GHD Social Sustainability
Engagement, Communication and Communities
Our Approach

The foundation of GHD’s approach to social sustainability is an in-depth understanding of the social requirements that influence the social wellbeing of our communities.

We seek to integrate social sustainability planning at all stages of a project, from the initial social analysis at concept/business case or options assessment through to the development, implementation of policies, plans and projects. We do this in collaboration with our clients to comprehensively understand the needs of their communities, their aspirations and the challenges they face. We aim to deliver successful project outcomes for our clients and communities through integration of various social research techniques, including literature and data mining, meaningful stakeholder and community engagement, and sophisticated data analysis.

Our consultants draw from a range of technical backgrounds including social science, social research, planning, placemaking, community engagement, policy, economics, community development, and international development. Our multidisciplinary approach allows for the cross-pollination of ideas and experience to provide innovative and tailored solutions.

Our approach to investigation and analysis can be scaled and adapted to your project based on our five core principles:

1. Evidence-based methodologies, including desktop and empirical research
2. Meaningful, targeted consultation
3. Rigorous analysis
4. Integration across technical discipline streams
5. Clear and accessible reporting
Together with our clients, we create lasting community benefit.

Our skills and experience can be applied to a range of projects and purposes. Our core services are relevant to impact and needs assessments, and social performance management.

- **Social impact assessment**
  Understanding, describing and assessing the potential social impacts and benefits of projects on affected communities through detailed social research.

- **Social performance management**
  Developing strategies and plans to maximise project benefits and leave a lasting positive legacy.

- **Business impact assessment**
  Determining potential impacts on businesses and measures to mitigate disruptions to their operations and economic activity.

- **Social infrastructure needs assessments**
  Understanding gaps and identifying requirements for social and recreational infrastructure to meet community needs.

- **Community strategic plans and social plans**
  Identifying community priorities through strategic planning and a clear set of strategies relating to facilities, open space, recreation planning and design.

- **Social planning**
  Understanding the needs and aspirations of communities through strategic policy analysis, demographic assessment, community planning and benchmarking.

- **Analysis and evaluation**
  Evaluating the outcome of processes, including development and implementation, and whether they have achieved the objectives and enabled a sustainable approach.

- **Placemaking**
  Illustrating the relationship between communities and the places that are important to them, and identifying activation opportunities through user-centred approaches.
Our Difference

GHD’s global network spans urban and regional centres. We bring local knowledge and a global perspective to every project.

Over a century, we’ve built an employee-owned company of more than 10,000 people who are powered by knowledge, diversity of thought and technical excellence across the entire project lifecycles.

GHD’s Social Sustainability team will assist you to plan, design and deliver your projects to achieve your organisation’s and communities’ goals and objectives.

If you would like to explore how social sustainability can benefit your project or have GHD provide you with a tailored approach, contact details for key personnel are provided below.

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