



**SUBURBAN  
RAIL LOOP**

## Stage One EES consultation plan

19/02/2021

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**SUBURBAN  
RAIL LOOP  
AUTHORITY**



OFFICIAL

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# 1. Introduction

## 1.1. About this plan

The Minister for Planning has determined that an Environment Effects Statement (EES) is required under the *Environment Effects Act 1978* for the rail infrastructure elements of Suburban Rail Loop (SRL) from Cheltenham to Box Hill (SRL Stage One). As part of preparing the EES, the *SRL Ministerial Guidelines for Assessment of Environment Effects* requires Suburban Rail Loop Authority (SRLA), as proponent, “to prepare and implement a consultation plan”.

The SRL Stage One EES Consultation Plan (the Plan) guides all communications and engagement activities for the planning and approvals phase for SRL Stage One. It is focused on statutory preparation and exhibition of the EES and the independent inquiry process.

The Plan is designed to:

- Build on the engagement and feedback captured to date
- Inform the community and stakeholders about SRL and gather information to inform the project design for Stage One and technical studies being completed for the EES
- Encourage participation in the EES process.

A key focus of the plan is to ensure that feedback captured via stakeholder and community engagement is reported back to the design team and technical specialists to identify changes that could be made to improve the project and inform mitigation measures that could be developed to address impacts.

An engagement program showing activities completed to date and those planned to support the EES process is provided in Section 5. An engagement activity plan related to phases three and four of the engagement program is provided at Appendix B.

SRLA will collect, record and consider all feedback captured during the EES engagement phase and demonstrate how it has been considered as part of the EES process.

# 2. About Suburban Rail Loop

## 2.1. Context

Melbourne is growing rapidly and needs a public transport system to meet increased demand and provide better connectivity, including between employment, retail and education precincts. Despite the immediate impacts of COVID-19, Melbourne’s population is still expected to grow significantly over the coming decades, and we have a responsibility to build for the future. A long-term program such as SRL is critical for both Victoria’s economic recovery and its ongoing liveability.

Plan Melbourne 2017-2050 sets Victoria’s overarching policy direction for population, economic growth and urban planning over the next 30 years. It identifies places of state significance across Melbourne that will be a focus for jobs growth and strategic infrastructure investment to help expand employment opportunities. SRL will help transform Melbourne’s public transport network to support the distribution of population and employment in line with Plan Melbourne.

SRL will deliver important cross-suburb travel connections between major hospitals, universities and TAFEs, retail and employment centres outside Melbourne’s CBD. The new rail line will ease congestion, taking pressure off our existing transport networks. SRL will trigger investment and development in the areas (or precincts) around the new stations, providing a valuable opportunity to consider the services, amenity and infrastructure these communities will need in the future.

SRLA is responsible for the development and delivery of SRL on behalf of the Victorian Government.

## 2.2. Program description and scope

SRL is a city and State-shaping program that will transform Victoria's public transport system and improve access to housing, jobs, education and health facilities in Melbourne's middle suburbs.

SRL is a program of interconnected transport projects, precinct plans and initiatives that will change the way people move around Melbourne and attract investments in areas around the new train stations to make them even better places to live, work, visit and in some cases study.

Due to its scale and complexity, SRL will be delivered in stages over multiple decades. Stage One will deliver a new rail service in the south east, connecting our growing health, education, retail and employment precincts between Cheltenham and Box Hill. This consultation plan relates to SRL Stage One (the Stage One project).

The rail infrastructure component of Stage One includes the construction of approximately 26 kilometres of twin-bore tunnels between Cheltenham and Box Hill. Six new underground stations will be constructed at Cheltenham, Clayton, Monash, Glen Waverley, Burwood and Box Hill. Interchanges will be provided to existing stations at Cheltenham, Clayton, Glen Waverley and Box Hill and to the existing tram line at Burwood.

A Southern Stabling Yard, located between Cheltenham and Clayton, will provide for stabling and maintenance for SRL trains, an operational control centre, and other associated facilities. Rail tunnel portals will be constructed at either side of the Southern Stabling Yard.

An electricity substation will also be constructed in the vicinity of the proposed Burwood Station, as well as an intervention and ventilation shaft between the proposed Glen Waverley and Burwood stations.

