

Groundwater Replenishment Scheme

Communications Strategy 2013–2016
As at August 2013.

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NOTE: This is a live document and is subject to change.





Background

Groundwater replenishment is the process where treated wastewater is further treated to drinking water standards, and then recharged into groundwater supplies for future use. The advanced water treatment process includes ultrafiltration, reverse osmosis and ultra violet disinfection.

Water Corporation, through its *Water Forever* planning process, has committed to achieving 30 per cent recycling of treated wastewater by 2030.

In 2005, the Environmental Protection Authority assessed the viability of supplementing Perth's groundwater supplies with recycled water. The need for a trial was one outcome of this assessment.

Water Corporation conducted a three-year Groundwater Replenishment Trial (GWRT) which was successfully completed on 31 December 2012. The key objectives of the trial were to:

- understand the technical feasibility;
- allow regulators to develop policy and regulation; and
- undertake an extensive community engagement program.

The trial was overseen by the Departments of Health, Water, and Environment and Conservation. The preliminary results of the trial were encouraging with more than 62,300 water quality results meeting stringent health and environmental guidelines and achieving a 76 per cent support rate from the community for transition to a full scale groundwater replenishment scheme in the final round of telephone interviews in October 2012.

Water Corporation and the trial regulators prepared a detailed assessment of the trial for the State Government to consider the viability of a full-scale scheme as a future water source for Perth. In June 2013, the State Government is expected to announce if Groundwater Replenishment Scheme – Stage 1 will be the next water source for Perth.

Project Overview

Water Corporation's '*Water Forever Whatever the Weather*' 10-year strategy to drought proof Perth includes a \$500 million groundwater security strategy starting in 2013.

The groundwater security strategy involves the transfer of groundwater abstraction to the deeper Leederville and Yarragadee aquifers and groundwater replenishment.

This project is for Stage 1 of the development of a groundwater replenishment scheme. Stage 1 will recharge 7 billion litres to the recycled water into the ground annually, allowing Water Corporation to draw the equivalent amount of groundwater and add it to Perth's Integrated Water Supply Scheme each year.

Stage 2 will be an additional 7 billion litres of water each year, totalling 14 billion litres per annum, and ultimately the full-scale scheme will deliver around 28 billion litres each year – enough to supply up to 100,000 Perth households.

The Groundwater Replenishment Scheme (GWRS) will be the first full-scale scheme to be constructed in Western Australia.

It will be constructed at the same site as the trial's Advanced Water Recycling Plant in Craigie, and construction is expected to begin during 2014 with the first recharge anticipated for 2016.

Before construction can begin, there will be a formal environmental and health approvals process.

Community and Stakeholder Engagement

Level of engagement

The level of community and stakeholder engagement is based on the IAP2 Public Participation Spectrum, and varies according to the phase of the project.

INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
<i>Provide balanced and objective information to assist understanding.</i>	<i>Obtain community feedback.</i>	<i>Work directly with community to ensure concerns and aspirations are understood and considered.</i>	<i>Partner with community in decisions including the development of alternatives and the identification of the preferred solution.</i>	<i>Place final decision-making in the hands of the community.</i>

	Issue for Engagement	Level of engagement	Timing	Decision scope for stakeholders and the community
A	Trust in Water Corporation to deliver and operate GWRs: <ul style="list-style-type: none"> Water quality; Recycled water use. 	Consult	Jan 2013 – Dec 2016	Work with the community and key stakeholders to address the two most common concerns voiced through communication activities and surveys undertaken during GWRT.
B	State Government Announcement	Inform	June/July 2013	Advise key stakeholders and the broader community of the State Government decision.
C	Environmental Approvals	Involve	June 2013 – Sept 2013	Identify opportunities and provide the community with the information they need to provide input throughout the approvals period.
D	Construction Impacts	Consult	Jan 2014 – Dec 2015	Work with the community to identify and mitigate potential construction impacts.
E	Operations	Consult	2016 +	To be addressed in a separate plan when the strategy for ongoing operations of the scheme is determined.



General Approach

The approach for all communications regarding the Groundwater Replenishment (GWR) Scheme is to establish and maintain relationships with stakeholders and the community that facilitate open and ongoing exchange of knowledge and information.

Water Corporation is also committed to understanding and addressing the concerns, issues and questions of stakeholders and the general community.

Stakeholder Engagement Approach

A stakeholder is any member of the public, an organisation or group that may be affected by or have an interest in the GWR Scheme.

