A7

BACKGROUND TO THE PROJECT
STAKEHOLDER ENGAGEMENT

Sunshine Coast COUNCIL | Sunshine Coast AIRPORT

CONTENTS

FIGURES

TABLES

APPENDICES (REFER SEPARATE APPENDICES DISK)

7.1
INTRODUCTION

From the outset of the Sunshine Coast Airport Expansion Project (the Project) and the Environmental Impact Statement (EIS) process, Sunshine Coast Airport (SCA) has been committed to inclusive and robust stakeholder engagement. Its importance is highlighted in the EIS Terms of Reference (TOR) and is underpinned by Sunshine Coast Council's (SCC) own policy on stakeholder engagement. Therefore, to support the EIS, a comprehensive Stakeholder Engagement Plan (SEP) and information program was developed for implementation during the course of the EIS development.

SCA, a business unit of SCC, prepared a Master Plan in 2007 which outlined the future need to expand the airport and its operational areas, including a new runway, to cater for population growth, growth in regional tourism and business, and community need for improved aviation services to and from the Sunshine Coast.

The Master Plan was the subject of extensive community engagement and SCC considered feedback from community, industry and government stakeholders prior to its adoption in September 2007.

In June 2012, the Office of the Coordinator-General determined the SEP to be compliant with the TOR ahead of implementation.

7.2
METHODOLOGY AND ASSUMPTIONS

7.2.1 SEP Methodology

The following methodology was adopted:

- Identify all relevant stakeholders from a broad range of groups

- Develop and implement targeted communication and engagement activities to maximise reach

- Use targeted communication tools and activities to reach communities and stakeholders located within a 40-kilometre radius of the airport

- Review and incorporate learnings from community engagement around the 2007 Master Plan.

7.2.2 Objectives of the SEP

Objectives set for stakeholder engagement include:

- Develop an understanding among stakeholders about the purpose of and process behind the EIS

- Educate and inform stakeholders about relevant technical aspects of the Project and their likely impacts

- Provide sufficient opportunities / activities for all stakeholders to receive information and provide feedback on the EIS

- Ensure materials developed to support the SEP are clear and consistent in their messages

- Respect the rights of stakeholders to voice their opinions and to have those opinions considered in the development of the EIS and any mitigation strategies

- Nurture a cooperative, information-led relationship between SCC, SCA, the EIS team and stakeholders

- Review and refine the engagement strategy at regular intervals in accordance with feedback from stakeholders

- Ensure that views expressed throughout the engagement process are considered as part of the development of the EIS

- Provide as part of the EIS documentation a concise engagement chapter that accurately reflects the views and aspirations of those consulted.

7.2.3 Principles of engagement

The strategy adopted in respect to the SEP includes the following overarching principles:

- Keep all information as simple as possible without sacrificing integrity

- Select appropriate formats for tools and techniques to reach the wide range of stakeholders with differing needs (including online, print, broadcast, face-to-face, consultation), as well as make information available across the region at various venues

- Make information available in a timely way using proven methods

- Provide adequate channels for stakeholder feedback

- Ensure feedback from stakeholders flows through to the EIS team for consideration and action.

7.3
STAKEHOLDER ENGAGEMENT STAGES

In the lead up to the Public Notification Period, stakeholders have been provided with a range of opportunities to receive information about the Project. Further engagement will take place during the Public Notification Period. **Table 7.3a** provides an overview to stakeholder engagement activities relating to various Project stages.

Table 7.3a: Stages of stakeholder engagement

Stage	Stage title	Timing	Approach
1	Public advertising of EIS TOR by the Office of the Coordinator-General	February 2012 – April 2012	Communication was conducted through the Office of the Coordinator-General. SCA provided support through a range of channels to give stakeholders information that defined the EIS process and explained the reasons for the EIS.
2	Project investigations, studies and research for the compilation of the EIS	April 2012 – July 2014	SCA provided relevant information through channels including the SCA and SCC websites, briefings and meetings, newsletters, media and events to give stakeholders information on the EIS and set up mechanisms through which questions could be asked and answered.
3 Current Stage	**Public Notification Period**	**29 September 2014 – 13 November 2014**	**SCA will build on the engagement activities undertaken in earlier stages, providing stakeholders with access to information on the outcomes of the EIS through a range of channels, access to mechanisms through which questions can be answered and through which formal submissions can be lodged with the Office of the Coordinator-General.**
4	Assessment Period	September 2014 to completion of assessment phase	Using the established engagement channels and a supplementary EIS report, SCA will inform stakeholders about feedback received during the Public Notification Period and outline how it has influenced the final EIS.
5	Operational stages	Following approval, detailed design, and construction of the Project	SCA will develop and implement ongoing strategies and programs to communicate and consult with affected and interested stakeholders during construction and operation of the airport, including ongoing offset/mitigation activities and ongoing operation of facilities associated with the Project. Refer to Volume E, Chapter E3 for the Construction and Operational Stakeholder Management Plan that will be implemented during Stage 5.

7.4
SUMMARY OF STAKEHOLDER ENGAGEMENT ACTIVITY

Engagement activity leading up to the Public Notification Period is summarised in **Table 7.4a** below. For further detail on the tools and techniques included in the SEP, see **Section 7.6 Stakeholder engagement tools**.

Table 7.4a: Summary of stakeholder engagement 2012 – 2014*

Activity	Results (May 2012 – July 2014)*
Briefings	
Discussion and communication with potentially affected parties, including government, business and community stakeholders about the Project and EIS to identify their areas of interest, any issues and concerns.	86 individual or group briefings have been held.
1800 information line (1800 210 755)	
A free call phone number for individuals to seek information and provide feedback on the Project.	66 calls have been received.
Enquiry email (info@SCAexpansion.com.au)	
A Project specific email address to receive and respond to stakeholder enquiries.	212 emails have been received.

* As at July 2014

Activity	Results (May 2012 – July 2014)*
Website (www.sunshinecoastairport.com.au)	
Project specific pages were established on the SCA website to provide stakeholders with background information.	17,363 individual hits have been recorded on the Project website pages.
Email alerts	
Stakeholders registered to the Project were sent EIS updates as and when information became available and was uploaded on the website.	3 email alerts were issued.
Sunshine Coast Council website (www.sunshinecoast.qld.gov.au)	
Information was included on SCC's 'Have your Say' pages, including the Project team contact details and links to the Expansion Project web pages on the airport site.	4,997 individual hits have been recorded.
Sunshine Coast Council Facebook page	
Updates on milestones were included on the SCC's Facebook page.	Council's Facebook page has more than 7,500 likes.
Community newsletters	
In November 2012 a community newsletter was distributed to those residents located within 10km of the airport. Additionally, advertisements were run in seven print and online publications to promote the online version of the newsletter (placed on the airport website). Hard copies were also distributed to key stakeholder locations and offices.	• Letterbox dropped to 26,737 households • Established a dedicated survey web page on the SCA website • Created a page on SCC's 'Have your Say' pages with a link to the online survey • Circulated to 456 stakeholders on the Project database • Circulated via the SCC libraries e-newsletter • Circulated to SCC offices, libraries and the airport office (100 copies sent to each location) • Circulated to council staff via intranet • Advertised in print and online news publications.
Community survey	
A community survey was included in the community newsletter to provide information for the Social Impact Assessment undertaken as part of the EIS.	740 surveys were returned and participants' address information mapped in the stakeholder database.
Advertising	
Advertising was used to formally announce the start of the EIS process and then to publish details of the community newsletter and survey.	Advertisements were placed in the Sunshine Coast Daily on July 2012 and in the Sunshine Coast Daily, Caloundra Weekly, Eumundi Green, Kawana Weekly, Sunshine Coast Hinterland Times, Buderim Chronicle, Noosa News and View News (online) in November/December 2012.

