

Eden Cruise Wharf

Community Communication Strategy

Operations and Maintenance Phase

May 2023



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1 INTRODUCTION

1.1 Purpose and scope

This Community Communication Strategy (CCS) sets the communications and community liaison activities to be undertaken for the Eden Cruise Wharf (the Facility) from completion of construction and for the life of the operation. This will be reviewed when required. It addresses the following:

- Communication and engagement approach and objectives
- Project background
- Overview of the works
- Key milestones
- Roles and responsibilities
- Key messages
- Identification of communications tools, timelines and actions to be implemented
- Identification of stakeholders and targeted consultation
- Issues and impacts to stakeholders, and proposed mitigation measures
- Monitor and evaluation.

The CCS is a 'live' document and will be regularly reviewed and updated.

The CCS has been prepared in accordance with conditions B3-B5 of the Project's Infrastructure Approval SSI 7734, Operational Environment Management Plan (OEMP) and its sub-plans (Traffic, Transport and Access, Noise Management and Air Quality Management), and other management plans. The CCS was approved by the Secretary of the Department of Planning and Environment (DPE) on the 8 August 2017 prior to commencement of construction in accordance with condition B4, and was then subsequently amended as required during construction by the former Department of Industry. An updated version of the CCS was submitted to DPE in September 2019 at the commencement of site operations. This version of the CCS has been further updated by Port Authority of NSW (Port Authority) (the operator of the Facility) to address the operational phase of the project, including approved modifications.

The Facility was approved by the Executive Director of the Department of Planning, Infrastructure and Environment (DPIE) on the 5 July 2017 and modified by the Minister for Planning's delegate on the 7 November 2018 (MOD 1) and on the 21 October 2020 (MOD 2) pursuant to Part 5.2 of the Environmental Planning and Assessment Act 1979 (EP&A Act) (the Infrastructure Approval). The original approval provided for the extension of the existing Breakwater wharf by approximately 95m for use by large cruise ships. The MOD 2 approval allowed the use of the Eden Breakwater wharf extension by vessels up to 100m in length at times when the Facility is not occupied by a cruise ship, including 24/7 berthing and operational/maintenance activities from 7:00am to 10:00pm.

"Extended Use" is the use of the Facility when not occupied by a cruise ship by any vessels up to 100m in length as described in the MOD 2 Assessment Report available in the Major Projects DPIE website (https://www.planningportal.nsw.gov.au/majorprojects/project/37096). An Extended Use OEMP, dated October 2020, was prepared under condition D5 of SSI 7734 and approved by the nominee of the Planning secretary of DPIE on the 6 November 2020.

1.2 Communication and engagement approach and objectives

The approach to maintaining relationships and trust with the community and stakeholders will be achieved through commitment to the following objectives:

- Aligning messaging with concurrent government projects for the Eden region.
- Utilising targeted communication and engagement tactics for each stakeholder to build understanding about the economic benefits to the region, the operation and maintenance of the Eden Cruise Wharf and potential impacts.
- Providing updates to stakeholders to manage expectations, issues and risks.
- Ensuring all communication and engagement is in accordance with the Project's Infrastructure Approval, OEMPs and OEMP sub-plans.

1.3 Project background

The Port of Eden is an active working port, a premier location for whale watching, and an increasingly popular cruise destination strategically positioned between Sydney and Melbourne on the New South Wales south coast. NSW dominates the domestic cruise industry which was estimated at \$2.89 billion to the state economy in 2015-16. Completion of the Eden Cruise Wharf allows cruise ships up to 325 metres to dock at the port resulting in improved access and safety.

The Eden Cruise Wharf was jointly funded by the Australian Government (\$10 million), NSW Government (\$32 million) and Bega Valley Shire Council (\$2 million). Government investment will drive regional economic growth with an estimated \$48.4 million into the regional economy and a flow on effect from the Project of 86 ongoing jobs in tourism, hospitality and stevedoring.

