increase to 160-170+ ML/day, dependent upon urban development areas and densities.

Construction of the new East Rockingham WWTP will enable the decommissioning of the Point Peron WWTP by 2015. The new plant will employ the latest technologies in wastewater treatment and odour management. The resulting effluent will be of a higher quality for ocean discharge or recycling; with lower odour emissions.

Future planning for the plant may include a proposed Groundwater Replenishment facility, or water reclamation plant (for industrial use), to support the Corporation's wastewater re-use target of 70% by 2030.

¹ ABS Census 2001

² ABS Census 2001

In 1996, the Water Corporation reached an 'in principle' agreement with LandCorp which identified a site area within the IP14 area, currently reserved as 'Public Purposes' under the Metropolitan Region Scheme.

Subsequent to the latest 'in principle' agreement, LandCorp plans to lodge a strategic environmental assessment (SEA) proposal to the Environmental Protection Authority (EPA). As part of that, the Water Corporation plans to lodge a referral document to present the preferred location of the proposed East Rockingham WWTP and its associated pipeline corridors to the EPA.

In July 2009, The Water Corporation referred this proposal to the Department of Environment, Water, Heritage and the Arts (DEWHA) for determination under the *Environment Protection and Biodiversity Conservation Act 1999*.

The intention is to use the Sepia Depression Ocean Outfall Landline (SDOOL) to dispose of the treated wastewater. This will require a new section of pipeline from the WWTP to Patterson Road; and duplication of the SDOOL pipeline.

The Water Corporation proposes to partially duplicate the SDOOL by 2014, primarily provide an extra, high level of protection to sensitive environmental areas along the pipeline route (mainly Lake Richmond, which is a heritage-listed environment area). In addition, a new section of pipeline will be built from the East Rockingham WWTP to SDOOL to convey excess treated wastewater to the Point Peron ocean outlet.

Project summary

- Build a wastewater treatment plant in the IP14 industrial zone of East Rockingham by 2015. Initial capacity will be 40 M/day but long-term capacity will be 160M/day.
- The intention is to use the Sepia Depression Ocean Outfall Landline (SDOOL) to dispose of the treated wastewater. This will require a new section of pipeline from the WWTP to Patterson Road; and duplication of the SDOOL pipeline.

Although the two projects are related, the communications for each will be separate. The Water Corporation is upgrading the SDOOL pipeline for primarily for security and safety reasons and would be undertaking this work regardless of the East Rockingham WWTP. Taking the excess treated wastewater from the East Rockingham WWTP is a secondary, but none-the-less important aspect of the project.

Communication already undertaken

Consultation has occurred as part of the Corporation's wider communications strategy for infrastructure proposed for the South West Metropolitan Corridor, including the Perth Seawater Desalination Plant at Kwinana and the investigation into the second seawater desalination plant.

In June 2008, the then Minister for Water Resources John Kobelke issued a press release announcing that the Water Corporation planned to build a wastewater treatment plant at East Rockingham and detailed its proposed location. A public information sign has been erected at the proposed site.

To mitigate any political show-stoppers from local MPs and the local authorities, the Corporation has provided a number of personal briefings to these organisations.

Direct communications with the public on these projects has been minimal. A public information display on the ERWWTP was set up at the Rockingham Shopping Centre and there has been some criticism of the project in the Letters to the Editor section of the local paper, which the Corporation has responded to.

In addition, the Water Corporation has a recent history of communication with the local Rockingham community on a number of other projects, and has had a fairly adversarial relationship with the community. Between 2005 and 2007 the Water Corporation identified a number of potential sites in the Rockingham area for a second metropolitan desalination plant, and undertook significant community consultation with the community on this issue. The community strongly opposed the proposal and ultimately the decision was made not to build a plant there.

More recently, the deferral of the State Government's Infill Sewerage Program, including a planned Infill project in Rockingham, has resulted in considerable negative media coverage for the Water Corporation. This is likely to have further negatively impacted on the Corporation's reputation in the community and with local stakeholders.

Proposed project timing

East Rockingham WWTP

Submit Environmental Report to the Federal Authority for assessment – Department of Environment, Water, Heritage and Arts (DEHWA)	July 2009
DEWHA advises that project is 'Not a Controlled Action' and can be managed in a "Particular Manner"	November 2009
Referral to the EPA	June 2010
PER document open for public comment	June – September 2010
Decision by Minister for the Environment	September 2010
PER required?	Could take up to two years
Preliminaries to Works	October 2012
Commence detailed design	June 20 12
Commence construction	August 2013
Commission	July 2015

Project Team

Project Director	Steve Horrocks
Project Manager	David Swallow
Environmental Officer	Andrew Baker
Communications Officer	Steve Mackenzie

Sepia Depression Ocean Outlet Landline (SDOOL) Duplication

Documentation Preparation	September 2009 – June 2010
Referral to EPA/DEWHA	June 2010
PER document open for public comment	June 2010 – September 2010
Decision by Minister for the Environment and DEWHA	September 2010
PER required?	Could take up to one year.
Preliminaries to Works	Jan 2011 – May 2011
Commence design	October 2010
Commence construction	August 2011
Commission	May 2012

Project Team

Project Director	Michael Mulrennan
Project Manager	David Swallow
Project Engineer	Darryl Van de Nest
Environmental Officer	Andrew Baker
Communications Officer	Steve Mackenzie

2. Decision scope and level of engagement

For the purposes of this communications plan, the project has been divided into six stages of engagement. These stages, and the level of engagement and decision scope for each, are outlined below.

	What	Level of engagement	Timing	Decision scope for the community
1	The proposal to construct a new WWTP in East Rockingham.	Inform	Ongoing from July 2006	The community will be informed of the reasons the new plant is required and the benefits to the community and the local environment (improved environmental, odour and recycling opportunities).
2	The site	Inform	Ongoing from July 2006	The community will be informed of the criteria used to select the site and the key timing of site acquisition.
3	SDOOL Pipeline construction	Inform and consult	Ongoing from Feb 2009	Landowners can influence the pipeline route selection by identifying values and constraints. This may involve a Multi Criteria Analysis (MCA) process.
4	Federal and State Environmental approvals	Inform and consult	Feb 2010 – September 2010	The community will be informed of and can provide input into the environmental impact assessment processes for both projects.
5	Alliance selection	Inform	April 2011 – June 2011	The community will be updated during the Alliance selection process. (Potentially PPP)

6	Construction communications	Inform	August 2013 - July 2015	The Alliance will understand and adhere to the social commitments made by the Water Corporation. The community will be kept informed during the construction phase to minimise inconvenience.
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3. Opportunity / Threat

East Rockingham WWTP

- The Water Corporation is working to improve Perth and Rockingham's wastewater system.
- Delays in approvals and construction will impact on the capacity of wastewater transfer from the SW metro corridor.
- Heightened public scrutiny from the community regarding WA's second seawater desalination plant (Southern Seawater Desalination Plant) means the Corporation must be transparent in its approach.
- Opportunity for the Water Corporation to reinforce to the SW metropolitan community that the new plant will reduce environmental and odour impacts.
- Opportunity for the Water Corporation to inform the SW metropolitan community about plans to increase treated wastewater recycling and reduce the ocean outfall – or improve the quality of water being discharged to the ocean.
- The ERWWTP may be built and operated a through a Public Private Partnership arrangement and the public needs to understand the rationale and advantages of taking this approach.

