

# **Environmental Effects Statement Consultation Plan**

**Kilmore –Wallan Bypass  
July 2013**



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## Title page

- Kilmore – Wallan Bypass EES Consultation Plan (DRAFT)
- QD# 1983209 (original version VicRoads) # 2055524 (DoTPLI)
- Approvals
  - Project Manager (Bendigo)
  - Regional Director (Bendigo)
  - Communications and Stakeholder Relations Advisor (Bendigo)
  - Senior Communications and Stakeholder Relations Advisor (Kew)
- 29 July 2013 (incorporated DoTPLI and Mitchell Shire comments)

## Introduction

The Minister for Planning has determined that an EES is required for the proposed bypass of Kilmore-Wallan. VicRoads will prepare an Environment Effects Statement (EES) in accordance with procedures administered by the Department of Transport, Planning and Local Infrastructure (DoTPLI) (formerly the Department of Planning and Community Development).

This consultation plan is required as part of the preparation of the EES. It also aligns with VicRoads' ongoing commitment to strong and effective engagement with the communities of Kilmore and Wallan.

The EES process involves bringing together all the investigations that cover the potential impacts on the \*environment of a bypass into a comprehensive report.

The EES process includes the appointment of a Technical Reference Group, made up of members from key government agencies, local government and relevant statutory authorities, who will help guide VicRoads in its preparation of the report.

The final EES report, which will include the results from all technical investigations and outcomes from consultation activities, will then be placed on public exhibition for community comment.

This consultation plan will guide VicRoads' actions to ensure appropriate opportunities are provided to the community to be engaged during this phase of the planning process.

In accordance with the VicRoads' customer charter, we will provide information, listen to feedback, continually review and develop our services and consult with the community where appropriate. The plan will be reviewed and updated as appropriate during the preparation of the EES.

Further information about the EES process and ways the community can contribute is available on the Department of Transport, Planning and Local Infrastructure website: [www.dpcl.vic.gov.au/planning/environmental-assessment](http://www.dpcl.vic.gov.au/planning/environmental-assessment)

The EES process will take around 12 months and is expected to be completed in the first half of 2014.

*\*"environment" in the Ministerial guidelines for assessment of environmental effects under the Environment Effects Act 1978, p.2: "the environment includes the physical, biological, heritage, cultural, social, health, safety and economic aspects of human surroundings, including the wider ecological and physical systems within which humans live".*

## Project background/situational analysis

The Kilmore and Wallan townships are located on the Northern Highway approximately 60 and 45 kilometres north of Melbourne respectively.

The Northern Highway is an important arterial road link between Melbourne and Kilmore-Wallan, as well as beyond into northern Victoria. The Northern Highway section within the Kilmore town centre is known as Sydney Street and the section within the Wallan town centre is known as High Street.

Freight and commercial vehicles rely on the highway for intrastate and interstate access to markets, air and sea terminals in Melbourne and the rural primary production areas of the Murray Valley and Southern New South Wales. In recent times it has become an increasingly vital link to Melbourne for Kilmore and Wallan communities, particularly for employment.

Kilmore is recognised as one of the oldest Victorian towns and has strong heritage significance. Many of the town's heritage buildings are located in Sydney Street. The Kilmore and Wallan townships are amongst the fastest growing areas in the State.

The Wallan Township has been identified through the Logical Inclusions review to be brought within the Urban Growth Boundary. SGS Economics data indicates that the Wallan Township is predicted to increase in population from around 7,800 in 2011 to approximately 29,000 by 2031. Correspondingly, Kilmore's population is predicted to increase from 7,100 in 2011 to 11,700 by 2031.

The increasing population growth in Kilmore and the adjoining townships of Broadford and Wallan is generating strong traffic growth along the southern sections of the Northern Highway and the local road network, particularly in the main commercial precinct of Sydney Street, Kilmore. Traffic growth on the Northern Highway south of Kilmore is growing at 4 to 6 times the state average growth on the arterial network, and growth on the Broadford-Kilmore Road is growing 3-4 times the state average. The growth on the Northern Highway (north of Kilmore) is less than half the state average.

The strong local traffic growth, along with the presence of truck traffic accessing the north of the State and local businesses, is generating significant concern in the local community, particularly in Sydney Street, Kilmore. This issue is compounded in Kilmore as the Northern Highway forms the only contiguous north-south route through the township.