As with the trial, communications for the scheme will be guided by a two-step communication approach — engaging with key stakeholders and influencers of opinion to build credibility and trust (and therefore third-party advocacy) before engaging with the broader community.

By proactively engaging with stakeholders, Water Corporation can address their concerns, perceptions and possible misconceptions about groundwater replenishment. This will minimise the amount of time spent on reactive methods to try to correct misinformation about groundwater replenishment and reinstate the reputation of Water Corporation.

For the GWR Trial, a stakeholder database was developed and this will continue to be used and updated for the phases leading up to, during and following the construction of a GWR Scheme.

Community Engagement Approach

The Perth community is one of the key stakeholders of the Groundwater Replenishment Scheme.

In addition to using the two-step communication approach with stakeholders, there will be balanced and objective information about groundwater replenishment and the GWRS project through a range of communication channels.

Water Corporation also will continue to provide opportunities for the community to discuss and learn more about groundwater replenishment and the GWRS project.

In particular, there will be a focus on addressing the two most common concerns voiced through communication activities and surveys undertaken during GWRT — water quality and recycled water use.

As part of the ongoing communication strategy, Water Corporation and the contractors will provide regular updates about the progress of the project, be transparent about groundwater replenishment processes and operations, and continue to use established accountability mechanisms as appropriate.



A. Trust in Water Corporation to Deliver and Operate GWRS

The overarching goal of this communications strategy is to maintain, and continue to build, trust in Water Corporation to deliver and operate Groundwater Replenishment Scheme — Stage 1.

Through all phases of the project, and leading up to the State Government announcement, Water Corporation will continue to use communication methods and forums established as part of the GWR Trial. While some activities, for example community fairs and events, may be scaled down, the opportunity for the community and stakeholders to learn about and discuss the issues will remain open and be ongoing.

Objectives

The objectives for all elements of the GWR Scheme communication strategy are to:

- Continue to build awareness of and support for groundwater replenishment;
- Build and retain trust within the community that groundwater replenishment is a safe and viable option as a future drinking water source; and
- Build and retain trust with the community and stakeholders that Water Corporation can construct and operate a groundwater replenishment scheme that is low risk to public health and the environment.

Implementation Plan

Action	Timing	Responsibility	Status
Newsletters <ul style="list-style-type: none"> • <i>Groundwater Replenishment</i> e-newsletter • <i>Mainstream</i> e-newsletter article • <i>Watermark</i> e-newsletter article 	July & Dec As appropriate As appropriate	Comms officers Comms officers Comms officers	Subscribers to GWR Newsletter Water Corporation customers
Communication materials <ul style="list-style-type: none"> • Update and re-print information brochure • Update and replace existing communication materials • Develop new materials 	Aug – Sept 2013 August 2013 As required	Comms officers Comms officers Comms officers	
Visitor Centre Tours – Schools <ul style="list-style-type: none"> • Advertise and promote through: <i>Water Words</i> publication • Advertise through Water Efficiency Breakfast • Promote free bus to site for Waterwise Schools 	Start Term 2 & 3 22 May 2013 Ongong	Education Team Education Team Education / Comms	
Visitor Centre Tours – General public <ul style="list-style-type: none"> • Advertise tours focusing on hotspot areas as identified through IPSOS surveys • Advertise tours in <i>The West Australian</i> • Advertise tours through <i>WaterMark</i> publication <p>** Tours may be offered on a Saturday, monthly between 9am and 1pm.</p>	May / Aug / Nov Aug / Oct June / Sep	Comms officers Comms officers Comms officers	Community news and/or letterbox drop
Virtual tour DVD <ul style="list-style-type: none"> • Production of virtual tour of AWRP 	Sept/Oct	Comms officers	
Community Open Day <ul style="list-style-type: none"> • Coordinate annual open day 	19 Oct 2013		Following announcement