SDOOL Duplication

- The Water Corporation is working to improve Perth and Rockingham's wastewater system.
- Because of strong growth in the region, the existing SDOOL pipeline is under a lot of pressure to cope with demand. Failure and spillages are a real risk.
- Delays in approvals and construction will impact on the capacity of wastewater transfer from the SW metro corridor.
- Heightened public scrutiny from the community regarding WA's second seawater desalination plant (Southern Seawater Desalination Plant) means the Corporation must be transparent in its approach.

4. Communications Goals & Objectives

The overall goals of this project communication strategy are to:

- 1. Ensure smooth and effective project delivery with minimal community or stakeholder related issues or hold ups, through a better informed and supportive community.**
- 2. Manage the project's impact on the community by providing information about the project, how they will be affected and consulting with them during decision making where appropriate.**
- 3. Use the project to improve the Corporation's reputation as a responsible environmental manager, planner and provider of sustainable water and wastewater services, through positive project**

messages about the Corporation's over-arching Climate Resilience Model and brand presence in the community.

Specific objectives include:

East Rockingham WWTP

- Secure support for and understanding from stakeholders, regulators and the community regarding the need for a new wastewater treatment plant in East Rockingham.
- Engage stakeholders, regulators and the community and secure widespread acceptance of the wastewater planning and outcomes for the southern metropolitan corridor in general, and the East Rockingham WWTP in particular.
- Raise the level of understanding about the Water Corporation's wastewater initiatives in the area.
- Raise awareness of understanding about the Water Corporation's long-term wastewater strategies to increase re-use.
- Ensure the community is aware of the benefit of the new WWTP and associated works will provide.
- Engage local residents and ensure their concerns, if any, about future plans, immediate upgrades and associated works are addressed.
- Win support from neighbouring industry.
- Inform and manage lobby groups who may oppose the plans.
- Maintain key stakeholder confidence in the project.
- Assure stakeholders of the Water Corporation's careful management of the environmental impacts of the proposed activities in the area.
- Preserve the image and reputation of the Water Corporation as a responsible and credible utility manager.

SDOOL Duplication

- Secure support for and understanding from stakeholders, regulators and the community regarding the need for the SDOOL duplication.
- Raise the level of understanding about the Water Corporation's wastewater initiatives in the area.
- Raise awareness of understanding about the Water Corporation's long-term wastewater strategies to increase re-use.
- Engage local residents and ensure their concerns, if any, about future plans, immediate upgrades and associated works are addressed.
- Win support from neighbouring industry.
- Inform and manage lobby groups who may oppose the plans.
- Maintain key stakeholder confidence in the project.
- Assure stakeholders of the Water Corporation's careful management of the environmental impacts of the proposed activities in the area.
- Preserve the image and reputation of the Water Corporation as a responsible and credible utility manager.

4. Key Messages

East Rockingham WWTP

Technical

- The Water Corporation has an excellent track record as the key agency responsible for the collection, treatment and disposal of the metropolitan area's wastewater.
- If a Public Private Partnership (PPP) construction/operation model is used, the public should be assured that the Water Corporation will ensure that its high standards of construction, operation and maintenance are maintained and that it will retain ultimate responsibility for the project.
- The \$240-million ERWWTP is vital to meet development needs of the South West Metropolitan Corridor. If it is not operational by 2015, development will be impeded and pressure will increase on existing services.
- The plant will have the capacity to be progressively upgraded from 40 million litres a day to 85 million litres a day by 2050, meaning more than 425,000 people can be serviced. The plant's long-term capacity will build to 160 million litres a day.
- The site selected for the ERWWTP is located within an appropriately-zoned industrial area, is central to the south-west metropolitan water catchments and is close to the existing Sepia Depression Ocean Outlet Landline (SDOOL).

Environmental

- The ERWWTP and associated infrastructure will use the latest treatment and monitoring technology and will be designed to meet stringent environmental requirements.
- The Water Corporation aims to maximise treated wastewater re-use from the ERWWTP. Its location provides a strong opportunity for industry in Cockburn/Kwinana to use this valuable resource.
- In the much longer term, ERWWTP is well sited for any possible future water recycling scheme.
- The SDOOL at Point Peron will remain open and operational despite the closure of the Point Peron WWTP and provide an ocean discharge facility for Woodman Point, Kwinana and the proposed East Rockingham plants.
- Despite the Water Corporation's strong push to increase water recycling, ocean disposal of treated wastewater will always be necessary and this method is the best environmental option available.
- The Perth Long-term Ocean Outlet Monitoring (PLOOM) program shows that discharging treated wastewater to the ocean is environmentally sustainable and is not harming Perth's beaches or marine environment.

Social

- The development of the new East Rockingham WWTP will mean that the smaller Point Peron WWTP could be decommissioned by 2015.
- The proposed location allows for an appropriate footprint zone, which means residents will be protected in the long-term.

- The Water Corporation values community input and feedback on the operations of the ERWWTP and, as with other WWTPs, will set up a Community Reference Group.

SDOOL Duplication

Technical

- The Water Corporation has an excellent track record as the key agency responsible for the collection, treatment and disposal of the metropolitan area's wastewater.
- The SDOOL pipeline has been in place for about 25 years and it has operated without any significant environmental impact. The pipeline underwent a significant upgrade in 2006, which again was completed without incident.
- The existing SDOOL is showing signs of deterioration. Corrosion has been identified and this has resulted in a higher risk of pipeline rupture.
- At present, the Water Corporation cannot undertake maintenance of the SDOOL because it cannot stop or divert flows in the pipeline for very long. Duplication will allow internal inspection and regular maintenance, which will reduce the risk of pipe leakage.
- The \$240-million ERWWTP is vital to meet development needs of the South West Metropolitan Corridor and SDOOL is needed to transport excess treated wastewater to the Point Peron outlet. If ERWWTP is not operational by 2015, development will be impeded and pressure will increase on existing services.

Environmental

- The SDOOL pipeline will be built using the latest pipeline technology and it will be designed to meet stringent environmental requirements.
- The protection of Lake Richmond will be a priority during construction.
- Despite the Water Corporation's strong push to increase water recycling, ocean disposal of treated wastewater will always be necessary and this method is the best environmental option available.
- The Perth Long-term Ocean Outlet Monitoring (PLOOM) program shows that discharging treated wastewater to the ocean is environmentally sustainable and is not harming Perth's beaches or marine environment.

Social

- The Water Corporation values community input and feedback and will consult with the community and key stakeholders on the preferred route for the SDOOL pipeline duplication.