Activity	Results (May 2012 – July 2014)*
Media releases	
A news release was issued to announce milestones during the Project.	Two media releases have been issued and have gained coverage in the Sunshine Coast Daily, regional newspapers – print and online editions and various broadcast stations.
	The airport and SCC have also provided spokespeople for interviews with various media outlets on request throughout the EIS process.
Fact sheets	
Fact sheets have been developed and are available on the airport website, distributed via email alert to the stakeholder database and included in MP information kits.	To date seven Fact Sheets have been developed:
	• #1 About the airport expansion project and its benefits
Fact Sheets willl explain the various environmental, economic and social aspects of the Project and EIS during and post the Public Notification Period.	• #2 Terms of Reference for an Environmental Impact Statement
	• #3 Commonly used aviation terms
	• #4 Commonly asked questions
	• #5 Stakeholder engagement for the airport expansion project
	• #6 Top team assembled for the airport expansion project
	• #7 Queensland Government provides boost for expansion project.
Project database	
The Project database records details of all contacts with stakeholders including queries, issues, concerns and preferred methods of communication.	• Over 869 entries have been made to the database
	• 940 registrations for further information.
Third party newsletters	
Sunshine Coast Airport has provided copy to various stakeholders' newsletters to give members an update on the Project.	Copy sent to Sunshine Coast Council Libraries and Maroochydore Chamber of Commerce on several occasions.

7.5
STAKEHOLDER IDENTIFICATION

7.5.1 Scale of stakeholder engagement

The scope for the SEP was determined in the TOR to be a 40-kilometre radius around the Airport. A radial approach has been taken to identify people and groups within this 40km radius who are likely to be affected by the Project in some form and/or will take an active interest in the Project. **Figure 7.5a** shows the stakeholder engagement radius map, which was the approach used to identify people and groups living and/or working within a 40km radius of SCA. This radial approach has also been used to identify people and groups in close proximity to the proposed dredge site in Spitfire Channel in Moreton Bay.

7.5.2 Stakeholder identification

The stakeholder identification process was an important process for developing the SEP. Stakeholders were identified through a number of sources including:

• Workshop with the Core Project Team (CPT)

• The 2007 SCA Master Plan process which raised the Project and attracted comment and feedback from various stakeholders and stakeholder groups

• SCA's own stakeholder and contacts database

• SCA's Community and Aviation Forum

• SCC departments

• Desktop research into local area suburbs to identify communities, including individuals and community organisations, likely to be interested in the Project

• Desktop research to identify information on stakeholders or associated groups who may be interested in the EIS and the proposed expansion of the airport.

Figure 7.5a: Stakeholder engagement radius map
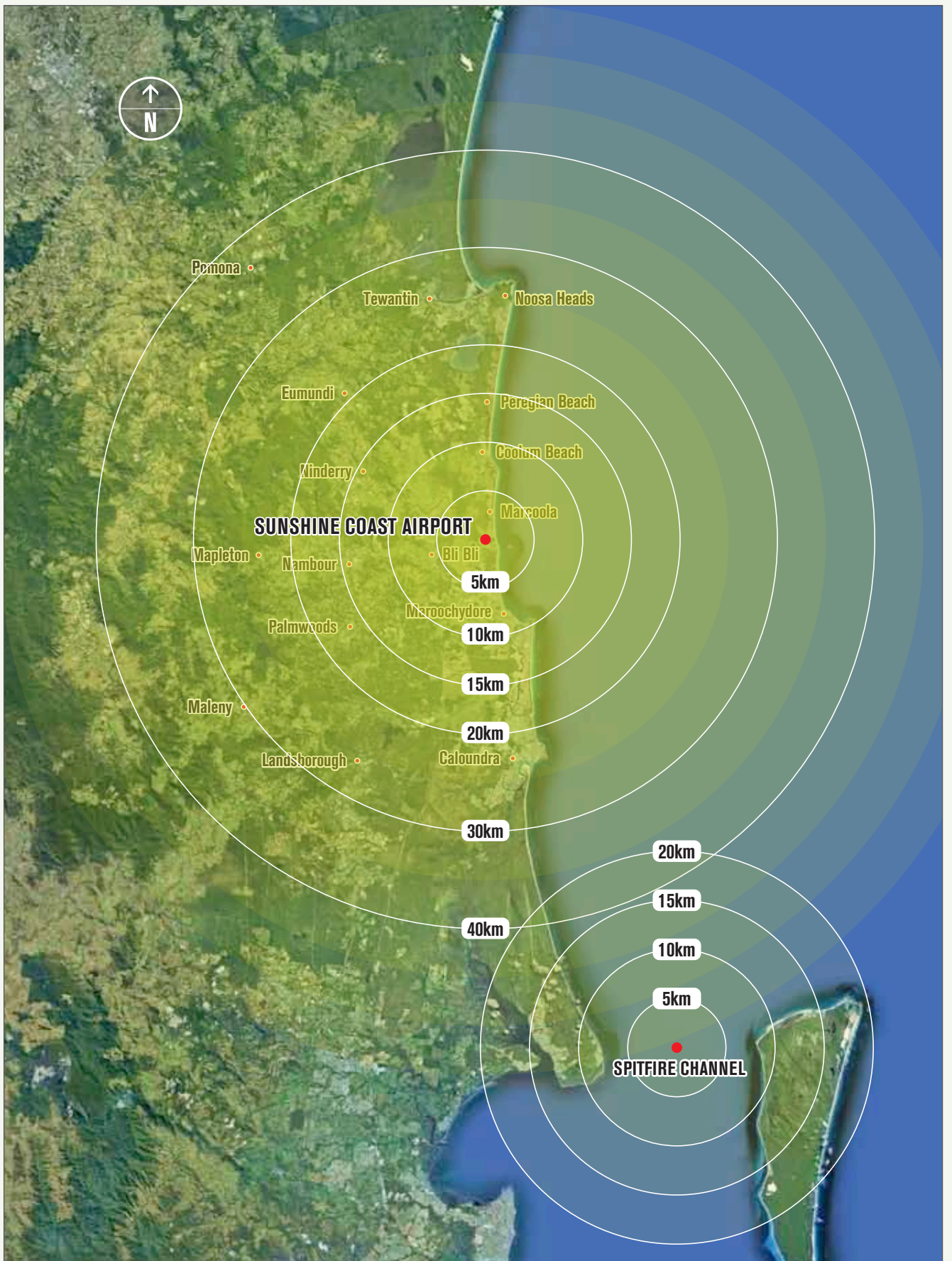
To categorise stakeholders and tailor activities accordingly, individuals and groups were identified according to their potential interest in the Project based on the following involvement levels:

- Level 1: People and organisations that have an active interest in the Project or are potentially directly impacted physically, socially or financially

- Level 2: People and organisations that have an active interest in a specific aspect of the Project

- Level 3: People and organisations that have a general interest in the Project and wish to know broadly about what is being proposed.

Stakeholder engagement tools are being delivered to meet the specific information needs of stakeholders within the various categories. **Table 7.5a** outlines stakeholder groups, their level of interest and specific topics of interest (issues/ concerns/ opportunities) and engagement tools used during the EIS development process and will be used throughout the Public Notification Period to reach stakeholders.

The database of stakeholders is being built upon throughout the Project as a result of engagement activities.