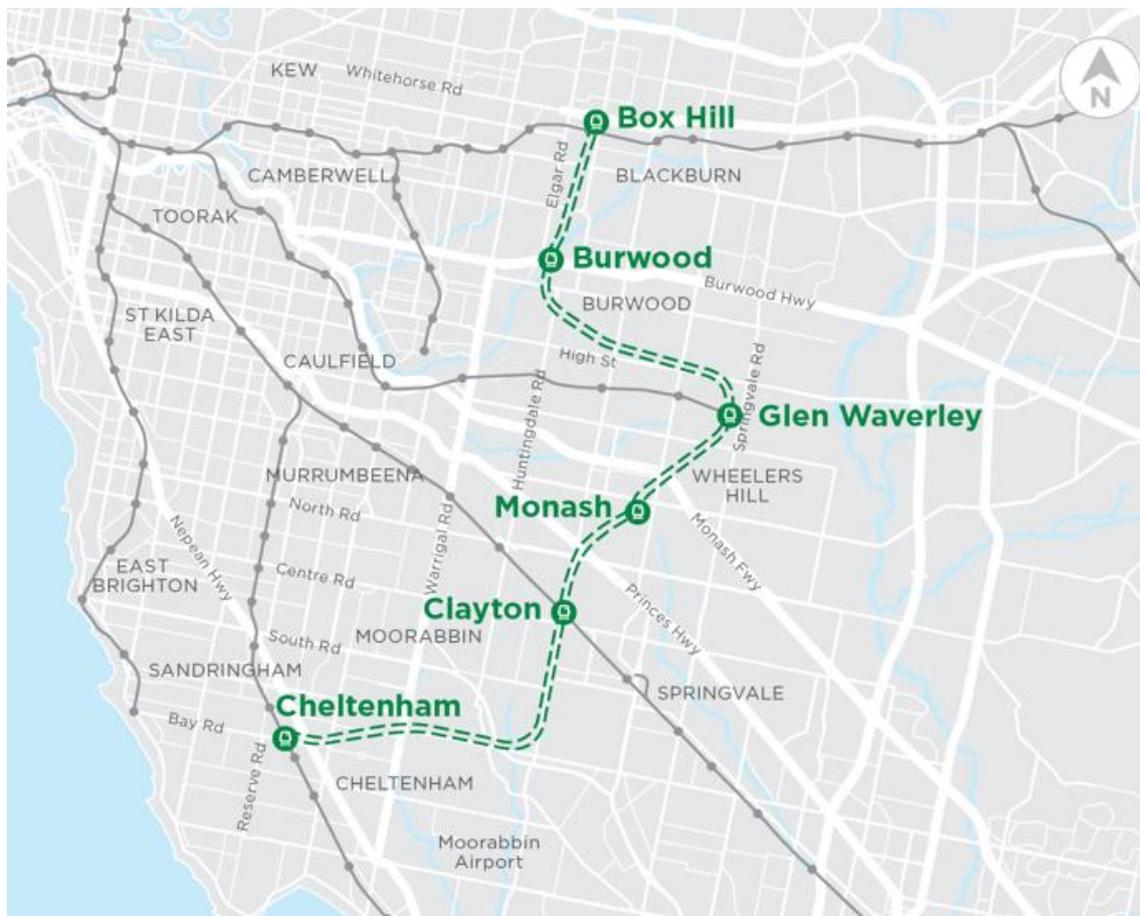


Figure 1: Proposed SRL Stage One alignment

## 2.3. Program objectives

SRL will change the way many people live and move around Melbourne and Victoria and will enhance the liveability of Melbourne's growth suburbs and create new job centres. Drawing on the aspirations of *Plan Melbourne*, the development of the SRL program has been guided by the following strategic objectives:

- Productivity
- Liveability
- Connectivity

These objectives are interrelated and reflect SRL's city and state-shaping capabilities. SRL will better connect Victorians, drive economic activity and jobs growth outside Melbourne's CBD and maintain the city's prized liveability through strategic planning of the neighbourhoods associated with the new SRL stations, delivering the sort of amenities and services people want to live near.

## 2.4. Program benefits

The key benefits of the SRL program are:

- Increased productivity through reduced journey times
- Enhancements in areas around new SRL stations across Melbourne's middle corridor would facilitate economic recovery and growth
- Jobs and services would be more accessible to the broader population and businesses would be more accessible to other businesses
- More reliable, punctual and efficient travel
- Improved customer experience by increasing the capacity of Melbourne's transport network and improving passenger flows
- Increase liveability of precincts in the middle corridor to increase people's ability to choose where they live
- Support the creation of thriving and sustainable 20-minute neighbourhoods.

## 2.5. Stage One project schedule and delivery

Indicative timing for the delivery of SRL Stage One is shown in Figure 3.



Figure 3: Indicative project delivery timing

## 3. Communication and engagement approach

It is important to draw on the ideas, expertise and opinions of the community and stakeholders to inform the planning of SRL. This includes the design, construction and operation of the rail infrastructure. Effective engagement will be critical throughout planning, development and delivery to keep community members and stakeholders informed and involved, and to ensure Stage One is informed by stakeholder feedback.