6. Stakeholders

Essentially the main groups are:

- Members of Parliament
- Local Government Authorities
- Government Departments
- Regulators
- Environmental action groups
- Residents associations and the wider public
- Landowners on proposed pipeline routes
- Media
- Internal stakeholders (Executive, RBM)

Internal	External
Perth Region and Regional Business Manager	Political/Local Government
	The Hon. Donna Faragher MLC, Minister for the Environment 10 th Floor Dumas House 2 Havelock Street WEST PERTH WA 9213 7250
Water Corporation staff and consultants	The Hon. Bill Mamion MLA, Minister for Water 12 th Dumas House 2 Havelock Street WEST PERTH WA
	The Hon. Roger Cook MLA (Member for Kwinana) – Labor PO Box 428 KWINANA WA 6966 9321 5056 Roger.cook@mp.wa.gov.au
	The Hon Mark McGowan MLA (Member for Rockingham) – Labor Shop 13 The Boardwalk 7 Railway Terrace ROCKINGHAM WA 6168 9592 7422 Mark.mcgowan@mp.wa.gov.au
	The Hon. Fran Logan MLA (Member for Cockburn) – Labor Shop 30 Gateway Shopping Centre Wentworth Ave SUCCESS WA 6164 9414 3266 Fran.logan@mp.wa.gov.au
	Government Agencies
	Environmental Protection Authority
	Department for Planning and Infrastructure
	Department of Environment and Conservation 47 Henry Street - Fremantle Catherine Prideaux Senior Planner 9431 6523 Catherine.prideaux@dec.wa.gov.au
	Val English Species and Communities Branch 9334 0409
	Department of Industry and Resources

	<p>Landcorp Project Manager - Simon MacLennon 9482 7542</p>
	Local Government/Agencies
	<p>City of Rockingham Barry Sammuels – Mayor Andrew Hammod – CEO PO Box 2142 DC 6967 ROCKINGHAM WA 6168</p> <p>Peter Ricci Manager Strategic Planning and Environment 9528 0305 / 0401 699 843 Peter.ricci@rockingham.wa.gov.au</p> <p>Bob Jeans Director – Planning and Development Services 0410 699 826 Bob.jeans@rockingham.wa.gov.au</p> <p>Ann Prince Councillor of Cooloongup 9592 1304 Ap740770@bigpond.net.au</p>
	<p>Town of Kwinana Carol Adams – Mayor Neil Hartley – CEO PO Box 21 KWINANA WA 6167</p> <p>Maurice Ferialdi Director Operations and Technical Service 9439 0247 0488 910 362 Maurice.ferialdi@kwinana.wa.gov.au</p>
	<p>City of Cockburn Logan Howlett - Mayor Stephen Cain – CEO PO Box 1215 Bibra Lake WA 6965 SPEARWOOD WA 6163</p>
	<p>Southern Metropolitan Regional Council Doug Thompson – Chairman Stuart McAll – CEO Aldous Place BOORAGOON WA 6154 9329 2700 / smrc@smrc.com.au</p>
	<p>Rockingham Kwinana Development Office Represents – Dept of Planning/ LandCorp/City of Rockingham/Town of Kwinana Simon Proud – Director Suite 12, The Boardwalk Cnr Val and Harrison Street ROCKINGHAM WA 6168 9550 7201 / rkdo@rkdo.wa.gov.au Simon.proud.rkdo.wa.gov.au</p>
	<p>Cockburn Sound Management Council PO Box 5161 ROCKINGHAM WA 6969 9591 3837 / csmc@environment.wa.gov.au</p>

	<p>Dr Thomas Rose Acting Co-ordinator Tom.rose@dec.wa.gov.au</p> <p>Petra Kohn CSMC – Admin (sets agenda for meeting)</p>
	<p>Kwinana and Industries Council (Communities and Industries Forum) Chris Oughton – Director Debbie Hoey – Executive Assistant PO Box 649 KWINANA WA 6966 9419 1855 / kicadmin@kic.org.au</p>
	Shopping Centres
	<p>Rockingham City Shopping Centre 1 Council Ave Rockingham WA 6168 Contact: Linda Johnson – 9527 9155</p>
	<p>Warnbro Fair Shopping Centre Warnbro Sound Ave. Contact: Sandi Wood Centre Management – 9593 6781</p>
	<p>Waikiki Village Shopping Centre Corner Read and Gnangara Drive Contact: Sue Forster Waikiki – 9528 7761</p>
	Aboriginal Groups
	<p>South West Aboriginal Land and Sea Council 1490 Albany Highway Cannington WA 6107 08 9358 7400 reception1@noongar.org.au</p>
	<p>Kalla Boodja Aboriginal Corporation Sonia Champion 76 Cambridge Way, Coo loongup WA 6168 08 9593 5781</p>
	<p>National Native Title Tribunal Level 11, East Point Plaza 233 Adelaide Terrace Perth WA 6000 08 9268 9700 enquiries@nntt.gov.au</p>
	Environmental Groups
	<p>Conservation Council of WA Steve McKiernan 20 Delphi Street, WEST PERTH 9420 7266</p>
	<p>Conservation of Rockingham Environment (CORE) Annette and Allan Gade 30 Kurrawa Street, HILLMAN WA 6168 9527 9279 / aatgade@bigpond.com</p>
	<p>Naragebup Rockingham Regional Environment Centre Executive Officer – Katy Kell James Mumme - Community Representative PO Box 5375 Rockingham Beach WA 6969</p>

	<p>08 9591 3077 rrec@naragebup.org.au</p> <p>Christine Comer Natural Resource Management Officer 0438 082 407 nrmo@naragebup.org.au</p>
	<p>Friends of Point Peron/ Friends of Lake Richmond James Mumme 9591 1540 0434 110 224 jgmumme@live.com.au</p>
	<p>Wetlands Research Association 12 Monger St , Perth WA 6000 0427473705</p>
	<p>Kwinana Progress Association President – Steve Hesse</p> <p>Kwinana Watchdog Group Spokesman – Steve Hesse</p> <p>PO Box 254 Kwinana 6167 9439 1283 0404 159 420 steveh@conceptual.net.au</p>
	<p>Birds Australia Rob Davies (Chairperson) 71 Oceanic Drive FLOREAT WA 6014 9383 7749 / birdswa@inet.net.au</p>
	<p>Rockingham City Council Environmental Planning Officer – Fiona Pond 9528 0446</p>
	Residents' Associations
	<p>Rockingham Holiday Village 147 Dixon Road ROCKINGHAM WA 9527 4240 Manager – Mike Ahern</p>
	<p>Cee and See Caravan Park 2 Governor Road Rockingham WA 6168 PH: 9527 1297</p>
	<p>Hillman Resident's Association Ms Peta Lennon 18 Palamuna Court HILLMAN WA 6168 9527 4761 petalennon@live.com</p>
	<p>Medina Residents Association Mandy Grubb 9439 0200 04177 992 486</p>
	<p>Waikiki Residents' Association Paul Watchirs PO Box 6168 Waikiki, Western Australia, 6169 0407 583 196 waikikiresidentsassociation@westnet.com.au</p>