Table 7.5a: Identified stakeholder groups

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Aviation	Airlines operating into and out of SCA	1	• Overall Project • Timing • Airport operations • New flight paths and documentation • Improved weather access • Capacity to increase size of aircraft operating into and out of SCA • Capacity to expand destinations • Operational procedures and modes • Use of existing runway • Construction • Improved airport facilities for passenger and baggage processing • RNP operations • Noise management • Costs	• Project introduction letter • Briefings • Airline Operators Group (or similar) • Website • Newsletters • Fact sheets • Information kit • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • CPT contact card
	Airlines that may operate into and out of SCA in the future	2	• Overall Project • Timing • Improved weather access • Capacity to operate a range of aircraft due to increase in runway length • Capacity to introduce scheduled aircraft at SCA • Expanded facilities making operation from SCA a viable consideration • Improved facilities offering passengers quality experience at SCA • Noise management • Costs	• Project introduction letter • Briefings • Website • Newsletters • Fact sheets • Information kit • EIS & EIS summary book • Flight path booklet and online tool

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
	Civil Aviation Safety Authority (CASA)	1	• Overall Project • All matters relating to airspace, flight paths etc. • Liaison with other government departments such as Airservices Australia • Use of existing runway	• Briefings • Summary of SEP • CPT contact card • EIS progress reports • EIS & EIS summary book
Aviation	Airservices Australia	1	• Overall Project • All matters relating to airspace, flight paths etc. • Use of existing runway • Air Traffic Control Tower • Airfield Fire and Rescue Service	• Briefings • Summary of SEP • CPT contact card • EIS progress reports • EIS & EIS summary book
Sunshine Coast Airport	Airport staff	1	• Overall Project • Timing • Opportunities that the expansion may present for employees • EIS process in the event of queries arising from stakeholders they meet • Use of existing runway • Construction • Parking • Transport • Road access • Costs • Changed terminal operations	• Briefings • Website • Newsletters • Fact sheets • 1800 contact card • EIS progress reports • EIS summary book • Frequently asked Q&As • Flight path booklet and online tool • Media releases • Advertising
	Meeters, greeters and passengers	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Construction • Parking • Public and charter transport • Road access • Capacity to provide improved airport facilities – retail / check-in / baggage handling • Costs • Changed terminal operations	• Airport displays • Website • Newsletters • Advertising • Fact sheets • Access to 1800 information line and project email • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Sunshine Coast Airport	Airport tenants	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Capacity to increase area or change tenancy location • Capacity to expand overall tenant base for SCA • Use of existing runway • Construction • Parking • Public and charter transport • Road access • Capacity to provide improved airport facilities – retail / check-in / baggage handling • Costs	• Airport displays • Briefings • Website • Fact sheets • Access to 1800 information line and project email • Newsletters • Advertising • EIS progress reports • EIS & EIS summary book • Tenant consultative group • Flight path booklet and online tool • Media releases
	Ground transport operators (GTOs)	1	• Overall Project • Timing • Capacity to expand scheduled flights and destinations from SCA • Capacity to improve facilities for GTOs • Construction • Parking • Public and charter transport access and positioning • Road access • Capacity to provide improved airport facilities – retail / check-in / baggage handling • Costs	• Airport displays • Briefings • Website • Access to 1800 information line and project email • Newsletters • Advertising • Fact sheets • EIS progress reports • EIS & EIS summary book • Media releases
Business and industry	Business / industry groups and associations	2	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise	• Project introduction letter • Briefings • Public displays • Website • Advertising • Fact sheets • Access to 1800 information line and project email • Newsletters • Q&As • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Business and industry	Business within radius of airport but not on-airport	2	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Construction • Parking • Public transport • Road access / potential for local area congestion • Capacity to provide improved airport facilities • Flight paths / aircraft noise	• Project introduction letter • Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Media releases
	Port of Brisbane	1	• Sand extraction in Moreton Bay – Spitfire Channel • Use of dredges	• Project introduction letter • Briefings • Website • Fact sheets • Access to 1800 information line and project email • Q&As • EIS & EIS summary book
	Sunshine Coast Destination (and sub branches such as Tourism Noosa)	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation for Sunshine Coast tourism industry • Economic development for Sunshine Coast region • Capacity to increase tourism to the Sunshine Coast • Benefits for tourism operators across the Coast • Benefits to the Sunshine Coast as a major tourist destination for intrastate, interstate and international visitors	• Project introduction letter • Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Business and industry	Tourism Queensland	2	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation for Queensland tourism industry • Capacity to increase tourism to South East Queensland • Benefits for tourism operators throughout South East Queensland • Benefits to the Sunshine Coast as a major tourist destination for intrastate, interstate and international visitors, complementing SEQ tourism initiatives	• Project introduction letter • Briefings • Website • Fact sheets • Q&As • Access to 1800 information line and project email • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Media releases
Government	Federal elected representatives – local area	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Environment • Dredging • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise • Community engagement program	• Project introduction letter • Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 info line and project email for constituents • Public displays • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Summary of SEP • Media releases
	Ministers and shadow ministers for relevant portfolios	1	• All aspects of the Project that are relevant to their specific ministry (environment / tourism / dredging / transport / infrastructure)	• Project introduction letter and progress reports • Briefings • Website • Fact sheets • Public displays • Newsletters • EIS & EIS summary book • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Government	Department of Environment	1	• Matters of National Environmental Significance	• Project introduction letter and progress reports • Briefings • EIS & EIS summary book • Flight path booklet and online tool • SEP
	State elected representatives – local area	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Environment • Dredging • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise • Community engagement program	• Project introduction letter • Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 info line and project email for constituents • Public displays • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Summary of SEP • Media releases
	Ministers and shadow ministers for relevant portfolios	1	• All aspects of the Project that are relevant to their specific ministry (environment / tourism / dredging / transport / infrastructure / local government)	• Project introduction letter and progress reports • Briefings • Website • Fact sheets • Public displays • Newsletters • EIS & EIS summary book • Media releases • Flight path booklet and online tool
	Coordinator-General	1	• EIS TOR • Conduct of the EIS • Project Coordination with State and Federal agencies	• Progress reports • Briefings • Website • Fact sheets • Newsletters • EIS & EIS summary booklet • Flight path booklet and online tool • Media releases • Advertising
	Queensland Government officers	1	• All aspects of the Project that are relevant to their specific department (environment / tourism / dredging / transport / infrastructure / local government / airspace / flight paths)	• Multi-departmental briefings • EIS & EIS summary book • Flight path booklet and online tool • SEP