Following completion of construction of the Eden Cruise Wharf, responsibilities for the operation of the Facility were transferred from the former NSW Department of Industry – Crown Lands to Port Authority. This includes the operation of the Port and the new Eden Cruise Wharf and transferring responsibility of all communication activities to Port Authority at construction completion. In September 2019, Port Authority became the operator of the Eden Cruise Wharf, assuming responsibility for the operational conditions of the Infrastructure Approval, with subsequent vesting of relevant land holdings to Port Authority on 18 December 2020. Port Authority holds overall responsibility for the conditions of the Infrastructure Approval related to site operations.

1.4 Compliance

This CCS, required under Condition B4 of the Infrastructure Approval, addresses the requirements of Conditions A23, A28, A30, A31 and A32, B1 to B6, D2 and D12, E17, E18, E20 and E22 of the Infrastructure Approval and the Modification of Infrastructure Approval as shown in the following table:

Condition No.	Requirement	Reference
A23	Construction and Operation Compliance Reports must include: b) A summary of the Complaints Register required under Condition A28 including the number of complaints received, a summary of main areas of complaint, action taken, response given and proposed strategies for reducing the recurrence of such complaints; g) a Five Year Operational Compliance Summary Report every five years from commencement of Operation, unless otherwise agreed by the Secretary, which includes: i. the name and size of visiting cruise ships and date of visits.	Section 5.5 Community Contact Procedure



iii. results of air quality monitoring repeated noise complaints A Complaints Register must be Operation. The following information must be within one (1) month from the dat a) A 24 hour telephone number SSI	plaints in relation to specific cruise ships, and any noise monitoring undertaken to investigate maintained for the duration of the Construction and available to facilitate community enquiries and complaints are of this approval: The registration of complaints and enquiries about the written complaints and enquiries may be sent	Section 5.5 Community Contact Procedure Section 5.2 Communication Tools
A30 The following information must be within one (1) month from the dat a) A 24 hour telephone number 5SI	e available to facilitate community enquiries and complaints to of this approval: mber for the registration of complaints and enquiries about	·
within one (1) month from the dat a) A 24 hour telephone nur the SSI	ne of this approval:	Section 5.2 Communication Tools
	ch written complaints and enquiries may be sent	
c) An email address to whi and d) A mediation system for a	ch electronic complaints and enquiries may be transmitted; complaints unable to be resolved	
disability or literacy level.	ble to all in the community regardless of age, ethnicity, dress and email address required under Condition A30 of	Section 5.2 Communication Tools
this approval must be published i commencement of Construction a	n a newspaper circulating in the local area prior to the and published in the same way again prior to the is information must also be provided on the website required	Godien G.Z Goninia medicin recie
a) number of complaints re b) number of people affect.		Section 5.5 Community Contact Procedure
	nplaint was addressed and whether resolution was reached,	
Prior to commencement of Const Consultative Committee.	ruction, the Proponent is required to establish a Community	Section 5.3 Community Consultative Committee
Department's Community Consult dated November 2016, or from a	Committee is to be established in accordance with the Itative Committee Guidelines for State Significant Projects, in existing group that can be demonstrated to meet the uidelines as agreed by the Secretary.	
residents surrounding the Port of	esentatives from port businesses, maritime user groups, Eden and the Relevant Maritime Authority and is to operate operation of the SSI for a period as agreed with the	
Committee has been in operation	since 2017 when it changed from a CLG to CCC.	
based forum, as provided for in the SSI unless otherwise agree	nittee is recommended, it is to be replaced with a community- ne Community Communication Strategy, operating for the life ed by the Secretary. The Community Consultative Report at be submitted to the Secretary for consideration and	
(a) minutes of the Commun agreement to disbandment; and	ity Consultative Committee meeting documenting member	
	of the community-based forum.	Continue 5 0 Communication Tools
Secretary five years after comme purpose of the Committee has be timeframe for continue operation.	unity Consultative Committee is to be submitted to the encement of Operation of the SSI, reporting on whether the een achieved and completed, and recommending a nittee is recommended it is to be replaced with a community-	Section 5.2 Communication Tools Section 5.3 Community Consultative Committee
based forum, as provided for in the SSI unless otherwise agree recommending disbandment mus	ne Community Communication Strategy, operating for the life ed by the Secretary. The Community Consultative Report at be submitted to the Secretary and include: Consultative Committee meeting documenting member and	
Note: the community based forun community liaison group.	n must include local residents and may be an existing	
facilitate communication between the Community Consultative Community	Strategy must be prepared to provide mechanisms to the Proponent, the ER, the relevant Council, ommittee and/or community-based forum, others directly struction of the SSI and for the life of the Operation of the the Secretary.	This Community Communication Strategy
	e consulted during Construction and Operation; and mechanisms for the regular distribution of accessible	a) Section 5.4 Consultation during the Operations and Maintenance phase
(c) provide for the form environmental managen and	ation of community-based forums that focus on key nent issues for the SSI arising from Compliance Reports;	b) Section 5.2 Communication Toolsc) Section 5.2 Communication Tools, and Section 5.3 Community Consultative Committee
Proponent;	h the community can discuss or provide feedback to the	d) Section 5.2 Communication Tools
the community iii. to resolve ar	th the Proponent will respond to enquiries or feedback from ; and ny issues and mediate any disputes that may arise in relation al management and delivery of the SSI.	e) Section 5.5 Community Contact Procedure
B6 A website providing information is commencement of Construction a Operation.	n relation to the SSI must be established prior to and maintained for the duration of Construction and confidential commercial information) must be published and	Section 5.2 Communication Tools