	Warnbro Progress Association Mr Brown PO Box 6193 Waikiki WA 6169 08 9524 1702
	Palm Beach Caravan Park 37 Fisher Street Rockingham WA 9527 1515
	Secret Harbour Residents' Assn Inc Patrick Moran PO Box 7091, Secret Harbour WA, 6173 bigwaves@bigpond.net.au
	Settlers Hills Residents' Assn PO Box 8198, Warnbro WA 6169
	Singleton Residents' Association Morris Kinley 1 Arbor Close Singleton WA 08 9537 2563 information@singletonwa.com
	Port Kennedy Mgt Board 08 9264 7777
	Media
	Weekend Courier/Kwinana Courier Editor – Yvonne Thompson Journalist – Roslyn Huizenga Unit 2/3 Commodore Drive ROCKINGHAM 6168 9599 1800 weekendcourier@communitynews.com.au Yvonne.thompson@communitynews.com.au
	Sound Telegraph Editor – Monique Mulligan Journalist – Anita McInnes Cnr Dixon Road and Ennis Ave ROCKINGHAM WA 6168 9592 0200 editor@soundtelegraph.com.au
	General
	Jeff Pike 1 Day Road ROCKINGHAM 9527 4263
	Hillman Primary School Principal – Wayne Mckay Unnaro Road, Hillman 9527 3600

7. Strategy

East Rockingham WWTP

- Encourage debate and discussion on all issues associated with the proposed East Rockingham Wastewater Treatment Plant occurs prior to the DEWHA/ EPA's formal consultation period.

This is to demonstrate to DEWHA/EPA that consultation has occurred (part of a legislative requirement) and to allow stakeholders, regulators and the community to feel engaged and supported by the proposal.

Communications tools include: briefings, media statements, shopping centre displays, web copy, Q&A sheets, advertising, open days, public meetings, project newsletters, information sheets etc....

- **Undertake a high-level political education campaign.**

This is to mitigate any political show-stoppers from local MPs who have already voiced concern about the proposed location of the WWTP.

Communications tools include: briefing notes and one-on-one briefings.

- **Focus on the benefits that the WWTP will bring for the local community and the environment.**

This is to encourage all stakeholders to understand and ultimately accept the proposed project.

Communications tools include: statistics (growth in region, capacity of the WWTP), Q&A sheets, shopping centre displays, media statements.

SDOOL Duplication

- **Encourage debate and discussion with community and key stakeholders on all issues associated with the different proposed routes for the SDOOL duplication prior to DEWHA/EPA's formal consultation period.**

This is to demonstrate to DEWHA/EPA that consultation has occurred (part of a legislative requirement) and to allow stakeholders, regulators and the community to feel engaged and supported by the proposal.

Communications tools include: briefings, media statements, shopping centre displays, web copy, Q&A sheets, advertising, open days, public meetings, project newsletters, information sheets etc....

- **Focus on the benefits that the WWTP will bring for the local community and the environment.**

This is to encourage all stakeholders to understand and ultimately accept the proposed project.

Communications tools include: statistics (growth in region, capacity of the WWTP), Q&A sheets, shopping centre displays, media statements.

8. Evaluation

The success of this communications plan will be measured against achievement of the outlined goals and objectives:

1. Is the project being delivered smoothly and effectively with minimal community or stakeholder related hold ups?

2. Is the impact on the community being managed and minimised? Do they know how they and their local environment will be affected and feel they have had an opportunity to have their say on key project decisions?
3. Has the Corporation's reputation as a responsible environmental manager, planner and provider of sustainable water and wastewater services been enhanced?

These can be measured by the following:

- Number of requests for community briefings/ information sessions
- Number of people attending the above
- Number of letters/ calls to the editor/ talkback radio programs
- Number of letters received by the Water Corporation
- Number of calls received by the Water Corporation
- Number of e-mails received by the Water Corporation
- Number of hits on the Water Corporation website pages dedicated to the project.

Community surveys will be conducted based on a random sampling of population, often by telephone or mail, to gain statistically valid specific information. Community surveys will be undertaken during the course of the project to ascertain community understanding, perceptions and concerns. It will inform the strategy and the evaluation process.

9 Implementation plan

A series of tools and tactics will be used to support this communication plan.

Spokesperson

It is vital that the project have 1-2 key expert spokespeople to face the community and stakeholders for the duration of the project (or as long as possible). These people should have credibility, empathy and the confidence of the community and stakeholders.

Tools and Tactics

Advertising	Local venue displays
Leveraging external publications/events	Feedback Mechanisms
Open houses	Community surveys
Community forums	Interviews
Community newsletter	Contacts database
Media program	Community advocates
Community/stakeholder tours	Community Reference Group
Community and stakeholder briefings	Website
Internal communications	Images and photography
Site boards and signage	Video footage
Supporting materials	

Advertising

Advertising offers an excellent opportunity to raise the profile of the project. A number of advertising opportunities will be used during the project, including:

- Local radio
- Local newspapers including a regular presence in the local news
- Local shopping malls
- Local venues such as libraries

Leveraging external publications and events

Using publications and events, is an effective way to develop the project's profile. It also enables the team to reach out to the community, including those not normally in attendance at public meetings.

Project Management Communications will investigate relevant external publications and events and liaise with the Perth Region to ensure that the ERWWTP project is profiled at these events.

Open houses

An open house is an informal setting with multiple displays, where participants view information on set topics at each display or station and discuss the topic with project representatives.

Open houses will be very useful during the environmental approvals process for the project. They allow community members to speak one-on-one with project representatives and are relatively informal.

This may include small and simple manned displays at local shopping centres, libraries and town centres.

Community forums

Community forums are a useful way of disseminating information and listening to community concerns, values and aspirations. The format of our forums will vary, and adapt depending on our requirements. They could include a combination of a focus groups or workshop format. We will attempt to avoid traditional 'public meeting' style forums as they create an adversarial environment.

Community newsletter

A community newsletter will be distributed regularly (timing to be determined). It will also be placed on the project website and at local venues in and around Rockingham. It will provide community members with updates on the project and upcoming events.

Media program

A proactive media program will support the ERWWTP and will include the usual media tools:

- Media statements at project milestones or as issues arise
- Media placement with relevant journalists
- Media packs including backgrounders and QAs, will be provided to the media at project milestones or when an issue arises
- Media briefings and tours.

Community and stakeholder tours

Tours of the other wastewater treatment plants and the proposed site for the ERWWTP will be offered to interested community members and stakeholders.

Community group presentations and briefings

The project team will provide presentations and briefings on the project to local community and business groups.

The team will do this upon request, and Project Management Communications will manage a register of community groups and proactively offer presentations and briefings throughout the course of the project.