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Government	Local government elected representatives	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Environment • Dredging • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise • Community engagement program	• Project introduction letter • Strategic Forum briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 info line and project email for constituents • Public displays • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Summary of SEP • Media releases
	SCC officers	1	• All aspects of the Project that are relevant to their specific department (environment / tourism / dredging / transport / infrastructure)	• Project Reference Group • Multi-departmental briefings • Website • Newsletters • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 information line and project email • EIS & EIS summary book • Flight path booklet and online tool • SEP • Media releases
	SCC staff	1	• Overall Project • Timing • Departmental and inter-departmental implications • Job opportunities • Responding to queries from friends, family	• Multi-departmental briefings • Website • Newsletters • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 information line and project email • EIS & EIS summary book • Flight path booklet and online tool • SEP • Community survey • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Government	Noosa Council (elected representatives and council staff)	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development • Environment • Public transport • Road access • Flight paths / aircraft noise • Community engagement program	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 info line and project email for constituents • Newsletters • EIS & EIS summary book • Flight path booklet and online tool • Media releases
	Emergency services		• Timing • Navigation impacts • Road access	• Briefings • CPT contact card • EIS & EIS summary book
Consultative Groups	Airport Community and Aviation Forum	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Environment • Dredging • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise • Community engagement program	• Formal meetings of the group • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 information line and project email • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Summary of SEP • Community survey • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Residents	Residents (0 – 5km radius of airport)	1	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Construction • Environment • Dredging • Parking • Public transport • Road access • Flight paths / aircraft noise • Community engagement program • How to make a submission to the EIS	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • Illustrations • EIS & EIS summary book • Flight path booklet and online tool • Community survey • Media releases
	Residents (5 – 10km radius)	1	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Construction • Environment • Dredging • Parking • Public transport • Road access • Flight paths / aircraft noise • Community engagement program • How to make a submission to the EIS	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • Illustrations • EIS & EIS summary book • Flight path booklet and online tool • Community survey • Media releases
	Residents (10 – 15km radius)	1	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Construction • Environment • Dredging • Parking • Public transport • Road access • Flight paths / aircraft noise • Community engagement program • How to make a submission to the EIS	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 info line and project email • Newsletters (online only) • EIS & EIS summary book (online only) • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Residents	Residents (15 – 20km radius)	2	• Overall Project	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 info line and project email • Newsletters (online only) • EIS & EIS summary book (online only) • Flight path booklet and online tool • Media releases
	Residents (20 – 30km radius)	2	• Overall Project	• Briefings • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 info line and project email • Newsletters (online only) • EIS & EIS summary book (online only) • Flight path booklet and online tool • Media releases
	Residents (30 – 40km radius)	3	• Overall Project	• Briefings • Website • Advertising • Fact sheets • Q&As • Access to 1800 info line and project email • Newsletters (online only) • EIS & EIS summary book (online only) • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Community groups	Resident associations	1	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Construction • Environment • Flight paths/ aircraft noise	• Project introduction letter • Briefings for executive and members as required • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • EIS & EIS summary book • Flight path booklet and online tool • Media releases
	Development and progress associations	1	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Construction • Environment	• Project introduction letter • Briefings for members and industry participants • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • EIS & EIS summary book • Flight path booklet and online tool • Media releases
Special interest groups	Environmental advocate and care groups	1	• Overall Project • Timing • Environmental values • Planning and sustainability • Mitigation and offset strategies	• Project introduction letter • Briefings for executive and members as required • Website • Advertising • Fact sheets • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • EIS & EIS summary book • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Special interest groups	Fishing and recreation	1	• Overall Project • Timing • Environmental values • Recreational values • Planning and sustainability • Dredging • Impacts on navigation	• Briefings for executive and members as required • Website • Advertising • Fact sheets – specific to their particular special interest • Q&As • Public displays • Access to 1800 information line and project email • Newsletters • Illustrations • EIS & EIS summary book • Media releases
	Representatives of local indigenous groups	1	• A cultural heritage consultant will be appointed to liaise with these groups relating to associated matters of native title and cultural heritage	• Formal meetings organised by the cultural heritage consultant • Additional briefings as required • Website • Advertising • Fact sheets • Q&As • Public displays • Contact cards – access to 1800 information line and project email • Newsletters • EIS progress reports • EIS & EIS summary book • Flight path booklet and online tool • Summary of SEP • Media releases
Education	University of the Sunshine Coast	2	• Potential to partner with SCA on aspects of the EIS or planning • Potential to provide courses for future airport employees • Potential peer reviewers drawn from university	• Briefings • Fact sheets • EIS progress reports • EIS & EIS summary booklet • Media releases • Advertising
	Schools within 40km radius of airport	1	• Flight paths / aircraft noise • Potential for school projects around the airport expansion	• Briefings for school principals of schools located within 20km radius of airport • EIS & EIS summary booklet • Flight path booklet and online tool • Media releases

Stakeholder group	Stakeholder group subset	Level of interest	Potential issues / concerns / opportunities	Engagement tools
Media	Sunshine Coast print, electronic & online	1	• Overall Project • Timing • Capacity to expand scheduled flights from SCA • Capacity to expand destinations accessed from SCA • Job creation • Economic development for Sunshine Coast region • Development of an aviation industry for the Sunshine Coast • Construction • Environment • Dredging • Parking • Public transport • Road access • Capacity to provide improved airport facilities • Flight paths / aircraft noise • Community engagement program	• Briefings • Website • Fact sheets • Q&As • Advertising • Media releases/media statements • EIS & EIS summary booklet • Responses to queries as required • Illustrations
	Regional – South East Queensland	3	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Flight paths/ aircraft noise • Environment	• Briefings • Website • Fact sheets • Q&As • Advertising • Media releases/media statements • EIS & EIS summary booklet • Responses to queries as required • Illustrations
	Brisbane print, electronic & online	3	• Overall Project • Timing • Capacity to expand airport operations • Job creation and economic benefits • Flight paths/ aircraft noise • Environment	• Media releases • Reponses to queries as required • Q&As • Fact sheets • EIS & EIS summary booklet • Flight path booklet
Internal team	EIS consultants	1	• Appropriate actions to take if engaged by community stakeholders • Relationship between various aspects of the EIS work and other consultant teams • Overall progress with the EIS	• EIS team meetings • EIS inception meeting • 1800 contact cards to give to the community
	CPT	1	• Management of the overall EIS • Management of stakeholder engagement	• Regular meetings • Reports on stakeholder engagement

7.6
MONITORING AND EVALUATION

Monitoring and evaluating the outcomes of the SEP is an important component of the process to refine engagement activities and ensure tools respond to the needs of the community, while also determining the level of reach being achieved.

Evaluation mechanisms include a range of ongoing processes, to determine:

• Whether objectives were achieved and the degree of success

• Which engagement activities attracted the greatest level of response

• The extent to which identified stakeholders participated in the program

• The degree to which community feedback played a role in the decision-making.

Evaluation methods outlined within the SEP include:

• Regular review and analysis of feedback received through the 1800 number, newsletter-based surveys, briefings and presentations, which allow for both quantitative and qualitative evaluation

• Meetings with identified key government stakeholders to determine levels of personal and constituent satisfaction with the SEP

• Peer review and evaluation of the program by SCC

• Monitoring and analysis of media reports.

7.7
STAKEHOLDER ENGAGEMENT TOOLS

The SEP prescribes a range of engagement tools to be used throughout the development of the EIS and its subsequent Public Notification Period and Assessment phases. Following is an outline of the tools that have been or will be used during these phases.

7.7.1   Engagement tools used during stages 1 and 2 (pre Public Notification Period and Assessment)

SCA website

The SCA website (**Figure 7.7a**) is an important tool used to convey regularly updated information about the EIS and website details are publicised on all materials designed to connect stakeholders to the Project. The site contains links to a range of websites for groups associated with the EIS.

SCC website

While the SCA website is the primary source of online information on the Project, SCC's website is also used to highlight various stages of the EIS process, community engagement details and provides a direct link to the SCA website.

Email alerts

As an adjunct to the SCA website, an alert mechanism is used to inform stakeholders registered on the database that new information regarding the EIS has been uploaded to the site.

1800 free call information line

A free call information line has been established for the duration of the Project, which is staffed between 9.00am and 5.00pm Monday to Friday, with a message bank available to take messages out of operating hours. The phone line is staffed by people informed about the Project to ensure any queries can be answered effectively. Where questions of a technical nature are asked, details of the query are taken, recorded and a response provided as soon as possible. All calls to the information line are logged into the stakeholder database and reports are generated and issued regularly to the Project team and the Office of the Coordinator-General.