	April 2014		Prior to commencement of construction
Community Events <ul style="list-style-type: none"> • UWA Enviro Fest • Gnangara Groundwater Festival • Community Science Expo • Wanneroo Ag Show • Royal Show 	19 Mar 2013 Nov 2013 18 Aug 2013 Nov 2013 Sept/Oct 2013	Comms officers	* 4-5 specialised events per year
Webpages <ul style="list-style-type: none"> • Update in light of State Government announcement • Update recharge figure 	Aug 2013 Weekly	Comms officers Comms officers	
Facebook <ul style="list-style-type: none"> • Provide updates, general info on groundwater replenishment and opportunity for feedback from the community 	Ongoing ~ 2 posts per week	Comms officers	Align with media releases and announcements ** Follower targets
Water Quality Reports <ul style="list-style-type: none"> • Publish quarterly reports in Groundwater Replenishment e-newsletter • Publish quarterly report via email to stakeholder database • Water Quality Report pages to be reviewed 	June & Dec Mar & Sep May 2013	Comms officers Comms officers Comms officers	Completed
Corporate Advertising leverage <ul style="list-style-type: none"> • Demand Management Campaign (<i>The West Australian</i>) • Brand Campaign • World Environment Day • Recycling Liftout • Water Week 	Sep 2013 As available June 2013 Oct 2013	Marketing Team and Comms officers	
Briefings <ul style="list-style-type: none"> • Send out briefing and tour offer to 		PMB	



<p>MPs (post-announcement)</p> <ul style="list-style-type: none"> • Offer briefing to local councils (Joondalup, Wanneroo, Stirling) • Offer briefing to Conservation Council • Review health stakeholders and send offer of briefings as appropriate. 	<p>Aug – Oct 2013</p> <p>Aug - Sept</p> <p>Aug</p> <p>Aug</p>	<p>PMB</p> <p>PMB (EB)</p> <p>PMB (WW Quality Branch)</p>	
<p>Presentations and tours</p> <ul style="list-style-type: none"> • Provide to interested stakeholders 	<p>As required</p>	<p>Comms officers</p>	
<p>Media Releases</p> <ul style="list-style-type: none"> • Promote Open Day • Others <p><i>Refer separate implementation plans for State Government Announcement, Environmental Approvals and Construction Impacts.</i></p>	<p>Aug–Oct 2013</p> <p>Ad hoc</p>	<p>External Rel</p> <p>External Rel</p>	<p>Spokesperson for media: Nick Turner</p> <p>Approvals: Project manager External Relations Manager</p>
<p>Media enquiries</p>	<p>As required</p>	<p>Media officers</p> <p>External Rel Manager</p> <p>Project Manager/s</p>	<p>Spokesperson for media: To be determined</p> <p>Approvals: Project Manager External Relations Manager</p>
<p>Internal communications</p> <ul style="list-style-type: none"> • <i>Refresh</i> e-newsletter • <i>Flowing Forward</i> printed newsletter • Site tours for (new) employees 	<p>Weekly as required</p> <p>Fortnightly as required</p> <p>Six-monthly</p>	<p>Comms officers Int. Comms</p> <p>Comms officers Int. Comms</p> <p>Comms officers Int. Comms</p>	
<p>Tracking Community Attitudes</p> <ul style="list-style-type: none"> • Annual Telephone Survey • Pulse • Visitor Centre Feedback Forms 	<p>March 2013 + Aug/Sept 13</p> <p>Aug +Ongoing</p> <p>Ongoing</p>	<p>Comms / IPSOS</p> <p>Comms</p> <p>Comms/Tour</p>	<p>March 2013 Completed</p>



<ul style="list-style-type: none"> Community Event Feedback Forms 	Ongoing	Guides Comms officers	
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Key Messages

Stakeholder:		General public	
Question or concern:		Groundwater replenishment and safety of the water	
Key message 1	Key message 2	Key message 3	
Situation / response	Opportunity	Action	
<i>Groundwater replenishment is a climate resilient water source that can help meet the water needs of our growing population.</i>	<i>Water produced at the Advanced Water Recycling Plant is safe.</i>	<i>The recycled water is being added to a confined aquifer, not directly into the Integrated Water Supply Scheme.</i>	
Supporting fact 1-1	Supporting fact 2-1	Supporting fact 3-1	
We are faced with a drying climate and growing population.	Water meets Australian drinking water standards before it is added to groundwater.	The recycled water is being added to a confined aquifer where it mixes with existing groundwater. The aquifer is in an area remote from the existing drinking water bore.	
Supporting fact 1-2	Supporting fact 2-2	Supporting fact 3-2	
The community supported Water Corporation to investigate large-scale recycling as a water supply option.	The water complies with water quality guidelines enforced by the Department of Health and Department of Environment Regulation.	At the current rate of recharge, it will take a number of years for the recycled water to reach the closest abstraction bore.	
Supporting fact 1-3	Supporting fact 2-3	Supporting fact 3-3	
Water Corporation is continually working to reduce consumption and increase recycling through: <ul style="list-style-type: none"> Water efficiency programs, sprinkler roster and rebates target home use; All large users of water are required by law to plan for water efficiency; Kwinana Water Reclamation Plant provides water to local industries; 80 recycling schemes around the state; 	We are using the same approach used to ensure our drinking water is safe, including: <ul style="list-style-type: none"> Multiple barriers to minimise any risk of equipment failure or human error; continuous monitoring of the treatment system, which will shut down immediately if it's not working properly; Well-trained operators and robust controls and procedures; and Water quality parameters. 	The water is being added to groundwater 120-220 metres down — too deep to be accessed by private and garden bores. (supporting image)	