This plan and engagement approach is targeted at gathering, responding to and incorporating feedback from all relevant stakeholders in relation to SRL Stage One and in particular to inform the preparation of the EES and encourage community and stakeholder participation in the EES process.

### 3.1. Engagement approach

In order to be effective, engagement needs to:

- Be sustained over a period of time
- Provide information to community and stakeholders as the project develops
- Listen to stakeholder feedback and respond to it
- Be clear about what aspects of the project stakeholders and community are able to influence.

SRLA recognises that project progress and decisions can be enhanced through informed dialogue with the community and stakeholders, including residents, businesses, government and other interested parties.

SRLA's Communications and Engagement Framework establishes the following principles to guide engagement for SRL.

Table 1: Engagement principles

Principle	
<b>Transparent</b>	The project scope and decision-making process is clearly articulated to those potentially impacted by the project. Engagement is clear on the elements of the project that can be influenced by stakeholders and community and is explicit on which elements of the project are fixed and the reasons for this. Stakeholders and community understand how their feedback has been considered.
<b>Inclusive</b>	Effort is made to ensure that all stakeholder groups and the community are included in the project development. This includes efforts to remove barriers to participation and provide reasonable time and resources to support meaningful participation.
<b>Timely</b>	Engage early and at all stages of the project, ensuring information is provided to the community and stakeholders as the project develops.
<b>Meaningful</b>	The scope and objectives of engagement are clearly articulated to stakeholders and community, including the engagement promise (level of contribution sought) and how their feedback will be used. Appropriate time and resources are provided to ensure stakeholder groups and the community can meaningfully participate.

Government legislation and policies provide guidance around the need for community engagement, including:

- **Environment Effects Act 1978:** provides requirements for engagement including a public exhibition and submissions period, and typically includes a public hearing. This consultation plan has been informed by the *EES Consultation Plan Advisory Note*.
- **Transport Integration Act 2010:** most notably includes the principles of stakeholder engagement and community participation in decision-making
- **Victorian Auditor-General's Office Public Participation in Government decision-making:** provides a high-level framework for the public sector to use when deciding how best to involve the public in government decision-making and implementation

SRLA will also use the International Association for Public Participation Spectrum (the Spectrum) to guide how the community and stakeholders will be engaged during the project.

The Spectrum is an internationally recognised tool for planning public participation in major projects. The Spectrum is designed to assist with defining the appropriate level of public participation in any community engagement program. The Spectrum shows that differing levels of participation are legitimate depending on the goals, timeframes, resources and levels of concern in the decision to be made. The SRL engagement program outlined in Table 4 shows the participation level at each phase.

## 3.2. Engagement objectives

During the EES phase, SRLA's engagement objectives are to:

- Inform and educate the community and stakeholders about the SRL Stage One scope, including the policy context, project objectives and project timelines
- Build community and stakeholder awareness and understanding of the EES process and the potential impacts of SRL Stage One
- Inform community and stakeholders about how they can engage in the process and provide feedback
- Encourage participation in the EES process and provide communications materials that are timely, clear, accessible and easily understandable
- Encourage community and stakeholders to provide comment on the draft scoping requirements and the EES
- Report back to the design team and technical specialists on feedback captured, to identify changes that could be made to the project and mitigation measures that could be developed
- Demonstrate how community and stakeholder feedback and concerns have been considered as the project and EES develop
- Develop an EES that is easily accessible by a broad cross-section of the community.

## 3.3. Engagement tools

A range of tools and techniques will be used to support community and stakeholder engagement activities through the EES process. These tools will be instrumental to ensuring interested parties have access to appropriate information and that feedback is received and taken into account.

Some of these tools have already been used to engage with community and stakeholders during the early planning and development phase of the project. We will continue to use these tools that community and stakeholders are already familiar with, as well as utilising additional tools to maximise our engagement reach to support the EES process.

Table 2 provides a selection of communication and engagement tools that could be used to support the engagement program. These tools and materials will be adapted to help reach Culturally and Linguistically Diverse (CALD) communities and other hard to reach groups. For example, materials will be translated into Mandarin, Cantonese and Greek which have been identified as the top three languages other than English spoken across the SRL Stage One precincts. SRLA will also identify and make use of social media channels specific to CALD and other groups to ensure we're reaching

as many groups as possible. SRLA also recognises that online content can be difficult for users with disability to navigate and process and will seek to provide online materials that meet accessibility guidelines. SRLA will continue to use a mix of digital, online and face to face (subject to COVID -19 restrictions) engagement to ensure as many people as possible are able to provide feedback.