Project email

To allow interested stakeholders to register interest and ask questions about the airport's plans, a Project specific email address was set up – info@SCAexpansion.com.au.

Media releases

The media is a recognised conduit to the broadest number of stakeholders. Throughout the EIS period and primarily around key milestone dates, media releases are prepared and distributed to SCC's existing media contact list. Media releases are written in a style that supports the EIS process and objectives of the SEP and outline ways in which the community can be involved in the process.

Briefings and presentations – elected government stakeholders

As part of the EIS assessment process and Public Notification Period, interested local, state and federal government elected representatives are kept informed of the Project. Conducted by SCA executives and supported by other members of the CPT, these briefings include both individual and group meetings. Materials have been developed to support the briefings, including PowerPoint presentations and leave-behind documents, such as contact cards and other relevant data.

Briefings and presentations – other stakeholders

As part of the EIS assessment process and Public Notification Period, presentations are given to community, special interest and business stakeholders, as well as airport tenants and staff. These presentations include personal briefings, as well as general or small group meetings where representatives of the Project team deliver information about the EIS, its progress and answer stakeholder questions. A diary of briefings is contained in **Appendix A7:A**.

Contact card

To allow principal stakeholders such as government representatives to make contact with members of the Project team, a special contact card was developed that contained contact details for key members of the CPT. A similar card featuring the Project 1800 number, email address and reply paid postal address have also been developed for distribution to community stakeholders, either directly through the Project team, or through government representatives.

Fact sheets

The complexity and technical nature of the EIS demands that information be carefully distilled into fact sheets that maintain the integrity of the information but are easy to read and understand.

Project introduction letter

To establish connection with primary stakeholders at the commencement of the engagement process a letter was sent introducing the Project and alerting stakeholders to Project contact details.

Project newsletter

A newsletter (see **Figure 7.7b**), including a reply-paid return post survey, was letterbox dropped to around 26,800 households within a 10km radius of the airport in November 2012. The newsletter was made available on the airport's website, alongside the survey which could be filled out online. To further reach the community about the newsletter, advertisements were run in seven print and online publications. Hard copies were distributed to key stakeholder locations and offices. Another newsletter will be distributed to coincide with the Public Notification Period.

Figure 7.7b: Front page of newsletter

Information kit

An information kit was available for stakeholders that included 1800 contact cards and bound and printed copies of the PowerPoint presentation summarising the Project details.

Advertising

Formal advertising (example in **Figure 7.7c**) was used to coincide with key milestones including the start of work on the EIS and will be undertaken during the Public Notification Period. Advertisements were placed across a range of Sunshine Coast media and online to outline how people could become involved through registration to the Project database and highlight the information available online.

Figure 7.7c: Online advertisement

Displays

During the Public Notification Period, displays will be held in prominent locations such as the airport, shopping centres, libraries, council offices and other public locations. Displays will be staffed and, when appropriate, technical experts will be involved. Displays are likely to consist of images and large-form fact sheets to explain the key findings of the EIS.

Banners

As part of the EIS process, pull-up banners have been created to provide stakeholders with details on how to find out more information about the Project – 1800 number, email address and web address. Pull-up banners are positioned at locations including the airport and at SCC events across the Coast.

Events

The Project team is tracking major public and community events and where appropriate, displays or information banners focusing on the EIS are organised.

Feedback form / comment / enquiry form

An online form has been created to enable stakeholders to sign up for the Project database, make comments about or seek further information on the EIS.

Online video

SCC's economic development team has created an online video featuring the Project (**Figure 7.7d**). This video has been displayed prominently on SCC's business website and outlines benefits including the ability to provide the region with international flights.

Figure 7.7d: Online video

Social media

The social media channel Facebook has been used to impart information about the EIS.

SCC libraries

Information about the EIS has been distributed to stakeholders through SCC's libraries' e-newsletter. The libraries' database has 65,500 subscribers that receive the monthly newsletter and the online news items include links back to the SCA website pages.

SCC internal communication channels

Through SCC's internal communication strategist, SCA has been able to connect with staff. Mechanisms include the use of the dedicated SCC intranet that allowed the airport to reach as many as 2,700 staff members and 'lunch box' information sessions held at Nambour, Maroochydore, Tewantin and Caloundra.

Examples of these tools above are contained in **Appendix A7:B**.

7.7.2 Engagement tools to be used during stages 3 and 4

Tools used in addition to those referenced earlier:

Summary of Major Findings

A summary booklet will be produced to coincide with the Public Notification Period of the EIS. This booklet will provide a high level, easy to read summary of major findings of the EIS.

Environmental Impact Statement (EIS)

The EIS, separated into chapters, will be made available as downloadable PDF documents on the Office of the Coordinator-General website. In addition, hard copies of the document will be made available at key locations such as libraries and SCC customer service offices. The EIS will also be burned to DVD and will be available free of charge to the community.

Aircraft Noise Information Booklet

This guide (printed and online) has been developed to allow the community to explore and understand the projected changes arising from the new runway and resulting aircraft noise.

Online Aircraft Noise Tool

An online tool will be developed to allow people to look at expected noise impacts in relation to specific locations.

Technical specialists

Numerous technical specialists have been involved in the preparation of the EIS. These specialists will be called upon to assist the SEP team on occasions such as briefings and meetings and displays of information in public places.

7.8
THE STAKEHOLDER ENGAGEMENT PROGRAM

During the EIS preparation the stakeholder engagement team was tasked with informing the community and readying stakeholders for the release of the EIS report. The list of activities undertaken during stages 1 and 2 are outlined below.

7.8.1 Stage 1: Stakeholder engagement activity February 2012 – March 2012

While communication during this time was conducted through the Office of the Coordinator-General, SCA commenced briefing primary stakeholders about the EIS, established stakeholder engagement channels and supported the Coordinator-General through web links to the Draft TOR. Activities undertaken by SCC and SCA in this period are outlined in **Table 7.8a**.

7.8.2 Stage 2: Stakeholder engagement activity March 2012 – July 2014

SCA was committed to meeting and engaging with stakeholders well ahead of the Public Notification Period to achieve wide-spread knowledge about the Project and the preparation of the EIS, providing adequate time for stakeholders to seek information and adequate channels through which information could be sourced.

Engagement tools used during this period covered:

* Details of the proposed Project

* Information on the stakeholder engagement process

* An explanation about the EIS and studies being undertaken

* Promotion of the TOR for the EIS

* Details around the EIS and timings

* Outlining and promoting Project team contact details and feedback mechanisms.

The activities outlined in **Table 7.8b** were undertaken to inform, educate and empower stakeholders to ask questions and seek out further information regarding the Project.