This increasing reliance and growth in traffic use of the highway, together with the predicted urban growth and further increases in traffic in and around the Kilmore-Wallan area, requires alternative traffic solutions to be developed.

The need for a Northern Highway bypass of Kilmore has been a matter for discussion since the Kilmore and Wallan townships were bypassed by the Hume Freeway in the early 1970's.

The Northern Highway Corridor Strategy 1998 recommended that a detailed planning study be undertaken to determine the future transport requirements from north of Wallan to north of Kilmore including consideration of the need for a bypass of Kilmore.

Over the last decade, VicRoads and Mitchell Shire Council have undertaken a number of studies to determine priority needs for road infrastructure improvements to respond to the traffic growth and better serve the Northern Highway corridor between the Hume Freeway and Kilmore and the surrounding road network within Kilmore. Considerations have included:

- Local traffic solutions within the Kilmore township.
- Provision of a bypass of Kilmore and Wallan townships.
- Duplication of the Northern Highway between the Hume Freeway and Kilmore.

Early in 2011 the Victorian Government announced its commitment for the construction of a bypass of Kilmore and Wallan by 2017.

## Communication objectives

### Primary objectives:

The primary communication/engagement objectives are to provide the communities of Kilmore-Wallan with opportunities to be engaged with throughout the EES process. For example, these objectives, wherever practicable or identified, will consider engagement mechanisms for public participation i.e. working with community groups through collaborative mechanisms, consultation where VicRoads actively seeks advice and information from a variety of community sectors and to ensure the informative communications of the EES is provided in a timely, clear and easy to understand format on all aspects of the project during the EES process.

It should be noted that VicRoads has invested significant time and effort to community engagement throughout the planning investigations for the bypass since the Government announcement in 2011. This engagement has included a variety of aspects recognised under IAP2 (techniques for public participation). For example, previous community information events, interviews and meetings with landholders, as well as working through the Community Consultation Group were a key element to engagement. Further detailed examples are included on page 10.

Keeping the communities informed and engaged will assist in creating greater awareness for the project.

### Secondary objectives:

- Communications that reinforce VicRoads' commitment to developing and delivering a key infrastructure project that addresses the needs of community and future growth in development and traffic.
- Communications reinforcing data/information integrity and some of the differing perceptions within the community (facts that assist in providing the community with clarity, certainty and a high level of confidence in the information presented).
- Key dates for activities/stages.
- Communications that provide clarity and certainty for the community.

## Target audience/stakeholders:

The table below identifies the key stakeholders and their particular interests in relation to the recommended solution.

### Key Stakeholders

Stakeholder	Interest
Mitchell Shire Council	<p>While the project is wholly within the Shire of Mitchell, the Council will probably not be the planning authority for the PSA.</p> <p>Discussion will be held with Council as to who will act as the Planning Authority for the Planning Scheme amendment process should this be formally exhibited with the EES. Council Officers will also have the ability to provide advice and input through its representation on both the Steering Committee and TRG meetings.</p> <p>The Council has stated its support for a bypass of Wallan and Kilmore; however it has also indicated that it will reserve its support for any of the options under consideration pending the outcomes of the planning investigations.</p> <p>The Mayor and a Council Officer were also part of the Community Consultation Group. VicRoads has provided updates at Council meetings and will continue regular updates to maintain an open and co-operative working relationship.</p>
Technical Reference Group	<p>The group has been formed as an interagency conduit that will assist in guiding VicRoads through the EES phase. The group has representatives from the Council, DoTPLI and other relevant government agencies.</p> <p>The TRG will have an interest that due process is being followed and the community is being effectively and efficiently engaged during this phase of the project.</p>
Steering Committee	<p>This group formation is a continuation of the group from the early phases of the project.</p> <p>Steering Committee will have an interest to ensure the process is serving the broader needs of the community.</p>