Supporting materials

Brochures

- ERWWTP community brochure, April 2008 (COMPLETE)
- SDOOL community brochure, September 2009 (COMPLETE)

Fact sheets

Visuals

PowerPoint Presentations

- ER WWTP PowerPoint presentation on basic project information (COMPLETE, CONTINUE TO UPDATE)
- SDOOL PowerPoint presentation on basic project information (COMPLETE, CONTINUE TO UPDATE).

Giveaways

- Stickers, drink bottles etc and other giveaways at community events

Website

The Water Corporation website will contain pages dedicated to the ERWWTP and SDOOL. New information will be uploaded at project milestones and as issues arise. Reports, community updates and other documentation will also be made available on the website.

Images and photography

Images and photographs of the site and surrounding area will be created during the course of the project.

Video footage

Video footage and flyovers are proposed to be used during the design phase of the project, to depict to the community what the overall scheme will look like. Video footage to be taken periodically during the construction as a record. This footage will show 'before and after' visuals to demonstrate the impact.

Local venue displays

Information will be set up in the Rockingham area to showcase information on the project and enable people to provide feedback or comments. This will occur on an as needs basis and at project milestones.

Feedback Mechanisms

Opportunities for community feedback will be provided during the course of the project. The mechanisms that will be used include:

- Visiting the Water Corporation website www.watercorporation.com.au
- Calling the Water Corporation on 13 13 75 or freecall 1800 075 810
- Filling out feedback forms at community events
- Via email to the Project Communications Officer

Contacts database

A contacts database will be established to support the communications program. It will store the following information:

- Name and contact details; and
- A record of all conversations and meetings and the date these were closed out.

Community advocates

Identifying and utilising community advocates is an important part of this communications plan. Community advocates, or people who have balanced views regarding the need for a WWTP and with views on ocean disposal and wastewater recycling, could be used to filter information into the local community. This method of information dissemination is often more effective than traditional means, particularly with contentious issues, as community advocates usually have more local credibility.

Community Reference Group

The Corporation may seek to establish a community reference group during construction and/or operation of the plant.

Alliance community brief

A 'community brief' will be developed by the Water Corporation and delivered to the chosen Alliance. This brief will contain a list of the social commitments made by the Water Corporation to the community during the early design and approval phase.

In effect, this brief could contain the social criteria that the community would like to see delivered as part of the project, which could include values-based benefits and regional wide benefits.

Regional benefits package

The Corporation could consider a regional benefits package.

This approach needs further work and endorsement from senior management.

Internal communications

Internal communications is critical in the success of the ERWWTP and SDOOL project. Regional staff in particular should be armed with accurate and up-to-date information on the project.

To enable this, the internal communications program will include the following:

- Internal briefings to staff at project milestones
- Submission to Water Corporation internal newsletters
- Tours of the East Rockingham site for relevant staff members

Site Boards and Signage

It is expected that a number of signs will be created to support the project including:

- ER WWTP signage at Patterson Road, Rockingham (COMPLETE)
- Roadside signage during the construction phase, warning of approaching a construction site
- Portable pipeline route signs warning of approaching roadside construction
- Positive signage to be placed at Patterson Road site, with a list of the social and environment benefits being achieved as part of the project.

The tools and tactics will be used as follows

	WWTP proposal	Site	SDOOL construction	Approvals	Alliance	Construction
Advertising				✓		✓
Local venue displays	✓			✓		
Leveraging external publications/events			✓			
Feedback Mechanisms			✓	✓		✓
Open houses	✓	✓	✓	✓		✓
Community surveys	✓					✓
Community forums	✓	✓		✓		
Interviews		✓		✓	✓	
Community newsletter			✓			✓
Contacts database	✓	✓	✓	✓	✓	✓
Media program	✓		✓			✓
Community advocates		✓		✓		
Community/stakeholder tours		✓	✓			✓
Community Reference Group					✓	✓
Community and stakeholder briefings	✓	✓	✓	✓	✓	✓
Website	✓					
Internal communications	✓			✓		
Images and photography						✓
Site boards and signage	✓					✓
Video footage						✓
Supporting materials						✓

10. Activity Plans

East Rockingham WWTP

Communications activities for the coming 6-12 months include:

SM – Steve Mackenzie
 AB – Andrew Baker
 SH – Steve Horrocks
 DS - David Swallow

Attachment 1 shows a summary of communications activities to date.

Stakeholder	Action	By Whom	By When	Status
Community	Advertise DEWHA Environmental Referrals	SM	Week beginning 6/7/09	Complete
Community	Publish DEWHA Environmental Referral documents on WC website	SM	Week beginning 6/7/09	Complete
CORE	Meet with group to discuss referral and provide advice on making a submission.	SM/AB/NC	Week beginning 6/7/09	Complete
15 July 2009 – DEWHA Environmental Referrals public comment deadline				
August 2009 – DEWHA announce level of environmental assessment – delayed (as of ‘stop clock letter’ 22 July 2009 - DEWHA has requested more information.				
Community	Update information on the website to provide some feedback on submissions as appropriate	SM and project team	TBA	Complete
Community	Issue press release to advise the level of assessment.	SM	TBA	Complete
Community	Advertise DEWHA Environmental Decision – local newspapers	SM	TBA	Complete
Community	Publish DEWHA Environmental Referral decision on WC website	SM	TBA	Complete
Community	Community ‘open day’ where WC available to explain the what the decision means	SM and project team	TBA	Not required
CORE	Meet with group to brief on DEWHA decision and explain the next steps – EPA referral for level of assessment.	SM and project team	TBA	Complete
Local Government – City of Rockingham\	Briefing on the DEWHA decision – explain what it means and next steps -	SM and project team	TBA	Not required

Stakeholder	Action	By Whom	By When	Status
Town of Kwinana	EPA referral for level of assessment.			
Local politicians - Roger Cook MLA / Mark McGowan MLA	Briefing on the DEWHA decision – explain what it means and next steps – EPA referral for level of assessment.	SM and project team	22 June 2009	Complete . Mark McGowan did not attend.
Conservation Council of WA	Briefing on the DEWHA decision – explain what it means and next steps - EPA referral for level of assessment.	SM and project team	TBA	Not required
CORE/Community	Arrange bus tours of other relevant WWTPs sites - Woodman Point/Subiaco	SM and project team	30 July 2009	Complete
Community	Arrange presentation to the Rockingham Beach Caravan Park	SM and project team	17 September 2009	Complete
Minister for Water	Provide updated briefing note to explain status of project and emerging opposition.	SM and project team	Week beginning 27/7/09	Not required.
Community	Regular information ads in the local paper (to run monthly) Include pointer to community shopping centre display. <i>To run through until the end of the PER period</i>	SM	Prepare copy week beginning 27/7/09 Publish week beginning 3/8/2009	Complete
Community Displays	Begin monthly display/information stand at Rockingham City Shopping Centre. Also investigate other possible venues – other shopping centres/libraries etc... <i>To run through until the end of the PER period.</i>	SM and project team	PM on 1st Wednesday of each month September '09 October '09 November '09 December '09 Not January '10 February '10 March '10 April '10	Shopping Centre Displays held in September, October, November 2009
CORE/Community	Ian Wallis Odour presentation. Arrange 'open day' session for community information.	SM	9 November 2009	Complete
CORE/ Community	Oceanica Presentation Arrange 'open day' session for community information.	SM and project team	March 2010	PLOOM field trip offered, but no interest
Community	Shopping Centre – Warnbro Shopping Centre	SM and Project team	Late April 2010	Complete