Table 7.8a: Stakeholder engagement activities supporting the publication of the Draft TOR

Stakeholder	Level of Interest	Engagement tool	Use/distribution methods	Timing
All stakeholders	Level 1/2/3	SCA Website	A Project page was set up on the SCA website	18 February 2012
All stakeholders	Level 1/2/3	SCA Website	Link to the Office of the Coordinator-General for Draft TOR	28 February 2012
All stakeholders	Level 1/2/3	Fact sheet	Fact sheet 1 – About the Airport Expansion Project uploaded to the SCA website	28 February 2012
All stakeholders	Level 1/2/3	Fact sheet	Fact sheet 2 – About the EIS uploaded to the SCA website	28 February 2012
All stakeholders	Level 1/2/3	Database	SCA Consultation Manager database established	29 February 2012
All stakeholders	Level 1/2/3	1800 number / project email / reply paid post	Establish stakeholder communication channels in the event of queries regarding the Draft TOR 1800 210 755 info@SCAexpansion.com.au	February – March 2012

Table 7.8b: Stakeholder engagement activity during the preparation of the EIS

Stakeholders	Level of interest	Engagement tool	Use/distribution methods	Timing	Outcomes/additional information*
All stakeholders	Level 1/2/3	1800 hotline	Free call information line for all Project enquiries. Details were listed on all engagement materials, including the Project web pages.	March 2012 – July 2014	1800 210 755 66 calls received
All stakeholders	Level 1/2/3	Project email address	Email address established for all enquiries. Details were listed on all engagement materials, including the Project web pages.	March 2012 – July 2014	info@SCAexpansion.com.au 212 email enquiries received and responded to since its launch
All stakeholders	Level 1/2/3	Sunshine Coast Airport website – Project pages	The Project web pages are the main source of Project related information. Information posted included background information, fact sheets, community newsletters and media releases.	March 2012 – July 2014	17,363 unique visitors were recorded on the Project landing page since its launch
All stakeholders	Level 1/2/3	Online registration form	Website registration form for interested parties to sign up for further information.	May 2012 – July 2014	940 registrations
All stakeholders	Level 1/2/3	Community newsletter	A community newsletter was letterbox dropped to 26,800 homes within a 10km radius, distributed to online subscribers and posted online on SCC's intranet and the airport Project web pages. Hard copies were placed in various stakeholder and SCC offices.	November 2012	See **Appendix A7:B** for a copy of the newsletter
All stakeholders	Level 1/2/3	Community survey	Within the community newsletter detailed above, survey questions were included to feed into the EIS social impact assessment.	November 2012	See **Appendix A7:B** for survey questions 740 surveys returned This helped SCA to identify likely affected stakeholders and their perceived issues and concerns. Responses were taken into account within the Social Impact Assessment.
All stakeholders	Level 1/2/3	Events	SCA attended community events to distribute information about the Project, including: • Sunshine Coast Business Expo 2012 • SCC draft Planning Scheme information displays	April 2012 onwards	3,600 contact cards printed and distributed throughout the EIS process

* As of July 2014

Stakeholders	Level of interest	Engagement tool	Use/distribution methods	Timing	Outcomes/additional information*
All stakeholders	Level 1/2/3	Fact sheets	A number of fact sheets were produced to outline Project specific information. These were emailed to the database and posted to the website.	February 2012 May 2012 June 2012 September 2012 November 2013	See **Appendix A7:B** for copies of fact sheets 41 people were sent fact sheets on May 10 285 recipients sent fact sheets on June 21 437 sent fact sheets on 24 September 732 recipients sent fact sheet 7 on 26 November 2013
All stakeholders	Level 1/2/3	Email updates	A number of emails sent to the database with project updates	November 2012 September 2013 October 2013	475 recipients were emailed on 20 November 2012 regarding online survey 645 recipients were emailed on 2 September 2013 about timing of the EIS 698 recipients were emailed on 22 October 2013 about the State Government releasing its Economic Directions Statement – Queensland Airports 2013 – 2023
All stakeholders	Level 1/2/3	Media activity	Five media releases and around 75 stories relating to the Project were published in various publications	April 2012 – July 2014	See **Appendix A7:B** for examples
All stakeholders	Level 1/2/3	Social media	Project copy was posted on the SCC Facebook site	5 June 2012	SCC Facebook site has 7,500 likes
All stakeholders	Level 1/2/3	SCC website	Project copy was posted on the SCC community engagement pages	29 June, 2012 – July 2014	
All stakeholders	Level 1/2/3	Print advertising	To encourage database registrations and promote the EIS process three adverts were placed in the regional newspaper the Sunshine Coast Daily	7 July 2012	See **Appendix A7:B** for sample advertisements
All stakeholders	Level 1/2/3	Public displays	SCA made Project information available at public displays (regarding other airport business) including: Caloundra Stockland Caloundra Aerodrome information session x 3	October 27 2012 November 4 2012 November 10 2012	

* As of July 2014

Stakeholders	Level of interest	Engagement tool	Use/distribution methods	Timing	Outcomes/additional information*
Sunshine Coast residents	Level 1/2/3	Community newsletters	Project copy was sent to the SCC libraries' database encouraging subscribers to register and find out more about the Project	6 July 2012	65,500 subscribers received the newsletter
Users of SCA	Level 1/2/3	Project banner and contact cards	The information banner was placed at the airport terminal and Project information contact cards placed in airport offices		3,600 contact cards printed and distributed throughout the EIS process
Community groups	Level 1/2/3	Briefings	A number of briefing sessions were held with community groups to present Project information to their executive and / or members	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process
Community and Aviation Forum	Level 1	Project updates	Members of the forum were updated at their regular meetings	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process
Business/ industry/ education	Level 1/2/3	Briefings	A number of briefing sessions were held with various groups and schools to present Project information to their executive and / or members	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process
Business/ industry/ education	Level 1/2/3	Economic development DVD	Project information was included within a promotional DVD around the Sunshine Coast	2012 onwards	
Business/ industry/ education	Level 1/2/3	Third party newsletters	Information was requested on an ad hoc basis to include in group newsletters	April 2012 – July 2014	
SCA businesses and tenants	Level 1	Project updates	Airport tenants and businesses were provided with updates at their normal meetings and emailed alerts	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process
Elected representatives and their offices	Level 1/2/3	Briefings	A number of briefing sessions were held with elected representatives and they were provided with contact cards to hand out to interested constituents at their offices	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process

* As of July 2014

Stakeholders	Level of interest	Engagement tool	Use/distribution methods	Timing	Outcomes/additional information*
Indigenous communities	Level 1	Briefings with relevant staff	Meeting with SCC's Communities team regarding communication with indigenous groups	28 February 2012	
SCA staff	Level 1	Project updates	Flyers distributed to airport staff to encourage them to register for updates	July 2012	
SCC staff	Level 1	Briefings with relevant staff	Meeting with SCC's Communication team regarding communication and engagement activities	15 March 2012	
SCC staff	Level 1	Briefings with relevant staff	Meeting with SCC's Communication team regarding communication and engagement activities	15 March 2012	
SCC staff	Level 1	Briefings with relevant staff	Meeting with SCC's Economic Development team regarding joint opportunities to promote the EIS	21 March 2012	
SCC staff	Level 1/2/3	Briefing sessions	Information posted on SCC's intranet and Lunchbox information sessions were held at SCC's Nambour, Caloundra and Maroochydore offices	April 2012 onwards	See **Appendix A7:A** for a diary of briefing sessions held 3,600 contact cards printed and distributed throughout the EIS process
SCC management/ Councillors	Level 1	Briefing sessions	A number of update meetings were held with management staff and Councillors	April 2012 – July 2014	See **Appendix A7:A** for a diary of briefing sessions held
SCC staff	Level 1/2/3	Project update	Project flyers distributed to SCC's 'field' staff	25 July 2012	See **Appendix A7:B** for copy
Agencies responsible for the EIS assessment	Level 1	Project updates	All fact sheets and public information sent to agencies and weekly update reports circulated	April 2012 – July 2014	
Aviation organisations	Level 1	Project updates	Meetings/briefings were held with aviation organisations such as Airservices Australia	April 2012 – January 2014	See **Appendix A7:A** for a diary of briefing sessions held
Tourism	Level 1/2	Project updates	Briefings organised and Project update information sent to Sunshine Coast Destination Ltd	April 2012	See **Appendix A7:A** for a diary of briefing sessions held

* As of July 2014

Outcomes of community survey and feedback

The SEP includes tools to ensure that stakeholders have opportunities to feed into research being undertaken for the EIS. The outcomes of the research undertaken for Stage 2 are outlined below.