Stakeholder	Interest
Local Community	<p>The community has strong and versatile interest in the overall project. The predominant expectations include being part of the decision making processes around the following key interest areas:</p> <ul style="list-style-type: none"> <li>• Residential property impacts</li> <li>• Land use impacts and severance</li> <li>• Monument Hill (public amenity)</li> <li>• Equine precinct (impact on industry)</li> <li>• Sporting facilities (removal/impacts)</li> <li>• Improvement to Sydney Street (remove heavy vehicles and improve the look and feel of the shopping precinct)</li> </ul> <p>The community also expects to be kept regularly informed and where practicable, involved during the life of the of the project.</p>
Wallan/Kilmore Bypass Group (WKBG)	<p>This group originally was formed to respond to some community concerns about the proposed duplication of the Northern Highway between the Hume Freeway and Kilmore.</p> <p>The group has actively promoted bypass options to the north of Kilmore that are remote from Kilmore.</p>
Landowners	<p>This stakeholder group naturally has strong and versatile interest in the overall project and its direct impact on their lives.</p> <p>The predominant expectations includes being part of the decision making processes around their following key interest areas:</p> <ul style="list-style-type: none"> <li>• Residential and business property impacts</li> <li>• Land use impacts and severance</li> <li>• Being regularly engaged via personalised communications (i.e. face to face meetings).</li> <li>• Being provided</li> <li>• This stakeholder sector has a high expectations to be kept regularly informed and where practicable, involved during the life of the project.</li> </ul>
Department of Transport, Planning and Local Infrastructure (DoTPLI) (formerly Department of Planning and Community Development (DPCD))	<p>The Planning arm of DoTPLI is the statutory authority overseeing the planning and environmental assessment processes.</p> <p>A DPCD representative was a member of the CCG and has had separate briefings on the study.</p> <p>Briefings have been provided to senior DPCD officers to inform the planning process. At May 2013 an Environment Effects Statement (EES) process has begun.</p> <p>DoTPLI has established a Technical Reference Group (TRG) for the EES.</p>
Department of Transport, Planning and Local Infrastructure (DoTPLI) (formerly Department of Transport (DOT))	<p>The Transport arm of DoTPLI develops regulatory policy, legislation and regulations on behalf of the Minister for Public Transport, the Minister for Roads and the Minister for Ports and has participated in the review of financial management of the project.</p>

Stakeholder	Interest
Department of Treasury and Finance (DTF)	DTF provides the Government with economic, financial and resource management policy advice to assist the government in its policy outcomes. VicRoads has undertaken a 'Gateway' review of the project.
Department of Environment and Primary Industries (DEPI) (formerly Department of Sustainability and Environment (DSE) and Department of Primary Industries (DPI)	Statutory agency for environmental matters, Crown land management and farming matters. Specific interests in project context include flora and fauna, net gain requirements, environmental and Crown land legislation and farming issues.
Goulburn Broken Catchment Management Authority	Statutory agency for flood plain management. Specific interests in project context include catchment and floodplain management.
Taungarung Clans Aboriginal Corporation	Registered Aboriginal Party (RAP) for the Study area.
	Specific interests in project context include matters of Indigenous cultural heritage, field surveys and VicRoads' preparation of a Cultural Heritage Management Plan for approval.
Office of Aboriginal Affairs Victoria (OAAV)	Referral agency for Aboriginal cultural heritage matters. Specific interests in project context include registration of Indigenous cultural heritage sites and preparation of a Cultural Heritage Management Plan.
	The OAAV will sit within Department of Premier and Cabinet under machinery government changes.
	At this point there are no native title claims or issues.
Heritage Victoria	Referral agency for non-indigenous heritage matters. Specific interests in project context include non-Indigenous cultural heritage sites and values within study area.
Other statutory and referral authorities	The preparation of detailed planning studies will involve consultation with other authorities such as Goulburn Valley Water, SP Ausnet, and VicTrack.
Emergency Services	There was a police representative on the CCG. Consultation will be undertaken with the Police, Ambulance, Country Fire Authority and State Emergency Services to understand the impact that the project has on their operations and help refine the preliminary concept plans.
Environment Protection Authority (EPA)	Any issues related to contaminated land, emissions to air or water, noise.
Department of Sustainability, Environment, Water, Population and Communities (DSEWPaC) (Commonwealth)	Administers the <i>Environment Protection and Biodiversity Conservation Act 1999</i> , under which the project is a controlled action and requires approval (in the light of the EES, which provides the accredited assessment pathway).
Kilmore Chamber of Commerce	The Chamber represents and promotes the area's business economy, and encourages business and industrial investment, To business prospects and newcomers; the Chamber represents the community's pride and self image.

## Consultation to date

Community engagement has been at the forefront of VicRoads' planning investigations for the bypass since the Government announcement in 2011.