<ul style="list-style-type: none"> Third pipe schemes considered in new developments. 		
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B. State Government Announcement

The purpose of this section is to set out the communications activities once the State Government has considered the detailed final assessment of the Groundwater Replenishment Trial and made an announcement.

Objective

The communications objective is to inform the Perth community and key stakeholders of the State Government's announcement regarding the Groundwater Replenishment Trial final report.

Implementation Plan

Actions	Timing	Responsibility	Status
GMO Media <ul style="list-style-type: none"> Offer GMO media team tour 	May/June 2013	External Rels	
Media <ul style="list-style-type: none"> Brief Fed Department (checking funding clauses) Media Release, press conference, opinion piece health stakeholder (Mike Daube) Liaise with EPA Media Liaise with DoH Liaise with CSIRO Minister or Premier to announce 	May 2013 August 2013 July 2013 July 2013 July 2013 Aug 2013	Comms officers/VM External Rels Comms officers/Vm Comms officers/VM External Rels/Comms Officer	Complete Complete Complete
Website <ul style="list-style-type: none"> Publish update re announcement on main GWR webpage Publish full report and 4-page summary on website Make available to all IAWG 	Aug 2013 Aug 2013 Aug 2013	Comms officers Comms officers Comms officers	Complete Complete Complete
Stakeholder contact			



<ul style="list-style-type: none"> Email database contacts to advise of announcement – e-newsletter 	Aug 2013	Comms officers	Complete
<ul style="list-style-type: none"> Email key stakeholders to advise of announcement with a copy of the Media Statement 	Aug 2013	IPB/VM	Complete
<p>Email key stakeholders – offer briefing</p> <ul style="list-style-type: none"> DOW and DER Offer briefing to local councils (Joondalup, Wanneroo, Stirling) Offer briefing to Conservation Council Offer briefing to health stakeholders Conduct briefings as required 	<p>Aug 2013</p> <p>Aug 2013</p> <p>Aug 2013</p> <p>From Aug 2013</p>	<p>IPB / PMB</p> <p>EB, N Churchill</p> <p>IPB, Nick Turner</p> <p>Project team members</p>	Comms officers to assist/coordinate
<p>Contractors</p> <ul style="list-style-type: none"> Generic email to interested contractor announcing decision and advising contracting strategy, dates etc. 	Aug 2013 following announcement	Comms/PMB	Complete
<p>Internal Briefings</p> <ul style="list-style-type: none"> Lunchtime Corporate Briefings – advertise in Refresh Article in Flowing Forward PMB Team Brief Aroona Briefing – Internal News 	<p>Aug 2013</p> <p>Aug 2013</p> <p>Aug 2013</p> <p>Aug 2013</p>	<p>Comms/Internal NT</p> <p>Comms/Internal</p> <p>Comms/ PMB</p> <p>Comms/Key</p>	Complete