Community feedback

A number of channels enabled interaction with the community regarding the EIS, including:

- 1800 free call hotline
- Email enquiries
- Online registrations with comments
- Briefing sessions and presentations
- Reply paid post
- Community newsletter with survey
- Online survey.

1800 free call information line

66 calls have been logged to July 2014.

Email enquiries

212 emails have been received on the enquiry email to July 2014.

Online registrations

940 registrations were received to July 2014.

Briefing sessions

86 people or groups have been briefed on the Project up to July 2014.

Topics of interest

A record of topics of interest raised was recorded for all interactions with stakeholders. **Figure 7.8a** shows the top 10 topics of interest raised during interactions with stakeholders from the start of engagement to July 2014.

Community survey

A community survey was included with the community newsletter distributed in November 2012. The purpose of the survey was to gather information about the current use of the airport and attitudes towards the Project. A copy of the survey is contained in **Appendix A7:B**.

Figure 7.8a: Topics of interest (as of July 2014)
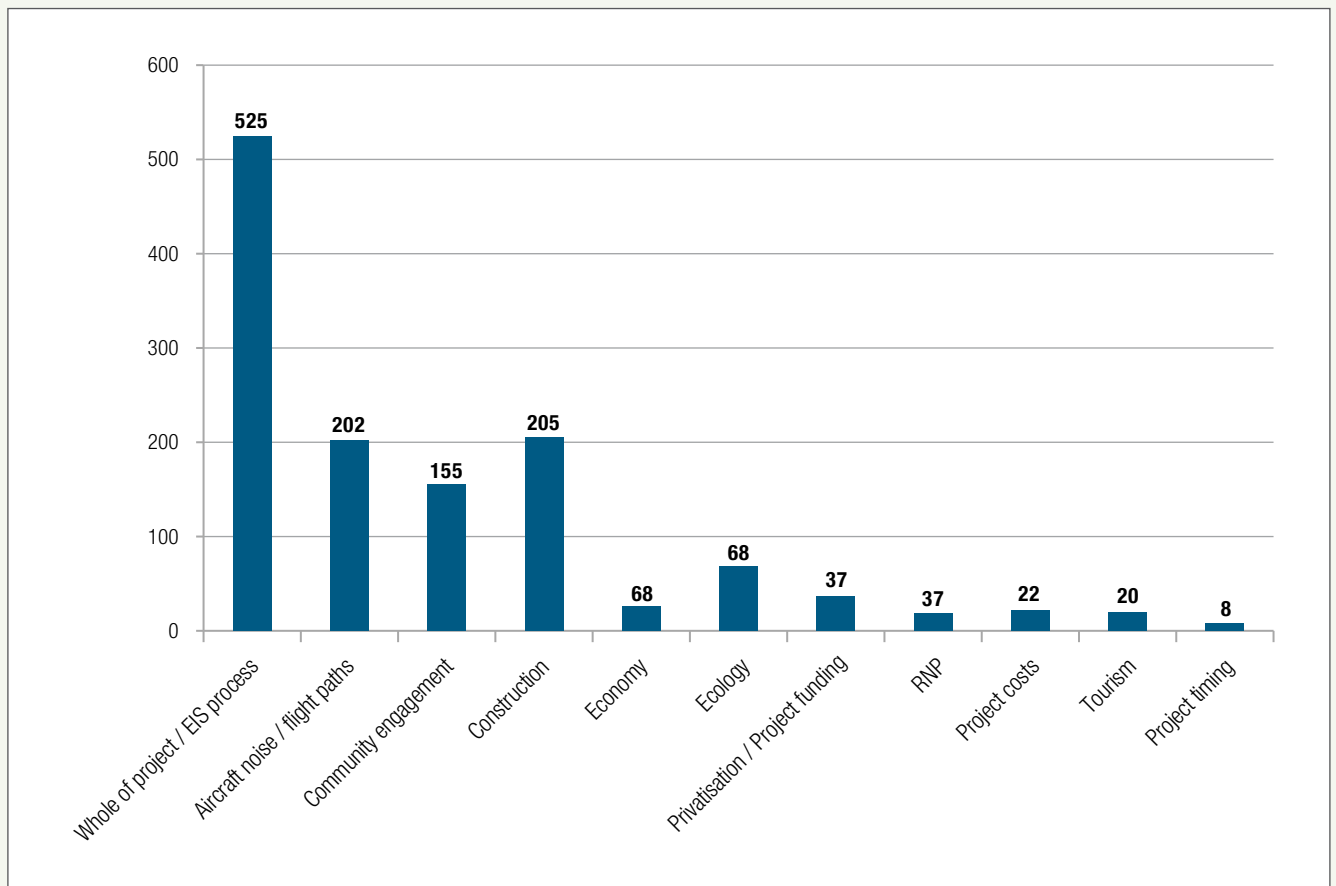
Survey distribution

The newsletter and survey were distributed and promoted through the following methods to raise awareness and encourage the community to complete the survey:

- Letterbox dropped to 26,737 households (houses within a 10km radius of the airport)

- Established a dedicated survey web page on the SCA website

- Created a page on SCC's 'Have your Say' pages with a link to the online survey

- Circulated to 456 stakeholders on the Project database

- Circulated via the SCC libraries e-newsletter

- Circulated to SCC offices, libraries and the airport office (100 copies sent to each location)

- Circulated to SCC staff via intranet

- Advertised in print and online news publications (**Table 7.8c**)

- Issued media release to Sunshine Coast media as follows:
  - Sunshine Coast Daily
  - Caloundra Weekly
  - Eumundi Green
  - Kawana Weekly
  - Sunshine Coast Hinterland Times
  - Buderim Chronicle
  - Noosa News
  - Coolum and North Shore Advertiser
  - Nambour Weekly
  - Bribie Weekly
  - ABC Radio Sunshine and Cooloola Coasts
  - 92.7 Mix FM
  - Zinc 96.1
  - Sea FM 91.9
  - Seven Sunshine Coast
  - WIN Sunshine Coast
  - Ten News.