Table 2: Communication and engagement tools

Tool	Description of use
<b>SRL website</b>	<ul style="list-style-type: none"> <li>Communicate details about the project and announce engagement opportunities</li> <li>Regularly updated with latest news and project information.</li> </ul>
<b>Project update newsletters</b>	<ul style="list-style-type: none"> <li>Provide regular project updates, including latest news, project milestones, engagement feedback, and upcoming engagement opportunities.</li> </ul>
<b>Project e-news</b>	<ul style="list-style-type: none"> <li>Support provision of information to key audiences and to build a subscriber base for ongoing communication.</li> </ul>
<b>Project fact sheets</b>	<ul style="list-style-type: none"> <li>Communicate details about the project and engagement opportunities</li> <li>Downloadable from the website, distributed by email, provided at pop-up sessions or delivered directly to residents and businesses.</li> </ul>
<b>Maps and visual aids</b>	<ul style="list-style-type: none"> <li>Maps, videos and other visual aids showing project scope and other aspects will be created and used at information sessions and online. These will be updated as the project progresses.</li> </ul>
<b>Posters and post cards</b>	<ul style="list-style-type: none"> <li>Raise awareness about the project, distribute high level project information and promote engagement opportunities</li> <li>Posters and postcards can be placed at community facilities, cafes and shopping centres</li> <li>Postcards can be handed out at community pop-ups with QR code linking to online survey to encourage participation.</li> </ul>
<b>Social media</b>	<ul style="list-style-type: none"> <li>Raise awareness about the project, distribute high level project information and promote engagement opportunities</li> <li>Facebook, Twitter and LinkedIn are effective platforms for wide dissemination of information and for targeted communications.</li> </ul>
<b>Frequently Asked Questions (FAQs)</b>	<ul style="list-style-type: none"> <li>High level FAQs placed online to provide basic project information to interested parties</li> <li>More detailed FAQs prepared to guide 1800 Big Build Contact Centre staff and project team members in responding to enquiries and maintain consistent messaging</li> <li>Developed for specific aspects of the project and certain issues as they arise, as part of an issues management response.</li> </ul>
<b>Letter drops and direct emails</b>	<ul style="list-style-type: none"> <li>Inform interested parties (i.e. residents) about the project and specific localised impacts.</li> </ul>
<b>Doorknocks</b>	<ul style="list-style-type: none"> <li>Engage with directly impacted landholders and tenants within or adjacent to the project area.</li> </ul>
<b>Briefings (group or individual)</b>	<ul style="list-style-type: none"> <li>Outline project details and understand the audience's interests and concerns about specific issues</li> <li>Productive and useful way of obtaining feedback when engaging with councils and key stakeholder organisations.</li> </ul>
<b>Online engagement</b>	<ul style="list-style-type: none"> <li>Online discussion and feedback tools to capture feedback and engage with community members</li> <li>May include online surveys and other tools, such as Social Pinpoint, to support place-based engagement</li> <li>Discussion and feedback methods will be aligned to traditional communication lines to provide consistency and transparency in reporting.</li> </ul>

Tool	Description of use
<b>Precinct Reference Groups</b>	<ul style="list-style-type: none"> <li>Forum for SRLA to directly engage with stakeholders and community members during the planning, development and delivery of SRL.</li> </ul>
<b>Large group (workshops and forums)</b>	<ul style="list-style-type: none"> <li>Share project information, discuss issues, answer questions, and collect feedback</li> <li>Bring a range of stakeholder and interest groups together to share their feedback and discuss project decision-making.</li> </ul>
<b>Small group (focus groups and meetings)</b>	<ul style="list-style-type: none"> <li>Draw out attitudes, feelings, beliefs and experiences of respondents in relation to the project</li> <li>Target groups within a community or specific stakeholder groups.</li> </ul>
<b>Community information sessions</b>	<ul style="list-style-type: none"> <li>Provide information to the broader community regarding the project</li> <li>Particularly useful for conveying technical material that can be supported by visual aids and technical specialists (e.g. EES exhibition)</li> <li>Could be held in person or online.</li> </ul>
<b>Drop-in (pop-up, open house and listening posts)</b>	<ul style="list-style-type: none"> <li>Raise awareness and distribute information about the project to neighbouring communities</li> <li>Allows greater flexibility for the community to participate and are an effective way to engage people who might not normally participate</li> <li>Could be held in person or online.</li> </ul>
<b>One-on-one (intercept survey, telephone survey, interview and vox-pop)</b>	<ul style="list-style-type: none"> <li>Obtain in-depth input and feedback on the project or elements of the project</li> <li>Appropriate for discussion of sensitive issues and for people to share information anonymously.</li> </ul>
<b>Social research</b>	<ul style="list-style-type: none"> <li>Understand attitudes and behaviour in depth (e.g. origin destination surveys) as part of project development and engagement.</li> </ul>
<b>Media and advertising</b>	<ul style="list-style-type: none"> <li>Proactive management of media opportunities and announcements; building relationships with journalists; briefings at key milestones; and timely responses to media</li> <li>Localised opportunities can be identified to enable tailored messaging for specific communities</li> <li>Print and digital advertising will be used to inform people about SRL and feedback opportunities.</li> </ul>
<b>Engagement reports</b>	<ul style="list-style-type: none"> <li>Report back to stakeholders and community about feedback captured and how it has informed project development.</li> </ul>