Stakeholder	Action	By Whom	By When	Status
Community	Shopping Centre Displays - - Waikiki Shopping Centre	SM and Project team	Late May 2010	
Community	Publish EPA Environmental Referral documents on WC website as early as possible	SM	May/June 2010	
Community and key stakeholders	Write to all community groups and key stakeholders to advise of the availability of the EPA referral documents.	SM	May/June 2010	
Community	Advertise in local community papers to advise of availability of EPA referral documents.	SM	May/June 2010	
ERWWTP Referral to the EPA for level of assessment – June 2010				
Community	Shopping Centre Displays - - Rockingham City Shopping Centre	SM	June 2010	Two days a month
Community	Shopping Centre Displays - - Warnbo Shopping Centre	SM	July 2010	Two days a month
Community	Shopping Centre Displays - - Waikiki Shopping Centre	SM	August	Two days a month
Community	Advertise EPA Environmental Referrals – community newspapers	SM	June 2010	
CORE/Community groups	'Open day' to discuss referral and provide advice on making a submission.	SM	June/July 2010	
Minister for Environment announces level of assessment for ERWWTP – September 2010				
Community	Press release to announce the level of environmental assessment.	SM	September 2010	
Community	Advertise EPA determination.	SM	September 2010	
Local politicians - Roger Cook MLA / Mark McGowan MLA	Offer briefing on the level of environmental assessment – explain what it means and next steps.	SM and project team	September/ October 2010	
Local Government – City of Rockingham\ Town of Kwinana	Offer briefing on the environmental assessment – explain what it means and next steps.	SM and project team	September/ October 2010	
CORE and environmental groups	Offer briefing on level of environmental assessment – explain what it means and next steps.	SM and project team	September/ October 2010	

11. SDOOL Activity Plan

For 2009/10 Financial Year. A further budget will be developed as the communications and project proceeds.

Activity	Quantity	Estimated cost
Advertising	Estimate 10 ads @ \$1,500 each	\$15,000
Events (displays, venue hire, facilitation services, catering, giveaways)	Estimate 4 events @ \$5,000 each	\$20,000
Tour bus hire	2 times at \$2,000 each	\$4,000
Materials – copy and production (fact sheets, brochures, story boards)		\$20,000
Signage		\$10,000
Images / photography		\$5,000
Market research	Two surveys at \$12,000 each	\$24,000
TOTAL		\$98,000

Attachment 1

East Rockingham WWTP Consultation – Updated 18 February 2011		
Date	Who consulted	How consulted
2005		
Aug 05	City of Rockingham (officers)	One-on-one briefing
Oct 05	Department of Environment	One-on-one briefing
Nov 05	City of Rockingham (officers)	One-on-one briefing
Nov 05	Department for Planning and Infrastructure (DPI)	One-on-one briefing
Nov 05	Department of Indigenous Affairs	One-on-one briefing
Nov 05	Conservation Council	One-on-one briefing
12 Dec 05	City of Rockingham Council (Planning Services meeting)	One-on-one briefing
2006		
24 Jan 06	The Hon. John Kobelke MLA	One-on-one briefing
25 Jan 06	Secret Harbour Residents Association committee members	One-on-one briefing
27 Jan 06	The Hon. Mark McGowan MLA	One-on-one briefing
31 Jan 06	Department of Conservation and Land Management – now DEC	One-on-one briefing
6 Feb 06	The Hon. Norm Marlborough MLA	One-on-one briefing
10 Feb 06	The Hon. Fran Logan MLA	One-on-one briefing
16 Feb 06	Department of CALM	One-on-one briefing
22 Feb 06	City of Rockingham (officers)	One-on-one briefing
23 Feb 06	SDOOL Stakeholder Liaison Group (DEC Town of Kwinana, City of Rockingham, Recfish West, Kwinana Industries Council, Conservation Council and the community)	One-on-one briefing to committee members
11 Mar 06	Warnbro Residents Association, Settlers Hills Residents Association	Public meeting attended by approximately 40 people representing the community and Council
21 Mar 06	Secret Harbour Residents Association	Public meeting attended by approximately 600

		people representing the community and Council
7 Apr 06	Port Kennedy Management Board	One-on-one briefing
18 Apr 06	Kennedy Bay Residents Association	Public meeting attended by approximately 80 people representing the community and Council
3 May 06	Racing and Wagering WA	One-on-one briefing
6 Jun 06	Communities and Industries Forum (Rockingham and Kwinana)	Public meeting attended by about 60 people from the community, industry and Government
7 June 06	Rockingham Regional Parks Community Advisory Group (part of DPI)	One-on-one briefing
5 Jul 06	Safety Bay Ward Councillors and residents	Public meeting attended by approximately 40 people representing the community and Council
28 August 06	Minister Kobelke	Briefing Note
25 Sept 06	LGAs, Govt agencies, environmental regulators	Letters re; level of assessment and offer of briefing.
8 November 06	Dept. of Industries and Resources	Presentation to DOIR and LandCorp officers.
2007		
18 June 07	City of Rockingham Council Planning Committee	Presentation to council planning committee.
2008		
7 – 10 May 08	General Public – Rockingham	Display at Rockingham City Shopping Centre – (attended by about 200 – 300 people)
23 June 08	Press Release issued announcing the proposed location for the ERWWTP	
June 08	Signage erected at the proposed location	
27 May 08	Cockburn MLA Mark McGowan	One-on-one briefing
13 June 08	Cockburn Sound Management Council	Presentation to council
1 December 08	Town of Rockingham	Presentation to council members and officers
2009		
7 May 09	Community meeting - Hillman Residents	Presentation to residents – attended by about 80 residents
2 June 09	Kwinana Industries Council's Communities and Industries Forum	Presentation
22 June 2009	Meeting with Kwinana MLA Roger Cook	One on one briefing
8 July 2009	Met with members of CORE and Hillman residents to give briefing on Commonwealth Environmental Referral	Presentation – by Andrew Baker, Nick Churchill and Steve Mackenzie.
30 July 2009	Tour of Woodman Point WWTP for CORE members.	Presentation by Michael Mulrennan and Steve Mackenzie
16 September 2009	ER WWTP public display at Rockingham City Shopping Centre.	Staffed by David Swallow and Steve Mackenzie.
17 September 2009	Briefing to residents of Rockingham Village Caravan Park	Presentation by David Swallow and Steve Mackenzie
14 October 2009	Public display at Rockingham CityShopping Centre.	Staffed by David Swallow and Steve Mackenzie
1 November 2009	Public display at Town of Kwinana Festival	Staffed by Emily Hunter.
9 November 2009	Presentation to CORE group.	Presentation on odour impacts by Odour Consultant Ian Wallis, Michael Mulrennan, Andrew Baker and Steve Mackenzie.
18 November 2009	Public display at Rockingham CityShopping Centre.	Staffed by David Swallow and Steve Mackenzie
2010		
9 March 2010	Perth Long-term Ocean Outlet Monitoring program (PLOOM) sampling boat trip.	Members of CORE were invited to attend, but no one was interested in attending. James Mumme from the Naragebup Rockingham Regional Environment Centre attended.
21 April and 28 April 2010	Public display at Warnbro Rockingham CityShopping Centre.	Staffed by David Swallow, Steve Mackenzie and Astrid Cooling (Work Experience Placement).
2 June and 26	Public display at Waikiki Village	Staffed by David Swallow, Steve Mackenzie and