Key Messages

Stakeholder: General public and key stakeholders		
Question or concern: What happens after the Groundwater Replenishment Trial?		
Key message 1	Key message 2	Key message 3
Situation / response	Opportunity	Action
Water Corporation's Groundwater Replenishment Trial (GWRT) successfully came to an end on 31 December 2012.	Water Corporation and trial regulators — DoH, DoW and DER — prepared an assessment of GWRT for consideration by State Government.	State Government has reviewed the trial assessment and given approval for groundwater replenishment to become the next new water source for Perth.
Supporting fact 1-1	Supporting fact 2-1	Supporting fact 3-1
More than 62,300 water quality samples were taken during the trial, all of which met stringent health and environmental guidelines set by regulators.	In the interim, Water Corporation has been endorsed by trial regulators to continue operating the Advanced Water Recycling Plant (AWRP).	The first stage of a proposed groundwater replenishment scheme will have the capacity to recharge 7 billion litres of recycled water annually. Recharge from the plant could start in mid 2016.
Supporting fact 1-2	Supporting fact 2-2	Supporting fact 3-2
The GWRT allowed the Department of Health to confirm water quality guidelines and determine monitoring requirements for a full groundwater replenishment scheme.	The ongoing operation of the AWRP will contribute up to 1.5 billion litres of recycled water annually to groundwater supplies.	The EPA will determine an assessment level for the environment impact of a Groundwater Replenishment Scheme and the public will have the opportunity to comment.
Supporting fact 1-3	Supporting fact 2-3	Supporting fact 3-3
Public support for a full scale groundwater replenishment scheme remains steady at 76 per cent.	The regulators will continue to monitor the groundwater replenishment scheme.	State Government has invested \$2.5 million in 2012–13 for preliminary design and investigation works to ensure Water Corporation is in a position to implement a groundwater replenishment scheme for Perth.
Supporting fact 1-4	Supporting fact 2-4	Supporting fact 3-4
The regulators have endorsed the Visitor Centre at the AWRP to remain open which will allow tours and community open days to continue.		Groundwater replenishment could contribute around 20 per cent of Perth's water supply by 2060 if implemented at major wastewater treatment plants across Perth.

C. Environmental Approvals

The purpose of this section is to set out the communication activities in the lead-up to and during the Environmental Protection Authority (EPA) decision on the level of assessment for the proposal submitted under Part IV of the *Environmental Protection Act 1986*, and the DER issuing a Works Approval under Part V of the *Environmental Protection Act 1986*, for a Groundwater Replenishment Scheme.

Environmental Protection Authority

The EPA undertakes an environmental impact assessment to systematically evaluate how proposals and schemes referred to it may impact the environment. The assessment includes consideration of ways the proposal or scheme, if implemented, could avoid or reduce any impact on the environment.

There are three decision levels for the EPA on the level of assessment:

1. Not assessed;
2. Assessed on Proponent's Information (API); and
3. Public Environmental Review (PER).

The process involves:

- Submitting documentation relating to the proposal to the EPA
- The EPA accepting the proposal
- A period for public comment
- Publishing the EPA's decision to assess the proposal and at what level of assessment
- EPA assessment and relevant consultation
- EPA referral to the Minister
- Period for public appeals
- Minister determination of appeals (if any) and issuing of implementation statement.

Not Assessed

This is the preferred level of assessment for the project. A *Not Assessed decision* would mean Water Corporation could immediately proceed to tendering and construction phases for the project.

The public has seven days from the date the proposal is accepted by the EPA to comment on the level of assessment.

Assessed on Proponent's Information (API)


In the event of this level of assessment for a GWR Scheme the associated timeframes have been built into the project scheduling. The API level of assessment is likely to take 8–12 months.

There is no public review period. However, again, the public has seven days from the date the proposal is accepted by the EPA to comment on the level of assessment. Also, the public can appeal the assessment once it is submitted by the EPA to the Minister.

Public Environmental Review (PER)

If the EPA set a PER level of assessment, there is a public review period which generally takes 4–12 weeks. However, taking into account the administrative steps and timeframes this could





potentially add up to three years to the project timeframe. A separate communication plan will be developed for a PER if necessary.

Department of Environment Regulation – Works Approvals

Before the Department of Environment Regulation (DER) can issue a Works Approval under Part V of the *Environmental Protection Act 1986*, the EPA must have completed the assessment process, although both processes can run parallel.

The process involves:

- Making a formal application enquiry;
- a scoping meeting between Water Corporation and DER where both parties must reach agreement on the scope of the works; and
- submitting a full application and fee.

It generally takes 12 weeks to obtain approval and, during this approval phase, DER will advertise that an application has been made and open it for public comment.

Once the Works Approval has been issued, another advertisement is placed stating that it has been issued and the public have 28 days to appeal. However, the works can proceed immediately.

Objectives

The communication objective is to provide the community and stakeholders with the information they need to provide input into the environmental approvals and works approval processes.