### 3.3.1. Precinct Reference Groups

Precinct Reference Groups (PRGs) will be a key tool for engaging communities across SRL Stage One, providing an opportunity for local input and feedback during the planning, development and delivery phases. PRGs will be established for each of the six Stage One precincts at Cheltenham, Clayton, Monash, Glen Waverley, Burwood and Box Hill.

The PRGs are advisory bodies and will provide an effective forum for the government, Suburban Rail Loop Authority (SRLA) and project contractors to liaise directly with key stakeholders and community representatives. It will give community members a chance to provide feedback about local priorities, values, ideas, and an opportunity to help resolve any potential concerns.

The PRGs will be co-chaired by an independent facilitator and Local Member of Parliament, and will consist of a broad range of members, including representatives from SRLA and its contractors, local council offers, community and business group representatives, relevant government agencies and two members of the community.

### 3.4. Responding to the COVID-19 emergency

The COVID-19 emergency has had a profound impact on the environment in which we are operating. In response, we have actively sought to plan and implement effective alternate engagement approaches. For example, the COVID-19 outbreak came just as we were planning to embark on a phase of community engagement to gather early inputs about the SRL Stage One precincts, which was planned to include a series of face to face community information sessions. With restrictions making this impossible, we developed an online engagement tool hosted on the Engage Vic platform, consisting of an interactive mapping tool and survey. The page was translated into the top three languages other than English spoken in the precincts (Mandarin, Cantonese and Greek). A digital campaign was also developed to promote and drive people to the platform. Despite the significant impacts of COVID-19 on Victorians' lives, the response to our engagement has been strong compared to other engagements on the Engage Vic platform, including those undertaken prior to the COVID-19 emergency. Table 4 shows the performance summary of the engagement from 2 June to 17 September 2020.

Table 3: Engage Vic engagement performance summary 2 June to 17 September 2020

Views	Visits	Visitors	Contributions	Contributors
18,197	11,229	8,546	1,437	624
<b>Views</b>	The cumulative number of times a visitor visits the page.			
<b>Visits</b>	The number of end-user sessions associated with a single visitor.			
<b>Visitors</b>	The number of unique public or end-users on the page. A visitor is only counted once, even if they visit the page several times a day.			
<b>Contributions</b>	The total number of responses or feedback collected through the participation tools.			
<b>Contributors</b>	The unique number of visitors who have left feedback or contributions on a site through the participation tools.			

Our engagement plan will continue to respond to the impacts of the COVID-19 emergency ensuring that Victorians get to have their say through the EES process. SRLA will continue to use a mix of digital, online and face to face (subject to COVID-19 restrictions) engagement to ensure as many people as possible are able to provide feedback.

### 3.5. Reporting back on how feedback is used

SRLA develops regular reports on feedback captured via our engagement program. These are provided to the project team and are used to brief the design team and technical specialists undertaking the EES impact assessments to identify any changes that could be made to the project and mitigation measures that could be developed.

SRLA will collect, record and consider all feedback captured during the EES engagement phase and demonstrate how it has been considered as part of the EES process.

It is important to note that it won't always be possible for SRLA to satisfy all community and stakeholder preferences and concerns, but where this is the case we will clearly explain why.

It should also be noted that this EES process and engagement is focussed on rail infrastructure and does not cover broader precinct elements or initiatives. Engagement and any relevant approvals for broader precinct matters will be managed separately.

The community and stakeholder consultation chapter of the EES will detail what feedback has been received and how it has been considered in the project's development.

A consultation summary report will also be prepared, providing a summary of key elements of feedback received and outlining how that feedback has been considered and used in the ongoing

development and planning of SRL. This report will be made available as part of the EES and on the SRLA's website. Key elements of the report will also be included in a project newsletter.