A Steering Committee comprising senior representatives of Mitchell Shire Council and VicRoads was formed in June 2011 to help guide the planning investigations. At May 2013 the Committee has met on ten occasions and will continue as a functioning group through the EES process. Mitchell Shire Council is represented on the EES Technical Reference Group.

To further assist VicRoads with the initial planning phases for a bypass, a Community Consultation Group (CCG) was established in September, 2011.

The CCG, which was independently chaired, acted in an advisory capacity to help VicRoads determine suitable route options during the preliminary planning investigation for a bypass. The CCG met on 13 occasions.

The role of the CCG was also to help inform VicRoads and the Steering Committee about community views, perspectives and issues during the course of the planning study. It also assisted to review community engagement and communication activities and provide guidance on initiatives that help facilitated community awareness about the project. At May 2013 the CCG held its final meeting.

The earlier phases of the planning investigations initially focused on a broad study area between Kilmore east of Kilmore (between the Northern Highway and the and the Hume Freeway). During late November/early December 2011, more than 600 people attended public information events in Kilmore and Wallan to review the latest planning information and share their views about the project.

In December, 2011 the Victorian Government announced a suitable option to the west of Kilmore would also be included.

Within this revised study area, VicRoads undertook planning investigations into five potential route options for a bypass of Kilmore and Wallan.

In January and February 2012, VicRoads trialed two 'shop fronts' over several days in Kilmore and Wallan. These events, which attracted 265 people, were an opportunity for community members to share their views on a suitable corridor/ alignment for a western option for the Kilmore-Wallan bypass. These shop fronts targeted to western option to receive feedback for all options.

Throughout May 2012 VicRoads' officers met with close to forty individual landholders, directly affected by one or more of the options. These meetings, generally held after hours in people's homes, were an opportunity to provide people with first hand information about the status of the project, hear and discuss their views and answer any questions.

During the first half of 2012, VicRoads refined the preliminary alignments for the five options, and produced preliminary concept plans for each option. The concept plans, which better described the physical footprint of each option, were then used as the basis

for the detailed planning studies. Prior to displaying the preliminary concepts plans to the broader community, meetings were held with affected landholders

Between the 7th and 11th August 2012, information displays (for affected landholders who were unable to attend individual meetings with VicRoads) were held in Kilmore.

A public information display was held in Kilmore 14–17 August, 2012 to view the preliminary concept plans. The display attracted 390 people to view the five options.

In January, 2013 the Minister for Roads announced that in the light of the results of specialists studies into potential routes for the Kilmore-Wallan Bypass, the options for detailed consideration would be narrowed from five options (plus a northern option, independent of the five options being formally investigated, proposed by Kilmore Wallan Bypass Group) to three options.

The three options, supported by the study's findings, indicated that the Dry Creek, Quinns Road and Western options would hold the most promise for a Kilmore-Wallan bypass.

During late January and early February 2013 VicRoads held public information displays for the community to view the outcomes of the planning investigations studies, as well as further details relating to the three options that would be progressing into the next phase of planning. More than 470 people attended these displays.

In April 2013 the Minister for Planning determined that an EES process would be required for the planning approvals process for a bypass of Kilmore-Wallan. This will take approximately 12 months and is expected to be completed during the first half of 2014.

In May 2013 the Community Consultation Group held its final meeting.

Other consultation activities (predominately conducted with face to face meetings between VicRoads and individual groups) of note held throughout the planning investigations phase between September 2011 and February 2013:

- Landowners along the routes of the 5 bypass options and nearby residents
- Nearby business proprietors
- Representatives from Police, Fire Brigades, Ambulance and State Emergency Services
- Taungarung Clans Aboriginal Corporation representatives
- Local community interest groups
- Kilmore Race Club officials
- Mitchell Shire Councillors and staff
- Local Member of Parliament.(MLA & MLC)
- Kilmore Football and Netball Club
- Kilmore Golf Club
- Kilmore Cricket Club

As part of the project's information gathering, the consultants who conducted the Social Impact Assessment and the Land Use and Regional Economic Impacts Assessment of route options, conducted face to face consultation or group meetings with residents and business proprietors near the study area, and representatives of community and emergency services groups including:

- 25 directly affected residents impacted by the 5 alignments
- 27 indirectly affected landholders in proximity to the alignment options
- 53 representatives of agricultural, commercial, industrial, education and health enterprises
- Victoria Police
- Mitchell Shire Council
- Assumption Secondary College
- Wallan Secondary School
- Piper Street Child Care Centre
- Kilmore Historical Society
- Landcare
- Wallan Environmental Group
- Mitchell Bicycle Users Group
- Kilmore Race Club
- Kilmore and District Pony Club
- Kilmore Football and Netball Club
- Kilmore Golf Club
- Kilmore Cricket Club

As part of the EES process DoTPLI has established a Technical Reference Group with members from key government agencies, local government and relevant statutory authorities, to assist guiding VicRoads in its preparation of the report.