Implementation Plan

Actions	Timing	Responsibility	Status/Comment
Media <ul style="list-style-type: none"> EPA Announcements 	As required	EPA Media Contact (Nadia Maraudo) and Media and Comms officers	Complete
Stakeholder contact <ul style="list-style-type: none"> Email key stakeholders and database contacts to advise when the Environmental Impact Assessment application has been made and accepted, and the period for public comment Beenyup CRG 	Aug 2013	Comms officers	
Briefings <ul style="list-style-type: none"> Offer briefing to local councils (Joondalup, Wanneroo, Stirling) Offer briefing to Conservation Council Offer briefing to health stakeholders 	Aug 2013 Aug 2013 Aug 2013 Aug 2013	Comms officers PMB, Gill Harris EB, N Churchill IPB, Nick Turner	Offer to CEO and Env. officers
Website and Facebook <ul style="list-style-type: none"> Publish updates and outcomes on webpages and Facebook as appropriate 	As required	Comms officers	



Key Messages

Stakeholder:		General public and key stakeholders	
Question or concern:		What is the environmental approvals process and what input can the community have?	
Key message 1		Key message 2	
Situation / response		Opportunity	
<i>Environmental approvals are needed for the construction of a large-scale Groundwater Replenishment Scheme.</i>		<i>There are opportunities for the public to comment on the environmental approvals processes.</i>	
Supporting fact 1-1		Supporting fact 2-1	
The EPA will decide whether the project should be formally assessed and if so, at what level.		Water Corporation has assessed the environmental impact of the project on the surrounding marine and terrestrial environment. This assessment is contained in the EIA documentation and it concludes that any impacts can be mitigated and managed.	
Supporting fact 1-2		Supporting fact 2-2	
If the EPA decides to formally assess the proposal; there are two levels of assessment: <ul style="list-style-type: none"> Assessed on Proponent's Information Public Environmental Review 		The EPA will release the environmental studies early to give the community and stakeholders sufficient time to read and understand them before the environmental approvals process begins.	
Supporting fact 1-3		Supporting fact 2-3	
DER is responsible for issuing a Works Approval but can only do so once the EPA has decided to not formally assess it, or if it has decided to assess it, has completed the formal assessment and the Minister for Environment has approved the project.		A number of environmental reports have been prepared by a variety of consultants. These reports cover marine and terrestrial factors.	
Supporting fact 1-3		Supporting fact 2-3	
		The groundwater replenishment webpage will be updated	



		through the various stages of the environmental approvals processes.
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D. Construction Impacts

The purpose of this section is to outline the communications and the community engagement for the construction phase of the project.

There key elements for the construction phase are as follows.

Project approval

There will be ongoing communication with stakeholders and the public about the status and outcomes of the environmental approvals processes (see Section C) and subsequently coordinated communication that the project has been approved to go ahead.

Introduce contractor/operator to the community

Introducing and establishing the contractor/alliance in the community is one of the most integral elements of the communications plan. Water Corporation will introduce the chosen contractor/operator to the key stakeholders and the community to ensure a smooth transition from Water Corporation being the face of the project.

Plant construction

During construction, Water Corporation and the contractor will work in partnership to ensure clear and effective communication with the community and key stakeholders.

Objectives

The communication objectives for the construction phase are to:

- Ensure any community issues are addressed promptly and proactively to facilitate progress of works without unwarranted delays due to stakeholder or community concerns.
- To actively engage with all stakeholders, provide timely notice and minimise impacts of the proposed works.
- Inform the community and key stakeholders about the work and how the project is taking into account and responding to community concerns, including environmental and social impacts of construction and operation.
- To build trust in Water Corporation's capability to manage WA's water assets and infrastructure.
- To build trust in Water Corporation's intention to manage, conserve and protect the environment in which it operates.
- Manage the project's impact on the community by providing information about the GWRS project and how they may be affected.
- Smooth and effective project delivery with minimal community or stakeholder issues or delays, through a better informed and supportive community. [move]

Implementation Plan

Action	Timing	Responsibility	Status
Communications materials <ul style="list-style-type: none"> Prepare project update newsletter and distribute to surrounding communities Prepare fact sheets, brochures, Powerpoint presentations, graphics, models, giveaways 	2-monthly or as required As required	Comms officers Contractor Comms officers	
Website <ul style="list-style-type: none"> Publish regular updates to progress of construction 	Monthly during construction	Comms officers	
Images <ul style="list-style-type: none"> Schedule photo shoots (stills) Schedule video footage Schedule aerial photography 	Monthly Quarterly Quarterly	Comms officers	* Very important to capture and record construction progress
Briefings <ul style="list-style-type: none"> Prepare backgrounder about the successful contractor/s Provide full briefing to the contractor on social issues and commitments to the local community 	When known Ongoing	Comms officers Project team	Communications activities and protocols will be built into the contractor's tender
Community <ul style="list-style-type: none"> Letter drop to affected residents to notify of bore drilling and construction commencement Offer presentations and briefings to affected community groups Liaise with Beenyup Community Reference Group Establish and communicate mechanisms for feedback and complaints/contact register 	As required & June 2014	Comms officers Contractor Comms officers Contractor Comms officers Contractor	Respond in 24 hours and resolve in 7 days