Table 7.8c: Advertising of community survey

Publication	Distribution	Date/s published	Number of runs
The Sunshine Coast Daily	Readership: ~ 47,000 Mon – Fri Circulation: ~ 15,888 Mon – Fri	Tuesday 20 and 27 November 2012	Published twice
Caloundra Weekly	Readership: ~ 33,000 Circulation: ~ 21,706	Thursday 22 and 29 November 2012	Published twice
Eumundi Green	Readership: ~ 4000+	Wednesday 5 December 2012	Published once
Kawana Weekly	Circulation: ~ 10,205	Thursday 22 and 29 November 2012	Published twice
Sunshine Coast Hinterland Times	Circulation: ~ 15,000 per month	Wednesday 5 December 2012	Published once (Monthly paper)
Buderim Chronicle	Circulation: ~ 16,597	Thursday 22 November 2012	Published once
Noosa News	Circulation: ~ 25,291 Readership: ~ 33,000	Friday 23 and 30 November 2012	Published twice
View News (online)	Site visits: ~ 40,900* Page views: ~74,432* (past quarter)	Leaderboard ad (300 x 250) Live on Tuesday 20 November 2012	Live for 30 days
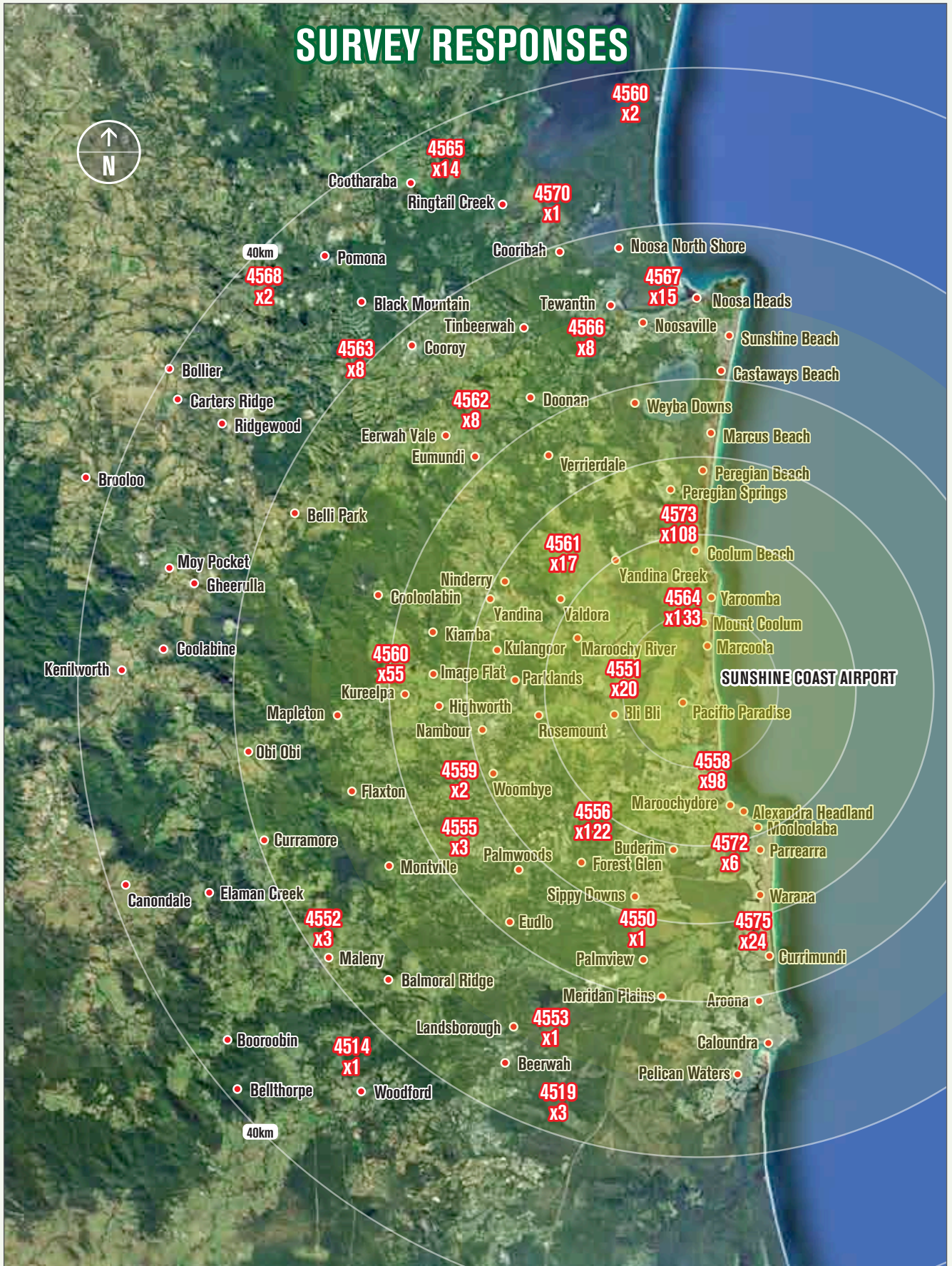
Survey responses

There were a total of 740 survey responses received via the replay paid post service and through the online web page. **Table 7.8d** shows the total number of responses received by type.

Table 7.8d: Survey responses by type

Survey types returned	Total
Postal	457
Online	283
Total	740

Respondents were required to provide, as a minimum, their postcode, suburb, gender and age details. **Figure 7.8b** shows the total survey responses received by postcode. The highest number of responses came from postcodes 4564, 4556 and 4573. Results include:

- 133 responses from suburbs including Marcoola, Mudjimba, Pacific Paradise and Twin Waters
- 122 responses from suburbs including Buderim, Forest Glen, Kunda Park, Sippy Downs and Tanawha
- 108 responses from suburbs including Coolum Beach, Marcus Beach, Mount Coolum, Peregian Beach, Peregian Beach South, Peregian Springs, Point Arkwright and Yaroomba.

Survey results

Detailed results and analysis of data collected from the survey are contained in Chapter B13 – Social Impact.

Outcomes

Monitoring and evaluating stakeholder opinions and comments were deemed to be an important component of the engagement plan to ensure tools were relevant, accessible and to allow maximum exposure of the Project within the Coast community and beyond.

Examples of changes and initiatives introduced as a consequence of stakeholder feedback included the following:

- Providing Project information to stakeholders to forward to their association's members
- Providing tailored, printed information to SCC's outdoor staff due to their limited access to computers and office-based events
- Organising SCC's 'lunchbox sessions' to outline the EIS to staff

Sunshine Coast Airport used media interviews and briefings to inform the community about the Project

- Participation in third-party events including members' regular meetings, networking sessions, business expos when requested

- Maintaining a database of questions and answers from community members to ensure consistent and accurate information dissemination to stakeholders

- Tracking key issues to develop relevant fact sheets and tools for the Public Notification Period

- Monitoring location of stakeholders and reviewing distribution of materials to ensure all Coast communities are reached through engagement channels

- SCA provided briefings at SCC new staff orientation sessions.

7.8.3 Public Notification Period

The Public Notification Period will run from Monday 29 September to Thursday 13 November 2014, commencing with the release of the EIS for comment.

During this stage, stakeholder engagement will focus on providing the community with details on outcomes from the EIS through a range of activities that will provide maximum exposure and opportunity for the community to seek information and answers.

It will also promote the opportunity to make a formal submission to the Office of the Coordinator-General.

Stakeholder engagement during the Public Notification Period stage of engagement will include:

- Availability of the EIS via the Office of the Coordinator-General website, as well as on DVD and on display at a number of Sunshine Coast and other locations

- The publication of a concise, plain English summary of major findings highlighting major outcomes and management strategies

- Providing details of the public comment period, including timing and purpose

- Drafting succinct fact sheets explaining technical aspects of the Project in easy to understand language

- Ensuring stakeholders are able to ask questions and receive answers about the EIS findings

- Explaining feedback processes and sources of further information.

Presentations were given to community and business stakeholders throughout the EIS development

Engagement tools for the Public Notification Period will include:

- Project briefings
- Public displays
- Free call 1800 information line
- Project email address
- SCA and SCC websites
- Advertising
- Media channels
- EIS and supporting documents
- Contact cards.

7.9
CONCLUSION

From its inception, SCC has made a firm commitment to keep its community informed of the Project at every step of its development. Community engagement is therefore a priority as it progresses this latest stage of the Project, the development of the EIS.

Consequently, SCC contacted and met with representatives of the Coast community, provided information via media and online channels and attended several events over the two years that the EIS has been prepared. On top of the SCC agenda for open and honest engagement with its stakeholders, the TOR for the EIS set a requirement for engagement with those communities located within 40km of the airport.

The engagement activities undertaken to date will be built upon during the Public Notification Period.

With the EIS' detailed findings now available, it is SCC's intention that all interested parties on the Sunshine Coast are reached and given an opportunity to give feedback on the EIS findings and contribute opinions regarding this important airport project.

Technical and specialist consultants met regularly with the airport to progress the EIS research and helped to respond to stakeholder questions