VicRoads' priority is to complete all planning activities by mid to late 2014 to ensure construction step? Traffic is able to use the bypass by 2017.

**Note:** Reference is made the following key communications items:

- Project webpage  
<http://www.vicroads.vic.gov.au/Home/RoadProjects/PlanningAndProposals/Regional/KilmoreWallanByPass.htm>
- Project communications plan (initial phases of planning investigations) - QD#1487501.

## Communications and consultation approach

The focus of the engagement approach is to provide the communities and stakeholders of Kilmore-Wallan with opportunities to be engaged with throughout the EES process. For example, these objectives, wherever practicable, should consider including engagement mechanisms for public participation, including involving and consulting (using a variety of recognised IAP2 participation techniques wherever practicable), together with timely and clear/easy to understand information on all aspects of the EES phase of the project.

To date VicRoads has acknowledged community feedback via the number of community events and individual meetings. These assisted VicRoads in identifying, recording and responding to issues and concerns raised.

Keeping the communities informed and engaged through a variety of methods, will assist in creating greater awareness and acceptance of the outcomes from the EES.

VicRoads' approach to communications and engagement for this phase of the project will predominately be conducted **informing the** community and stakeholders. Where applicable **consultation** and **involvement elements of the IAP2 approach during** the EES phase of the project will be considered\*. Details of potential activities are shown in communications matrix table on page 17.

It is recognised that from time to time throughout this project there will be a variety of views expressed by community members. To assist in addressing these views, consistent communications will be important to any successful engagement outcome.

As part of its overall operations, VicRoads has well established relationships within Government and the regional media. This plan acknowledges that the support of Government and a proactive media approach will play an important part in communication and consultation with the communities and stakeholders.

The following is an overview of some of the key community/stakeholder interests that continue to merit consideration when engagement activities are planned:

### Community Interests

The key community interests is for both the long-term desire for a bypass of Kilmore and Wallan; that is effective in removing heavy vehicle traffic from more populated areas of these towns.

Landholders, in particular those whose properties may be impacted by the bypass, will have a strong interest in being kept well informed and engaged about the direct impacts on them.

VicRoads will work closely with affected landholders to minimise the impact of any property purchase, including meeting with affected and potentially affected parties as these are identified.

\* VicRoads has invested significant time and effort into all aspects of the IAP2 approach to public participation during the planning investigations phase of the project.

There continues to be a high level of community views with the proposed locations of the current 3 options. This is materialising in new voices in the community concerned with: locations, loss/impact on amenity including:

- Monument Hill
- equine sector
- property loss
- noise
- impacts on properties and residents

VicRoads will continue to provide information back to the community through the EES process and the public exhibition of the EES.

### Local Government Interests

VicRoads continues to work closely with the Shire to help develop traffic solutions that provide traffic reductions in the town centre's and provide improved access and amenity their communities aspire to.

### Political Interests

The Victorian Government is committed to the construction of bypass by 2017.

The figure below outlines the particular communications and consultation objectives during the preparation of the EES for this project. The timeframes are indicative.

<b>Completed</b>	<b>Planning Investigations - earlier project consultation</b>	<b>Project Activities</b>	<b>Communication and consultation objectives</b>
	<i>(Early 2011 to early 2013)</i>	Identify planning the requirements <ul style="list-style-type: none"> <li>• Begin technical investigations</li> <li>• Assess initial route options against environmental, economic and social objectives.</li> <li>• Release shortlist of route options for planning approval process.</li> </ul>	<ul style="list-style-type: none"> <li>• Explain the planning process</li> <li>• Obtain stakeholder input on project issues, impacts and alignment.</li> <li>• Seek stakeholder feedback on route options.</li> </ul>
	<b>Preparation of EES</b>	<b>Project Activities</b>	<b>Communication and consultation objectives</b>
	<i>(May 2013 – October 2013)</i>	Preparation of the EES, including: <ul style="list-style-type: none"> <li>• Undertake any further investigations.</li> <li>• Prepare documentation on the shortlisted route options to the required detail.</li> <li>• Prepare findings for public discussion.</li> <li>• Prepare draft Planning Scheme Amendment documentation.</li> </ul>	Consider: <ul style="list-style-type: none"> <li>• Stakeholder views on the shortlisted route options through formal feedback mechanisms.</li> <li>• Any possible further refinements within technical and financial constraints of the project.</li> </ul>
	<b>Public Exhibition of EES</b>	<b>Project Activities</b>	<b>Communication and consultation objectives</b>