<p>Advertising</p> <ul style="list-style-type: none"> • Advertise Public Notice in local community newspapers 	<p>Before/after construction</p> <p>As required</p>	<p>Comms officers</p>	
<p>Media</p> <ul style="list-style-type: none"> • Ministerial announcements • Media events, including grand opening • Prepare articles for industry publications including AWA, IHA 	<p>As required, key milestones</p>	<p>Media and Comms officers</p>	
<p>Internal communications</p> <ul style="list-style-type: none"> • <i>Refresh</i> weekly e-newsletter • <i>Flowing Forward</i> fortnightly printed newsletter 	<p>As required</p> <p>As required</p>	<p>Comms officers Int. Comms</p> <p>Comms officers Int. Comms</p>	
<p>Project signage</p>	<p>Before construction</p>	<p>Comms officers</p>	<p>At Ocean Reef Road entrance to site</p>



Key messages

Stakeholder: General public Question or concern: Construction of Groundwater Replenishment Scheme		
Key message 1	Key message 2	Key message 3
Situation/Response	Opportunity	Action
<i>Water Corporation is committed to providing a safe and secure water supply for all Western Australians.</i>	<i>Water Corporation has engaged [contractor] to construct stage 1 of a full-scale groundwater replenishment scheme.</i>	<i>We will keep the community informed and updated about the progress of the project.</i>
Supporting fact 1-1	Supporting fact 2-1	Supporting fact 3-1
Water Corporation can ensure environmental best practice is achieved in the provision and planning for WA's water supply.	Water Corporation remains a pivotal partner within the [contractor] and the ultimate responsibility for service resides with Water Corporation.	The contractor will provide regular updates about the status of the project and any impacts on the community in the surrounding areas.
Supporting fact 1-2	Supporting fact 2-2	Supporting fact 3-2
Water Corporation will continue to work closely with the community, local and state environmental groups, local businesses and other key stakeholders in delivering this project.	<p>The [contractor] has a comprehensive understanding of all social issues connected with the project and is bound to undertake all environmental and community commitments.</p> <p>The [contractor] is committed to being a 'good-neighbour' and becoming part of the surrounding communities during the construction phase.</p>	Water Corporation will continue to provide and publish information about groundwater replenishment and ongoing testing and monitoring.
Supporting fact 1-3	Supporting fact 2-3	Supporting fact 3-3
This project will follow the stringent approval process set by the Departments of Water, Health and Environment Regulation as well as the Environmental Protection Authority.	The [contractor] has extensive experience in the water industry to ensure the most productive and efficient plant is designed and built incorporating it within its sensitive surrounds.	Water Corporation will continue a range of community engagement activities, including providing tours of the Visitor Centre at the Advanced Water Recycling Plant.

Communication Tools and Tactics

Terminology and Branding

For a list of terminology used for groundwater replenishment processes, refer to the Water Recycling Glossary #[1526899](#).

Groundwater replenishment will be corporately branded.

Publications

A suite of publications was developed for GWRT and will be revised and updated for continued use, including:

- Groundwater replenishment information brochure;
- Groundwater replenishment frequently asked questions; and
- Information sheets for project updates (construction).

Visitor Centre and Tours

The Visitor Centre at the Advanced Water Treatment Plant will continue to be used to engage with the community, school groups and stakeholders about groundwater replenishment.

Tours of the Advanced Water Treatment Plant will continue to be provided to interested community members and stakeholders.

From May 2013, tours will be available on a monthly basis on Saturday mornings between 9am and 1pm. This will address the potential criticism that the facility is not available outside of weekly working hours. This will be reviewed in November 2013 and, if tours numbers are not substantial, they may be discontinued.

Media

Where appropriate, media releases will be issued to advise on project milestones and to update the public about the progress of construction works, for example through:


- launching the recharge of 'high quality recycled water' once construction and commissioning is completed; and
- relevant journalists who are running water or sustainability themes.

Media packs including backgrounders and Q&As will be provided to the media at project milestones or if an issue arises.

Advertising

The main advertising around GWRS will be to promote the annual Community Open Day and Visitor Centre facility.

Based on evidence from data compiled we know tours are mainly generated via advertisements in the West Australian and Water Corporation's Water Mark (the newsletter distributed with water bills). Advertising will be undertaken twice-yearly through these publications.