## 4. Project stakeholders

Stakeholder identification and analysis is a core part of developing an engagement approach. The term 'stakeholder' refers to any person, group or organisation with an interest in, or who is impacted by, the project.

It is important to note that stakeholders may change over time and different approaches may be required for effective engagement. SRLA undertakes regular stakeholder mapping to ensure we are reaching all interested parties as part of our engagement.

Key stakeholder groups for SRL are shown in Figure 4.

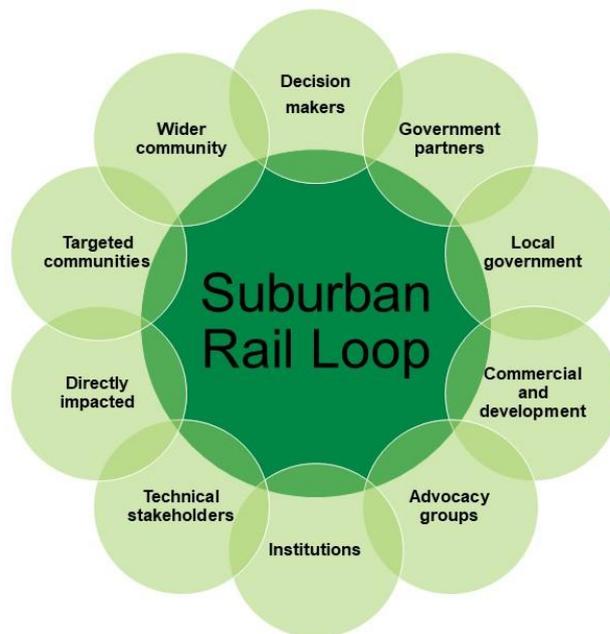


Figure 4: Key stakeholder groups

Appendix A outlines project stakeholders and interests in further detail.

## 5. Engagement program

Engagement on SRL Stage One commenced in mid-2019. During the early phases, the focus was on building public awareness and gaining early input from stakeholders and the community. Phases three and four, running from mid-2020 to early 2022, are focused on gathering information to prepare the EES, conducting impact assessments, and encouraging community and stakeholder participation in the EES process.

From late March 2020, as a consequence of the COVID-19 emergency, engagement has been carried out in accordance with the health and safety guidelines of Victoria's Chief Medical Officer, with a focus on digital and online forums. It is envisaged this situation will continue at least in the medium term.

Table 4 outlines the engagement program over the four engagement phases since mid-2019. Note planned face-to-face engagement activities will be carried out in accordance with the health and safety guidelines of Victoria's Chief Medical Officer. The 'Engagement Activities' addendum to this plan outlines the community engagement activities to support phase three, as related to the EES process. These activities are in addition to the ongoing engagement currently underway with Stage One councils, universities, institutions, beneficiaries and other stakeholders. The addendum will be updated as activities and dates are confirmed as well as including activities to support phase four.

Stages beyond Phase Four will guide engagement during delivery of the Stage One works.