Condition	Requirement	Reference
No.		
	maintained on the website or dedicated pages including: (a) information on the current implementation status of the SSI; (b) a copy of the documents listed in Condition A1 and Condition A2 of this approval, and any documentation relating to any modifications made to the SSI or the terms of this approval; (c) a copy of this approval in its original form, a current consolidated copy of this approval (that is, including any approved modifications to its terms), and copies of	
	 any approval granted by the Minister to a modification of the terms of this approval; (d) a copy of each statutory approval, licence or permit required and obtained in relation to the SSI including Commonwealth permits or approvals; (e) a current copy of each document required under the terms of this approval and any endorsements, approvals or requirements from the ER and Secretary, all of which must be published prior to the commencement of any works to which they relate or prior to their implementation as the case may be; and (f) the outcomes of compliance tracking required under this approval. 	
D2	The OEMP required under Condition D1 must provide:	Section 5.3 Community Consultative Committee Section 5.2 Communications tools
	 d) details of how the Operation of the SSI will be carried out under the OEMP and OEMP Sub-plans to: iv. address issues during Operation, as identified through the Community Consultative Committee, community-based forums provided for under Condition B5, Complaints Register or Monitoring Programs, through a process of continual improvement h) a mechanism for communicating the environmental and compliance obligations under this approval to cruise ship operators 	Refer also to OEMP
D12	The Air Quality Monitoring Program, as approved by the Secretary, and amended from time to time, must be implemented during cruise seasons for five years from commencement of Operation of the SSI or another time period as agreed or directed by the Secretary. Form commencement of Operation to the end of the 2019/2020 cruise season, real-tome air quality monitoring results during the cruise season must be available on the website required under Condition B6.	Section 5.2 Communications tools Refer also to the Air Quality Management OEMP Sub- plan
E17	The Noise Management OEMP Sub-plan must identify measures to reduce noise impacts on Sensitive Receivers including:	Section 5.5 Community Contact Procedure Refer also to the Noise Management OEMP Sub-plan
	 a) a procedure for management of non-compliant cruise ships including details on proposed actions, timeframes and consequences in the event of non-compliance with (a) to (c) in this condition 	
E18	Where a complaint is received from a Sensitive Receiver in relation to a specific cruise ship at the Breakwater Wharf Extension, the source and nature of the noise must be investigated with the ship is at berth (unless this is not possible due to the timing of the complaint or imminent departure of the ship) and corrective actions implemented as required.	Section 5.5 Community Contact Procedure Refer also to the Noise Management OEMP Sub-plan
	If there are further complaints or the investigation indicates ongoing exceedance of the noise levels predicted in the EIS and Modification Assessment on the return of the cruise ship, future visits must be managed in accordance with the requirements of the Noise Management OEMP Sub-plan and specific actions, timeframes and consequences agreed by the Secretary in the event of repeat non-compliance.	
E20	The OEMP Air Quality Management Sub-plan must include the following emissions from cruise ships:	Section 5.5 Community Contact Procedure Refer also to the Air Quality Management OEMP Subplan
	 e) a procedure for management of non-compliant cruise ships including details on imposed actions, timeframes and consequences in the event of non-compliance with (a) ii, (b) and (c) in this condition. 	
E22	Where a complaint is received from a Sensitive Receiver in relation to a specific cruise ship at the Breakwater Wharf Extension about dark smoke emissions or offensive odours, the source and nature of the dark smoke emission or offensive odour must be investigated while the ship is a berth (unless this is not possible due to the timing of the complaint or imminent departure of the ship) and corrective actions implemented as required.	Section 5.5 Community Contact Procedure
	If there are further complaints and the investigation indicates exceedance of emission restrictions (being those restrictions described in Condition E20) on return of the cruise ship, future visits must be managed in accordance with the requirements of the OEMP Air Quality Management Sub-plan and specific actions, timeframes and consequences agreed by the Secretary in the event of repeat non-compliances.	

