

Engagement Action Plan *April 2017 – early 2018*

VicRoads will use a mix of face-to-face communications, printed collateral, external media and digital media to engage with key stakeholders and the broader community. Core activities are listed below.

Timing	Engagement activity	Responsibility	Stakeholders / Target Audience	Materials
April 2017	Doorknock of properties to gain access for site assessments / land surveys	VicRoads / PB	Directly affected landowners, businesses, occupiers	Script, Consultation Manager interaction sheets
May 2017	Announcement of Mordialloc Bypass upgrade and funding	Government / Minister's Office	Media, general public	Media release, Q&As, visuals, social media posts
May 2017	Briefing with Kingston Council following announcement	VicRoads	Key officers and councillors	Briefing notes, project plans, visuals
May 2017	Briefing with City of Greater Dandenong following announcement	VicRoads	Key officers and councillors	Briefing notes, project plans, visuals
May 2017	Briefing with local MPs following announcement: <ul style="list-style-type: none"> Member for Mordialloc, Tim Richardson Member for Dandenong, Gabrielle Williams Member for Keysborough, Martin Pakula Member for Frankston, Paul Edbrooke 	Minister's Office / VicRoads	Tim Richardson MP Gabrielle Williams MP Martin Pakula MP Paul Edbrooke MP	Briefing notes, project plans, visuals
May 2017	Media opportunity for geotechnical activities in the wetlands area	VicRoads / Minister's Office	Media, general public	Media release, Q&As, visuals, social media posts
May – June 2017	Meetings with directly affected businesses, landowners	VicRoads / PB	Directly affected landowners, businesses, occupiers	Project plans, Consultation Manager interaction sheets

Timing	Engagement activity	Responsibility	Stakeholders / Target Audience	Materials
May – June 2017	Briefing with resident advocacy groups and environmental groups	VicRoads – Project Team / Communications and Engagement	Resident advocacy groups	Presentation, visuals, Consultation Manager interaction sheet
May – August 2017	Targeted emails and Facebook posts	VicRoads – Communications and Engagement / Social Media Team	Landowners within project scope, people impacted by project, businesses impacted by access changes, general community, key stakeholders	Key messages, content for emails and posts, subscriber list
May – August 2017	Regular meetings with Kingston City Council and City of Greater Dandenong to discuss ongoing engagement, design, approvals etc.	VicRoads – Project Team	Council officers and Councillors – Kingston City Council and City of Greater Dandenong	Presentation, visuals, Consultation Manager interaction sheet
May – August 2017	Subscriber email	VicRoads – Communications and Engagement	Stakeholders who sign up for regular email updates	Key messages, links to engagement channels, copy for updates
June 2017	Update website copy to ensure it is current and correct	Communications and Engagement	Landowners within project scope, people impacted by project, businesses impacted by access changes, general community, key stakeholders	Key messages, content for website, subscriber list
June – August 2017	Online engagement via Engage VicRoads, seeking feedback on project design	VicRoads – Communications and Engagement	Landowners within project scope, people impacted by project, businesses impacted by access changes, general community, key stakeholders	Social pinpoint, written responses to comments and questions as required
June 2017	Targeted Facebook posts and web update to invite community to participate in online engagement opportunities	VicRoads – Communications and Engagement	General public	Social media post

Timing	Engagement activity	Responsibility	Stakeholders / Target Audience	Materials
June 2017	Meetings with residential properties and businesses seeking feedback on project designs	VicRoads – Communications and Engagement (with assistance from project team)	Landowners within project scope, people impacted by project, businesses impacted by access changes, general community, key stakeholders	Presentation, visuals, Consultation Manager interaction sheet
June – July 2017	Drop in/pop up information session to receive feedback on road design and key features of the project – to be held in community activity centres along alignment	VicRoads – Project Team / Communications and Engagement	Residents and businesses within project area, general public	Visuals, postcards, Surface Pros with internet to showcase Social Pinpoint map, Consultation Manager interaction sheet
July 2017	Targeted Facebook advertising and post on VicRoads Facebook page to alert people that online consultation is closing soon	VicRoads – Communications and Engagement	Residents and businesses within project area, general public	Facebook advertisement, social media post
August 2017	Web update and Facebook post promoting final week of online consultation	VicRoads – Communications and Engagement	Residents and businesses within project area, general public	Copy for website, social media post
August 2017	Targeted Facebook post or advertisement following close of online engagement to thank community for input and provide update and next steps in the project	VicRoads – Communications and Engagement	Residents and businesses within project area, general public	Copy for social media post
September 2017 (TBC)	Government media release for release of tender documents, updates on VicRoads website, social post with links	Government/ Minister's Office/ Local MPs/ VicRoads	Construction industry, local residents and business, media, general public	Media release, Q&As, visuals, social media posts

Timing	Engagement activity	Responsibility	Stakeholders / Target Audience	Materials
Late 2017	Announcement of shortlisted candidates * Event with Minister and local MPs	Government/ Minister's Office/Local MPs/VicRoads	Construction industry, local residents and business, media, general public	Web update, VicRoads social media post, key facts to be provided to MPs for their own social posts
Early 2018	Contract award * Event with Minister and local MPs	Government/ Minister's Office/Local MPs/VicRoads	Construction industry, local business, local workers, media, road users, general public	Web update, VicRoads social media post, key facts to be provided to MPs for their own social posts
2018	Doorknocks and briefings with impacted businesses prior to start of construction	VicRoads / Project Co	Landowners within project scope, businesses impacted by access changes	Script, Consultation Manager interaction sheets