



CLIENTS | PEOPLE | PERFORMANCE

STAKEHOLDER CONSULTATION



INFRASTRUCTURE | MINING & INDUSTRY | DEFENCE | PROPERTY & BUILDINGS | ENVIRONMENT

GHD IS AN INTERNATIONAL PROFESSIONAL SERVICES COMPANY. OUR PEOPLE DELIVER INNOVATIVE SOLUTIONS BY COMBINING TECHNICAL SKILL AND EXPERIENCE WITH AN UNDERSTANDING OF OUR CLIENTS' OBJECTIVES AND ASPIRATIONS.

Business operations in the 21st century cannot operate efficiently without considering the views of stakeholders (which may include employees, shareholders, governing bodies, suppliers, consumers and the wider community). Stakeholders have an expectation to not only be kept informed of business activities, but also to have the opportunity to be involved in the development of the business. Increasing access to information with internet growth has furthered this expectation. The challenge for an organisation or project is to identify key stakeholders and additional communities of interest, understand their drivers and engage with them at an appropriate level.

GHD's national team of stakeholder consultation, social planning, environmental educator and communication professionals offer the range of skills and experience to support business in meeting their stakeholder challenges. We deliver targeted community and stakeholder engagement programs to suit your needs.

OUR PRINCIPLES

The stakeholders of a project will obviously differ, especially if the project is internal to an organisation. However the guiding principles behind involvement and engagement are the same. GHD's stakeholder team bases its work on three guiding principles.

PRINCIPLE 1 - ENGAGE STAKEHOLDERS EARLY

Stakeholders have the opportunity to understand the activity, project or proposal and provide meaningful input or feedback if engaged early. This is a valuable step as it maximises existing knowledge at the start and allows

insight into the project at an early stage. It also encourages communities and other stakeholders to invest a long-term interest in project development and delivery that will increase the likelihood of sustainable outcomes.

PRINCIPLE 2 - CONSIDER AND CLEARLY COMMUNICATE THE 'BOUNDARIES' FOR STAKEHOLDER INVOLVEMENT

Input from project stakeholders, including community members, is valued, promoted and facilitated. Yet it is also important that stakeholders understand the boundaries and the negotiable aspects of the project. For example, a project may be unpopular locally but necessary to the wider community. Stakeholder expectations should align with the reality of the project in terms of areas where involvement is possible. Clear communication together with meaningful and realistic engagement from stakeholders will contribute to achieving a positive outcome.

PRINCIPLE 3 - THE PROCESS ENGAGES THE ENTIRE PROJECT TEAM

Whilst cost, quality and timeliness are generally considered key to a project's success, the engagement of the project team is equally critical. The project team must feel valued and involved in every stage of the project management phase. An engaged team will also contribute to the right emphasis being placed on external stakeholders.

OUR APPROACH

Successful engagement involves a number of capabilities, including consultation techniques, social planning knowledge, communication skills and tools, stakeholder assessment approaches, facilitation expertise and change management competencies. Our approach will enable robust yet flexible and



Community workshop



Facilitating community information sessions



Community issues identification



tailored engagement and assessment strategies that:

- ▶ transfer learnings back to the client organisation;
- ▶ select the best GHD people for the project; and
- ▶ provide value for money.

OUR SERVICES

STAKEHOLDER CONSULTATION

We aim to build transparent processes and positive relationships with stakeholders. Our services include:

- ▶ engagement strategy development;
- ▶ social and economic impact identification and mitigation for environmental assessments;
- ▶ community input into infrastructure planning and design;
- ▶ assistance with Development Applications in terms of understanding the impacts on the community;
- ▶ working with diverse cultural and linguistic groups, disadvantaged minority communities and youth; and
- ▶ building a positive reputation for your projects by engaging appropriately with stakeholders.

COMMUNICATION MANAGEMENT

Our approach to strategic communication is to provide clear, timely, balanced and objective information including:

- ▶ communication strategy development;
- ▶ stakeholder issues management;
- ▶ media relations;

- ▶ writing and editorial services;
- ▶ developing communication collateral; and
- ▶ establishing contact mechanisms and feedback loops.