<i>(November 2013)</i>	<ul style="list-style-type: none"> <li>• Conduct public exhibition of the EES</li> <li>• Consider EES submissions</li> <li>• Present to the EES enquiry panel.</li> </ul>	<ul style="list-style-type: none"> <li>• Present and explain the EES findings</li> <li>• Explain the next steps in the planning process</li> <li>• Encourage further community involvement</li> </ul>
<p><b>Detailed design &amp; acquisition</b></p> <p><i>(Mid 2014 - onwards)</i></p>	<p><b>Project Activities</b></p> <ul style="list-style-type: none"> <li>• Finalise detailed design</li> <li>• Incorporate EES outcome requirements</li> <li>• Implement and oversee environmental, safety and project plans.</li> <li>• Finalise planning approvals.</li> </ul>	<p><b>Communication and consultation objectives</b></p> <ul style="list-style-type: none"> <li>• Explain EES outcomes</li> <li>• Provide timely and accurate information to affected stakeholders</li> <li>•</li> </ul>

## Key messages

Messages will need to be tailored to different individuals/groups, and depending on the particular audience, will need to address different drivers for example:

- Landowners (they will want information on property, amenity and access impacts);
- Chamber of Commerce (they will want to know how this impacts on business opportunities/growth);
- Sporting and amenity/community interest groups (they will want timely and factual information about the potential impacts); and
- Broader community (they will want to know what this means for the future of the town).

The primary key messages for this project include:

- Clearly articulate where we are in terms of the current stage of the project.
- The key components of this stage – what we have to do and why.
- The key components of the project to date – what does it look like at this point in time and what does it directly mean to the communities.
- VicRoads continues to liaise with key stakeholders

Some secondary messages that are required for specific parts of the project may include:

- Why the project is important – future planning, long term transportation solutions and development opportunities etc.
- Data integrity - the data presented represents latest information and has been accurately compiled.
- Particular aspects of the proposal that may have direct contact with key sites of community interest e.g. Monument Hill and impacts on sporting/recreational and equine facilities. "VicRoads is placing strong

emphasis to address any potential impacts and wherever practicable, include potential mitigation measures.

## Communication strategies

The strategies to be employed for broader communication/engagement related to the Kilmore-Wallan bypass will be conducted over the following two key stages of the EES phase where community engagement will be a vital component of the process. The engagement activities and their timing will vary depending on the relevancy to these key stages of the project:

- **Stage 1- Preparation of EES (May 2013-October 2013)**
- **Stage 2 – Public Exhibition of EES (November 2013)**

Choosing an activity or combination thereof for engaging with the community will be a critical step in the engagement process. Consideration will be given to ensuring the type of activity is suited to the purpose of the particular engagement phase.

**Note:**

TRG is now established and will discuss draft plan at its 26 June meeting. Dates will be driven by the progress of the EES relative to VicRoads' preferred timetable rather than by direction from the TRG.

. Refer communications matrix (sample of potential activities) on page 17.

## Communications Matrix

VicRoads has invested significant time and effort to community engagement throughout the planning investigations for the bypass since the Government announcement in 2011. This engagement has included a variety of aspects recognised under IAP2 (techniques for public participation). For example, seeking formal feedback from previous community information events, documenting interviews and meetings with landholders, and in some cases incorporating changes to planning. Similar importance was placed on working through the Community Consultation Group were a key element to engagement.