Based on market research undertaken by IPSOS, there are several areas in Perth that could be swayed to support groundwater replenishment. These areas will be derived from IPSOS based on the most recent research surveys.

Direct advertising (via Community News) or direct mail-outs will be used to promote tours to residents living in these areas.

Through the Marketing and Advertising team, there may also be opportunities to include advertisements alongside corporate advertorial features (e.g. recycling week, water week).

Feedback Mechanisms

Opportunities for community feedback will be provided through:

- the website;
- Facebook page for Groundwater Replenishment;
- feedback forms at community events, Visitor Centre tours, meetings and briefings; and
- emailing groundwater.replenishment@watercorporation.com.au

Community support for groundwater replenishment will continue to be tracked on a quarterly basis.

Tracking Community Attitudes

An annual telephone survey has been undertaken since 2007 to track the community's understanding, perceptions and concerns about groundwater replenishment. We expect to continue tracking community attitudes through this method up until the scheme is operating.

Community attitudes will also be tracked through the Visitor Centre feedback forms and Community Event feedback forms. This information is particularly useful in demonstrating the impact of education on community support.

For more information refer to section 10.1 Evaluation.

Accountability Mechanisms

A key factor in building trust in the Water Corporation to undertake groundwater replenishment is to demonstrate that the Corporation is accountable to decision-makers, community advocates, key stakeholders and the broader community.

These will be achieved through annual reporting processes and open and transparent communication channels with:

- Departments of Health, Water, and Environment Regulation;
- Community Advisory Panel (panel of people not associated with the Corporation which can publicly scrutinise Water Corporation projects);
- Beenyup WWTP Community Reference Group; and
- local community and environmental groups.



Incident Management Reporting

Incident Management support: provide communications support during incidents in liaison with the Alliance Manager, Incident Manager and Communications Group in line with the [Incident Communication Toolkit](#).

Provide incident support to corporate Media Team in responding to media enquiries in line with [PCY352 Media Communication](#) and the [Media Communication Procedure](#).

Evaluation

Measuring Levels of Awareness and Support

Water Corporation will test, with a statistically representative sample of the Perth community, levels of awareness and support to continue to track community perception of the groundwater replenishment and the GWRs.

These measures will be used to assess the effectiveness of the communications activities and engagement. The measures are:

- prompted awareness of groundwater replenishment;
- level of informed support;
- support for using recycled water in drinking water supplies;
- confidence in Water Corporation making recycled water safe to drink; and
- perception that Water Corporation is planning effectively for the long term.

At relevant times, Water Corporation will also survey external stakeholder and staff perceptions of groundwater replenishment.

Review of Communications Strategy

Based on project objectives:

- Has the community engagement provided information and managed the project's impact on the community?
- Has the community engagement contributed to better project decision making and improved project outcomes?
- Has the project helped improve Water Corporation's reputation in the community?
- Has the project been smoothly and effectively delivered with minimal community or stakeholder related issues?
- Has the project added value to the community?



Stakeholders

Regulators	
Department of Health	
Department of Water	
Department of Environment Regulation	
Environmental Protection Authority	
EPA Board	
Politicians	
Premier	
Minister for Water	
Minister for Environment Regulation	
Member for Joondalup	
Member for Wanneroo	
Member for Hillarys	
Member for Ocean Reef	
Member for Kingsley	
Members for North Metropolitan Region	
State Government MPs	
Federal Minister for Water	
Federal Minister for Science and Research Former Parliamentary Secretary for Sustainability and Urban Water	
Greens WA	
Local Government	
City of Joondalup	
City of Wanneroo	



City of Stirling	
WALGA	
Government agencies	
Department of Planning	
Department of Agriculture	
National Water Commission	
Health sector	
Australian Medical Association (WA)	
Public Health Association	
Health Consumers Council	
Environment sector	
Conservation Council of WA	
Conservation Commission	
CSIRO	
ERA Governing body	
Environment Australia	
Environmental groups	
Industry	
Engineers Australia	
Successful and future potential contractors	
Academic	
Curtin Water Quality Research Centre	
Murdoch University	
University of WA, Population Health	
University of WA, Centre for Water Research	
Media	
Community News Group	
The West Australian	



The Sunday Times	
Government Media Office	
General media	
Community	
Beenyup Community Reference Group	
Local community	
Perth community	
Peter Dingle	
Internal	
CEO	
Executive and Board	
Employees	