BUILDING HEALTHY COMMUNITIES

We aid the health and well-being of communities through:

- ▶ social and community planning;
- ▶ community profiling with demographic analysis, surveys and focus groups;
- ▶ issues mapping;
- ▶ community skills development;
- ▶ facilitating community and stakeholder visioning workshops; and
- ▶ community education to help conserve our natural resources.

INCREASING ORGANISATIONAL AWARENESS

We focus on organisational awareness of stakeholder and community needs by providing:

- ▶ stakeholder engagement strategy development and management;
- ▶ stakeholder risk assessments on specific issues, projects, programs or policies;
- ▶ training in consultation and social planning; and
- ▶ evaluation and review of community relations and engagement strategies.



Options displays



Public exhibition



Planning meeting

CHANGE MANAGEMENT

We build organisational capacity to develop sustainable change programs. The following services will assist in your change management program:

- ▶ stakeholder issues assessment;
- ▶ facilitating visioning workshops with employees;
- ▶ implementing readiness strategies to assist in this cultural change; and
- ▶ developing and implementing a stakeholder engagement strategy to manage change.

OUR EXPERIENCE

GHD has a long history of understanding, informing and involving communities and other stakeholders in the areas of infrastructure planning, design and development, environmental and recreational planning, urban and open space planning, residential and commercial developments and community services. Recent projects have involved working with organisations on stakeholder risk assessments and their management, integrated consultation and social impact assessment methodologies, change management strategies, social planning and capacity building. Some of our clients are listed below.

Department of Water, Land and Biodiversity (SA)

Mount Lofty ranges allocation of water

Fremantle Ports (WA)

Strategic sustainability assessment

Department of Defence (NSW)

Community consultation for site redevelopment

ACT Dept of Territory and Municipal Services (ACT)

Community consultation and preliminary assessment

The Queensland Coordinator General (QLD)

National Seaway social impact assessment

Goldfields Superpipe - Bendigo Link (VIC)

Stakeholder engagement for the planning, approvals and construction phases

Metrowater (New Zealand)

Community relations for Kingsland sewer upgrade

City of Port Adelaide (SA)

Kaurna Cultural Heritage Survey

Western Corridor Recycled Water (QLD)

Stakeholder and community engagement and social impact assessment

Water Corporation (WA)

Community engagement and social impact assessment

Roads & Traffic Authority (NSW)

Community relations for Pacific Highway upgrade

Vic Forests (VIC)

Development of issues management and engagement systems, processes and culture

Western Power (WA)

Kojonup-Albany-Wellstead transmission line corridor selection

Far North District Council (New Zealand)

Community consultation on levels of service provided by council

CONTACT

For more information please email us at: communityinput@ghd.com.au or contact one of our specialists in a GHD office near you.



ABOUT GHD

GHD is an international professional services company. Our people deliver innovative solutions by combining technical skill and experience with an understanding of our clients' objectives and aspirations.

With more than 6000 people in a network of 100-plus offices throughout Australia, New Zealand, Asia, the Middle East, the Americas and Europe, we serve clients in the global market sectors of infrastructure, mining and industry, defence, property and buildings and the environment.

Central to our clients' prosperity and GHD's success are forward-thinking engineers, architects, planners, scientists, drafters, project managers, economists and supporting staff. Our people embrace the core values that have sustained the company since inception – **Teamwork, Respect and Integrity.**

Established in 1928, GHD is ranked as one of the world's leading engineering, architecture and consultancy firms. We are dedicated to our clients and their stakeholders, to being a responsible corporate citizen and to improving the quality of life around the world.

We contribute to the goals of sustainable development and are committed to managing the social, economic and environmental impacts of our operations and assisting our clients to manage theirs in the provision of our technical consulting services. We recognise innovation as the key to realising this objective.

As a member of the World Business Council for Sustainable Development (WBCSD), GHD actively participates in the public debate on the role business has to play in managing climate change, energy, development and ecosystems.

GHD operates under a Practice Quality Management System that is certified to AS/NZS ISO 9001:2000 and our Environmental Management System (EMS) is accredited to international standard ISO 14001 by NATA Certification Services International (NCSI).

For more information, visit www.ghd.com.au



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