Table 4: Engagement program

Phase One: Mid to late 2019 (complete)	Phase Two: Late 2019 to mid-2020 (complete)	Phase Three: Mid 2020 to mid-2021	Phase Four: Mid 2021 to early 2022
Raising awareness (Inform, Consult)	Raising awareness and seeking early input (Inform, Consult)	Support project development, design and planning process (Inform, Consult, Involve)	Support public exhibition and hearings (Inform, Consult, Involve)
<b>Engagement purpose</b> <ul style="list-style-type: none"> <li>Raise awareness about SRL – its need, rationale, and benefits</li> <li>Understand people's interests and concerns about the project</li> <li>Understand how people would like to be engaged throughout the project</li> <li>Introduce project team to key stakeholders and set the scene for future stakeholder engagement</li> <li>Gather early feedback for project design from key stakeholders</li> </ul>	<b>Engagement purpose</b> <ul style="list-style-type: none"> <li>Continue to raise awareness about the project</li> <li>Understand people's values and aspirations for their local neighbourhood</li> <li>Gather early inputs for project design and capture feedback from stakeholders and the community</li> <li>Build effective relationships with community and stakeholders to support future project stages</li> <li>Build trust and support with community and stakeholders</li> <li>Provide regular project updates through a range of communication channels.</li> </ul>	<b>Engagement purpose</b> <ul style="list-style-type: none"> <li>Continue raising awareness and understanding of the project</li> <li>Continue to strengthen relationships with community and stakeholders</li> <li>Directly and sensitively engage with potentially impacted residents and businesses (owners and tenants)</li> <li>Provide information about project design; encourage and capture feedback from the community, traders and stakeholders</li> <li>Introduce the EES process and program and advise how the community and stakeholders can provide input</li> <li>Gather information from community and stakeholders to inform EES impact assessments</li> <li>Report back to stakeholders and the community on how previous feedback has been used</li> <li>Provide regular project updates through a range of communication channels.</li> </ul>	<b>Engagement purpose</b> <ul style="list-style-type: none"> <li>Present project design and completed impact assessments</li> <li>Support formal approvals and exhibition processes</li> <li>Encourage formal feedback from the community and stakeholders on the project and its potential impacts and proposed mitigation measures.</li> <li>Report back to stakeholders and the community on how previous feedback has been used</li> <li>Provide regular project updates through a range of communication channels.</li> </ul>
<b>Tools and activities</b> <ul style="list-style-type: none"> <li>Online community survey</li> <li>Pop-up information sessions (face-to-face)</li> <li>Introductory stakeholder meetings and briefings</li> <li>Digital and social media, including project video</li> <li>Phone and email enquiries</li> <li>Works notifications</li> <li>Media announcements and briefings</li> <li>Project information line</li> <li>Online 'contact us' feedback form</li> </ul>	<b>Tools and activities</b> <ul style="list-style-type: none"> <li>Newsletters and e-news</li> <li>Project update letter</li> <li>Works notifications</li> <li>Online community survey</li> <li>Social research</li> <li>Pop-up information sessions (face-to-face)</li> <li>Online interactive mapping tool and survey</li> <li>Stakeholder workshops and meetings</li> <li>Peak body and advocacy group briefings</li> <li>Industry briefings</li> <li>Project website created</li> <li>Digital and social media, including project videos</li> <li>CALD communications</li> <li>Media announcements and briefings</li> <li>Project information line</li> <li>Online 'contact us' feedback form.</li> </ul>	<b>Tools and activities</b> <ul style="list-style-type: none"> <li>Precinct Reference Groups</li> <li>Technical Reference Group</li> <li>Letters and doorknocks to impacted landowners and tenants</li> <li>Online information sessions and feedback tools</li> <li>Community drop-in sessions</li> <li>Digital and social media, including project videos</li> <li>CALD communications</li> <li>Media announcements and briefings</li> <li>Newsletters and e-news</li> <li>Project update letters</li> <li>Stakeholder meetings and workshops</li> <li>Focus groups</li> <li>Peak body and advocacy group briefings</li> <li>Works notifications</li> <li>Project information line</li> <li>Online 'contact us' feedback form</li> </ul>	<b>Tools and activities</b> <ul style="list-style-type: none"> <li>Precinct Reference Groups</li> <li>Direct engagement with impacted landowners and tenants</li> <li>Online information sessions</li> <li>Community drop-in sessions (face to face, as appropriate)</li> <li>Digital and social media, including project videos</li> <li>CALD communications</li> <li>Media announcements and briefings</li> <li>Newsletters and e-news</li> <li>Project update letters</li> <li>Stakeholder meetings</li> <li>Peak body and advocacy group briefings</li> <li>Works notifications</li> <li>Project information line</li> <li>Online 'contact us' feedback form</li> </ul>
<b>How feedback was used</b> <ul style="list-style-type: none"> <li>Shaped future engagement</li> <li>Informed options assessments and project design</li> </ul>	<b>How feedback was used</b> <ul style="list-style-type: none"> <li>Shaped future engagement</li> <li>Informed project design</li> <li>Informed EES planning and impact assessment program.</li> </ul>	<b>How feedback will be used</b> <ul style="list-style-type: none"> <li>Shape future engagement</li> <li>Inform project design and construction methodology</li> <li>Inform urban design</li> <li>Inform preparation of EES including understanding of key concerns to inform impact assessments.</li> </ul>	<b>How feedback will be used:</b> <ul style="list-style-type: none"> <li>Identify priority areas of interest to be included in future engagement</li> <li>Inform construction methodologies and mitigation methods</li> <li>Inform urban design</li> <li>Inform development of monitoring and management plans for contractor/s to build rail infrastructure</li> <li>Inform the development of protocols for community engagement</li> </ul>

## 6. Review and evaluation

Effective engagement is a combination of:

- Implementing the engagement strategy and plans
- Checking that the strategy and plans are serving their purpose.

The effectiveness of the engagement and communication activities for the EES will be measured and based on outcomes and outputs achieved against the principles and objectives identified in this Plan. The key tools to measure this include:

- Feedback on our performance from people attending sessions and workshops
- Comments received through online engagement portal, emails and phone calls
- Website visits
- Social media statistics
- Number and content of survey responses
- Sentiment captured through media monitoring
- Community and stakeholder feedback will be recorded, collected and addressed as part of project planning.