Stage	Activity	Details	Audience	Responsibility
Stage 1	Council Briefings	Briefings to ensure councillors are a fully informed stakeholder: <ul style="list-style-type: none"> <li>Informed on current status, project detail and proposals.</li> <li>Provided opportunities to ask questions and inform process.</li> </ul>	Mitchell Shire Councillors.	VICROADS & MITCHELL SHIRE
Stage 1	Key External Stakeholder Briefings	Gathering, qualifying and assembling information to brief agencies: <ul style="list-style-type: none"> <li>Informed on current status, project detail and proposals.</li> <li>Provided opportunities to interrogate information and inform the process.</li> </ul>	Key Agencies (Technical Reference Group)	VICROADS & DoTPLI
Stage 1	Media Briefings	Inform local media outlets on current status of key project outcomes and actions.  Predominantly operational in nature, but also may include Ministerial/MP updates to communicate key strategic outcomes/actions.  Briefings to ensure media are a fully informed stakeholder.	media	Minister for Roads, VICROADS & MITCHELL SHIRE
Stage 1	Government Briefings	Regular information provided on current status of key project activities.	Minister's Office and Local MPs	VICROADS
Stage 1	VicRoads Briefings	Formal project status updates to ensure key internal stakeholders are kept regularly informed (as required).	VicRoads Senior Management	VICROADS
Stage 1	Information Bulletins	Popular forms to consider include: fact sheets, flyers, newsletters, brochures.  Information to provide easily	Community	VICROADS

		<p>scanned details, in words and drawings, to inform community about current status of project.</p> <p>Within this stage it is expected that at minimum of 2 bulletins will be issued to provide project information during this stage. Available as newspaper insert, at key community locations and on project web page.</p>		
Stage 1	Project Website	<p>Project page contains up to date project information, including recent announcements and project related documents.</p> <p>Within this stage it is expected that at minimum of 2 updates will be posted to provide project information during this stage.</p>	Community	VICROADS
Stage 1	Advertising	As required, VicRoads (at the request of key agencies) will advertise key project activity that has a direct impact on community awareness i.e. planning study activities being undertaken.	Community	GOVERNMENT & VICROADS
Stage 1	Individual landholder briefings	<p>Only as specifically required - one on one meeting held between VicRoads.</p> <p>For the purpose of sharing project information that is relevant to a landholder i.e. additional study requirements/actions.</p>	Directly affected landholders	VICROADS
Stage 2	Council Briefing	<p>Briefings to ensure councillors are a fully informed stakeholder:</p> <ul style="list-style-type: none"> <li>• Provided advanced information of the material to be publicly exhibited.</li> </ul>	Mitchell Shire Councillors.	VICROADS & MITCHELL SHIRE
Stage 2	Key External Stakeholder Briefing	Review and input into information material to be publicly exhibited.	Key Agencies (Technical Reference Group)	VICROADS & DoTPLI
Stage 2	Media Briefings	<p>Provide local media outlets on current status, outcomes and information to go on public exhibition.</p> <p>Expected that any public announcement for exhibition will be Ministerial/MP in origin.</p>	media	GOVERNMENT
Stage 2	Government Briefings	Information provided on planned information to go on public exhibition.	Minister's Office and Local MPs	VICROADS

Stage 2	VicRoads Briefings	Formal project update to ensure key internal stakeholders are informed of public exhibition material.	VicRoads Senior Management	VICROADS
Stage 2	Public Information Display	EES report and key project information on public display. Information to provide easily scanned details, in words and drawings and next steps of the project.  Available at key community locations and on project web page.		
Stage 2	Information Bulletin	Information to provide easily scanned details, in words and drawings, to inform community about the material that is on public exhibition and next steps of the project.  Within this stage it is expected that at minimum of 1 bulletin will be required.  Available as newspaper insert, at key community locations and on project web page.	Community	VICROADS
Stage 2	Project Website	Project page contains up to date project information i.e. public exhibition material and link to EES report.  Within this stage it is expected that at minimum of 1 update will be required.	Community	VICROADS
Stage 2	Final EES Report	Formal Report will include information to provide easily scanned details, in words and drawings, to inform community about the findings of the process.  Will be made available for 30 days of information as static display and report for community to submit comment.  To be made available at key community locations and on project web page.	Community	VICROADS & DoTPLI

Stage 2	Advertising	As required, VicRoads (at the request of key agencies) will advertise where the EES report can be accessed.	Community	DoT/PLI & VICROADS
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## Evaluation

Measuring achievement of the communications objectives will include:

- Consistent key messages.
- Information is distributed on time.
- Information is simple and easy to understand.
- Information is easily accessible to the community.
- Reported\ demonstrated evidence of VicRoads and key community representative engagement.
- VicRoads representatives available to meet one on one with community.
- Productive and efficient internal development of key communications.