May 2010	Shopping Centre	Astrid Cooling (Work Experience Placement).
14 June 2010	Met with Wayne Mckay – Principal Hillman Primary School	Steve Mackenzie / David Swallow
30 June / 14 July	Public display at Rockingham Village Shopping Centre	Staffed by David Swallow, Steve Mackenzie and Astrid Cooling (Work Experience Placement).
24/25 July	Distribution of SIA information leaflet (34,000) throughout Rockingham suburbs	
<i>August – SIA Bang the Table Online Community Engagement Begins</i>		
4 August 2010	Briefing to Hillman Residents Association	Steve Mackenzie / David Swallow
11 August 2010	Public display at Rockingham Village Shopping Centre	Steve Mackenzie / David Swallow
25 August 2010	Public display at Rockingham Village Shopping Centre	Steve Mackenzie / David Swallow
1 September 2010	Briefing to Hillman Residents Association	Steve Mackenzie / David Swallow/Andrew Baker
15 September 2010	Public display at Rockingham Village Shopping Centre	Steve Mackenzie / David Swallow
21 September 2010	Briefing to Naragebup Rockingham Regional Environment Centre	Steve Mackenzie / David Swallow/Andrew Baker/Darryl Van der Nest
20 October 2010	Public display at Rockingham Village Shopping Centre	Steve Mackenzie / David Swallow
<i>October – SIA Bang the Table Online Community Engagement Ends – 1018 ‘views’ received.</i>		
3 November 2010	Briefing to Hillman Residents Association	Steve Mackenzie / David Swallow/Andrew Baker
2011		
2 February 2011	Briefing to Hillman Residents Association	Steve Mackenzie / David Swallow/Andrew Baker



APPENDIX 2

Communications Plan for the proposed East Rockingham Wastewater Treatment Plant and the Sepia Depression Ocean Outfall Landline (SDOOL) Duplication

PER Communications Plan

Version:	Version 1 February 2009
Prepared by:	Project Management Communications
Project duration:	2007 - 2015
Funding source:	Project Management
Strategy period:	February 2009 – April 2010

	1	Version 1	February 2009
	2	Updated	April 2010

1. What is the purpose of this plan?

To set out the communications activities in the lead up to and during the EPA's Public Environmental Review (PER) period for the East Rockingham Wastewater Treatment Plant (ERWWTP) and the Sepia Depression Ocean Outfall Landline (SDOOL) duplication.

2. Why do we need this plan?

The EPA may set a PER level of environmental assessment for the ERWWTP and the SDOOL duplication in 2010. This includes an eight-week public review period.

Although it is the EPA that decides when this document is ready to be released for an eight-week public review, the Corporation has chosen to be proactive in its communications with the community.

There are two phases to this plan:

Pre EPA eight-week public review period

The objective of this phase is to provide public access to our environmental studies, consultants and peer reviewers *before* the EPA eight-week public review period, to build community understanding of the local environment and the potential impacts of the project.

During this period the Corporation will release its environmental studies and provide access to our consultants and peer reviewers.

The Corporation is unable to release the PER document until the EPA decides it is ready for public review.

During EPA eight-week public review period

The objective of this phase is to engage with the community on the PER document, the potential impacts and mitigation measures. The eight-week public review period is an EPA process.

3. Objective

The communication objective is to provide the community and stakeholders with the information they need to provide input into the project's PER process.

4. Target Audience

Below is a list of the stakeholders being targeted during the PER engagement period. The interest of each is summarised along with an indication as to whether they should receive a briefing or letter from the project team regarding the PER.

Who	Interest	Briefing (B) or letter (L)
Environment and community groups:		
Conservation of Rockingham Environment (CORE)	Interest in environmental impact of the project.	L / B
Conservation Council	Interest in environmental impact of the project.	L / B
Rockingham Lakes Regional Park Community Advisory Committee	Interest in environmental impact of the project.	L / B
Naragebup Environment Centre	Interest in environmental impact of the project.	L
Rockingham Regional Environment Centre	Interest in environmental impact of the project.	L / B
Wetlands Research Association	Interest in environmental impact of the project.	L / B
Community	Interest in social and environmental impact of project.	Newsletter / B
Government agencies		
City of Rockingham	Interest in social and environmental impact of project, and local benefits. Approvals required:	L / B
Town of Kwinana	Interest in social and environmental impact of project, and local benefits. Works with City of Rockingham on projects of mutual interest.	L / B
Cockburn Sound Management Council	Interest in social and environmental impact of project, and local benefits.	L / B
Kwinana and Industries Council	Interest in social and environmental impact of project, and local benefits.	L / B
Department of Water	Collects and analyses water resources information, issue licences, regulate water use, protect the quality of water, prepare policies and plans for the future development of Western Australia.	L

	Approvals required:	
Department of Health	The protection of the health of the WA community by providing a safe, high quality, accountable and sustainable health care system. Approvals required:	L
Department of Indigenous Affairs	Improve service delivery and development of policy and programs which deliver sustainable economic, environmental and social benefits to Indigenous communities. Approvals required: Indigenous heritage	L
Commonwealth Dept of Environment, Water Heritage and the Arts	Develops and implements national policy, programs and legislation to protect and conserve Australia's environment and heritage. Approvals required:	L
WA Department of Environment and Conservation, incorporating CALM and DEP	Brings together the Department of Environment and the Department of Conservation and Land Management. Responsible for implementing Government policy that protects and conserves the environment including national parks, marine parks, conservation parks, State forests and timber reserves, nature reserves, marine nature reserves and marine management areas. Approvals required:	B
Environment Protection Authority (EPA)	Protects the State's environment by providing overarching environmental advice to the Minister for the Environment through the preparation of environmental protection policies and the assessment of development proposals and management plans, as well as providing public statements about matters of environmental importance. Approvals required: Environmental approval under EP Act	B
Department of Planning and Infrastructure (DPI)	Economic, social and environmental - planned land use and transport. Approvals required:	L
Department of Industry and Resources (DOIR)	Facilitates the State's economic development by delivering services and solutions to enhance Western Australia's business environment and ensure continued growth. Approvals required:	L
Public Transport Authority (PTA)	Responsible - rail, bus and ferry services in metro area (Transperth), public transport services in regions, coach & rail passenger services to regional areas (Transwa) & school buses. Also resp. for design & build infrast.	L