A summary of participation levels, feedback and ideas from community and stakeholders will be included in public facing engagement reports.

## 7. Appendix A – Stakeholder groups

Stakeholder type	Stakeholder (example)	Interests
Decision-makers	Premier of Victoria Treasurer of Victoria Minister for Suburban Rail Loop Minister for Planning Department of Agriculture, Water and Environment (Federal)	Project planning and delivery meets regulatory requirements Project objectives support broader state and federal government policies Project planning and delivery financial costs Sentiment of stakeholders and the community, whether the project is supported by the public Media coverage; positive or negative attention.
Government Partners	Department of Transport Major Transport Infrastructure Authority Infrastructure Victoria Victorian Planning Authority Development Victoria Department of Premier and Cabinet Department of Health and Human Services Department of Environment, Land, Water and Planning Environment Protection Authority Aboriginal Victoria Melbourne Water	Intersection with projects being planned for and delivered Project objectives support broader policies relating to economic growth, transport infrastructure and environment Role in supporting planning and delivery of elements of the project Some may have a role in regulating the project and its activities
Local Government	Bayside City Council Kingston City Council Monash City Council Whitehorse City Council Municipal Association of Victoria	Opportunities for commercial, industrial and residential growth around chosen SRL stations Impact on their local communities, including residents, business owners and visitors, during construction and operation phases Development of precincts, including the commercial focus, precinct look and feel, and integration with existing area Opportunity for improvement and integration of other modes of transport, including pedestrian and bike riding infrastructure Impact on council owned land Impact on planned projects and opportunities for alignment Alignment with strategic vision Partnership opportunities Opportunities to support local economy through procurement Construction impacts, particularly access to facilities and services

**Public (Unclassified)**

Stakeholder type	Stakeholder (example)	Interests
		Ensuring local communities are informed Sentiment of their local communities, whether the project is supported.
Commercial and development	Prospectors and developers Commercial landowners Delivery industry	Opportunity to assist in the delivery of the project Opportunity for commercial and residential development around chosen SRL stations Precinct development opportunities Impacts on existing commercial landowners during construction phase.
Institutions	Health (Hospitals and medical centres) Education (Monash University, Deakin University, Box Hill Institute, TAFEs, primary and secondary schools, and child care) Research institutes	Opportunities for the project to support their functions through transport connection and precinct development Impacts on staff, students, and patients during construction phase Precinct development opportunities.
Technical – utilities	Energy (AusNet Services, United Energy, Jemena, Australian Gas Networks etc.) Water (City West Water, Melbourne Water Reservoirs and Yarra Valley Water) Telstra NBN Co	Impacts on existing infrastructure during construction phase Infrastructure requirements to support the delivery of the project Increased infrastructure for expected growth around chosen SRL stations.
Technical – transport	EastLink Transdev Melbourne Transurban Metro Trains Melbourne Yarra Trams North East Link Project (NELP) Level Crossing Removal Project (LXRP)	Intersection between existing transport infrastructure and SRL Impacts on existing transport infrastructure during construction phase Interface with other projects also in construction Opportunities for improved links between different modes of transport.
Advocacy groups	Local and community interest (environment, residents, business, bicycle user groups etc.) Industry and peak bodies	Impacts on the local community, particularly residents and traders, during construction phase Impacts on the environment Proposed infrastructure, look and feel of the precincts Precinct development opportunities Proposed transport infrastructure; improvements to accessibility and active transport modes Residents and traders' opinions of the project.
Directly impacted	Businesses Residents Residential and commercial landowners	Impacts during construction phase, particularly movement and noise impacts Impacts of future growth around the precincts, business and residential Opportunities for improved public transport and other transport related infrastructure, including bike paths

Public (Unclassified)

Stakeholder type	Stakeholder (example)	Interests
		Precinct development opportunities.
Targeted communities	Commuters Culturally and linguistically Diverse (CALD) Wurundjeri Woi Wurrung Cultural Heritage Aboriginal Corporation Bunurong Land Council Aboriginal Corporation Boon Wurrung Foundation	Precinct development opportunities Impacts on existing train infrastructure Opportunity for improved access to other precincts and major train lines.
Wider community	Precinct-based (visitors to the area) Media Whole of Victoria	Access to and amenity of existing precincts during the construction phase Opportunities for economic growth, particularly jobs in precincts other than the CBD Precinct development opportunities Improvements to public transport links Media will be interested in stakeholder and community opinions of the project.