	Approvals required:	
Main Roads WA (MRWA)	State road authority, national highways and State roads. Approvals required:	L
Fire and Emergency Services Authority (FESA)	Emergency services. Approvals required:	L
Department of Consumer and Employment Protection (DOCEP) (WorkSafe WA)	Safety and protection for workers and consumers. Approvals required:	L
Economic Regulation Authority (ERA)	The Economic Regulation Authority is the independent economic regulator for Western Australia. Approvals required:	L
Service Authorities such as Western Power	Power, telecommunications etc. Approvals required:	L
Political stakeholders		
Faragher		L / B
Jacobs		L / B
Cook		L / B
McGowan		L / B
Logan		L / B
Media stakeholders		
The West		Media Release Briefings
Local Community Newspapers		Media Release Briefings

5. Key messages

- The EPA has set a Public Environmental Review level of environmental assessment for the ERWWTP and the SDOOL duplication. This will include an eight-week public review period.
- The EPA approved the project's Environmental Scoping Document (ESD) as an acceptable basis for the preparation of the projects' Public Environmental Review.

- The Public Environmental Review document outlines the potential environmental impacts of the projects and the management strategies to mitigate these impacts.
- The Public Environmental Review document draws on many environmental reports prepared by a variety of consultants. These reports cover marine and terrestrial factors.
- The Corporation has assessed the environmental impact of the project on the surrounding marine and terrestrial environment for each project. This assessment is contained in the PER document and it concludes that any impacts can be mitigated and managed.
- The Corporation will release the environmental studies early to give the community and stakeholders time to read and understand them before the EPA's statutory eight-week public review period commences.
- The Corporation is committed to ongoing consultation leading up to and during the EPA's statutory eight-week public review period.

6. Implementation Plans

There are implementation plans for each of the two PER processes. Phase 1 actions are common to both projects, but the timings are different.

For phase 2, the implementation plans are specific to the individual PER processes, and again, the timing is different.

The plans are broken up into two phases:

- Phase 1 - Pre EPA eight-week public review period
- Phase 2 - During EPA eight-week public review period

PHASE 1 - Pre EPA eight-week public review period

Step 1	Objective	Timing
Progressive public release of environmental studies.	Enable the community to read and understand the environmental studies	ERWWTP May – June 2010 SDOOL May - June 2010
Tasks: <ol style="list-style-type: none"> 1. Prepare the list of environmental studies. 2. Distribute list of environmental studies to stakeholders. 3. Distribute list of environmental studies to community via website, newsletter. 4. Prepare media statements. 5. Liaise with local libraries on report loan scheme. 6. Manage provision of reports as requests come in. 		

Step 2	Objective	Timing
Stakeholder briefings	Outline the findings of the environmental studies and proposed management to key stakeholders.	ERWWTP May – June 2010 SDOOL May – June 2010

Tasks:

1. Organise briefings for City of Rockingham/Town of Kwinana (date), Conservation Council (date), and other key stakeholders (date).
2. Prepare and distribute letter to all other stakeholders advising of PER and offer briefing. Schedule briefings on request .
3. Prepare PowerPoint presentation .

Step 3	Objective	Timing
Community Forum	Outline the broad findings of the environmental studies and proposed management to the community. Key environmental consultants to attend.	ERWWTP May – June 2010 SDOOL May – June 2010

Tasks:

1. Confirm environmental consultants to attend.
2. Prepare and discuss event plan and lock attendees in.
3. Book venue and other logistics, catering etc (NG).
4. Prepare advertisement – consider using newsletter, website etc.
5. Refine presentation from the one used at stakeholder briefings .
6. Event management .

ERWWTP / SDOOL PHASE 2 - During eight-week public review period

Step 1	Objective	Est timing
<p>EPA eight week public review period (dates to be determined by EPA/DEWHA).</p> <p>Ideas include:</p> <ul style="list-style-type: none"> ▪ Community workshops on topics chosen by community ▪ Newsletter to affected residents ▪ Local library display ▪ Extensive advertising 	<p>Work with the community to implement a useful communications plan during the EPA's eight-week public review period.</p> <p style="text-align: center;">—————→</p>	<p>ERWWTP</p> <p>June – September 2010</p>
<p>Tasks:</p> <p>1. Liaise with community when developing engagement plan.</p>		

SDOOL PHASE 2 - During EPA eight-week public review period

Step 1	Objective	Est timing
<p>EPA eight week public review period (dates to be determined by EPA/DEWHA).</p> <p>Ideas include:</p> <ul style="list-style-type: none"> ▪ Newsletter for affected land owners ▪ Tours of the pipeline routes ▪ Community workshops on topics chosen by community ▪ Local library display ▪ Extensive advertising 	<p>Work with the community to implement a useful communications plan during the EPA's eight-week public review period.</p> <p style="text-align: center;">—————→</p>	<p>SDOOL</p> <p>June - September 2010</p>
<p>Tasks:</p> <p>2. Liaise with community when developing engagement plan.</p>		

SDOOL Duplication

Attachment 2

SDOOL Duplication Consultation – Updated 18 February 2011		
Date	Who consulted	How consulted
2009		
3 September	City of Rockingham – officer level	Briefing by David Swallow and Steve Mackenzie
18 September	Department of Environment and Conservation - Community and Regional Parks Unit (Fremantle)	Briefing by David Swallow and Steve Mackenzie
16 October	Cockburn Sound Management Council Briefing	Briefing by David Swallow and Steve Mackenzie
21 October	Community Information Day – Rockingham	Briefing by David Swallow, Michael Mulrennan, Andrew Baker, Darryl Van Der Nest
1 November	Town of Kwinana Festival	Display staffed by Emily Hunter (Perth Region)
30 November	SDOOL pipeline options workshop	Facilitated by Synovate. Water Corporation representatives – Andrew Baker, David Swallow, Michael Mulrennan, Steve Mackenzie, Darryl Van Der Nest, Lorna McCuire.
2010		
9 March	PLOOM ocean sampling tour – attended by five members of the Naragebup Rockingham Regional Environment Centre	Mark Nener, Andrew Baker, Michael Mulrennan and Steve Mackenzie
30 August	Presentation to the Kwinana Town Council	Steve Mackenzie / David Swallow
17 September	Presentation to the Kwinana Industries Council Environment and Planning Committee	Briefing by David Swallow, Andrew Baker, Darryl Van Der Nest,
21 September	Presentation to the Naragebup Rockingham Regional Environment Centre	Briefing by David Swallow, Andrew Baker, Darryl Van Der Nest and Steve Mackenzie
5 October	Presentation to the Kwinana Industries Council Community Forum	Darryl Van Der Nest and Steve Mackenzie
2011		