2. OVERVIEW OF THE WORKS

Construction of the Eden Breakwater Wharf Extension involved:

- Dredging up to 231,500m³ of in-situ material from the bed of Snug Cove/Twofold Bay.
- Installing 4,000m² of scour protection.
- Relocating impacted moorings (this will be undertaken by Roads and Maritime Service).
- Extending the existing wharf by 110 metres.
- Installing three mooring dolphins and two berthing dolphins.
- Installing onshore mooring bollards on the existing wharf.
- Upgrading existing services such as lighting, power and potable water and emergency fire-fighting water.
- Installing navigation aids.

Work commenced in August 2017 and was completed in July 2019. Operations commenced at the start of the Cruise Ship season on 15 September 2019.

The Infrastructure Approval allows for the 'operation of the extended wharf for use by up to 60 cruise ships per annum and associated land-based facilities and services for management of passenger visitation including disembarkation, embarkation and transport'. The Infrastructure Approval enables cruise ships with lengths over 300m and about 3,000 persons on board, to berth between 7:00am and 10:00pm (unless extenuating circumstances prevail such as mechanical failure, an on-board emergency or severe weather conditions) alongside the extended Breakwater Wharf so that passengers can embark/disembark directly and safely via the ship's gangway.

Extended Use operations (approved November 2020) involved:

• Use of the Eden Breakwater wharf extension, when not occupied by a cruise vessel, by fishing vessels, tugs, barges, lines boats, yachts and other vessels with sizes up to 100 metres in length.



Vessel operational activities (loading/unloading, refuelling, maintenance, servicing, passenger embarkation and disembarkation, etc) between 7:00am and 10:00pm.

3. KEY MILESTONES

The key milestones are outlined as follows.

2017	August	Construction commencement	
2019	August	Advert published in the Eden Magnet (minimum one month prior to Operation)	
2019	April	Marine structures Construction completion	
	July	Heavy Lift Zone completion Pavement reconstruction works completed	
	August	Community opening event held Transfer of content from DOI project website to Port Authority website and addition of real time air quality monitoring results (from commencement of Operation to the end of the 2019/2020 cruise season) Transfer of complaints register from DOI to Port Authority Transfer of telephone number, email and postal address from DOI to Port Authority	
2019	September	First cruise ship alongside Media event held	

4. ROLES AND RESPONSIBILITIES

The roles and responsibilities for managing and implementing the CCS during the Operation and Maintenance phase are outlined in the following table:

Organisation	Role	Responsibilities
Port Authority	Nominated Strategy and Stakeholder Relations representative.	Responsible for: - Working with key stakeholders to identify and resolve issues related to port operations - Managing the resolution of complaints. - Leading targeted consultation, engagement and communication activities during the Operation and Maintenance phase in line with responsibilities and actions set out in the approved CCS. - Facilitating the CCC
Cruise Ship Operators	Cruise Ship Operator	Responsible for:
Other Businesses and users: fishing vessels, tugs, barges, lines boats, yachts and other vessels with sizes up to 100 metres	Users (Extended Use)	Responsible for: Carrying out their activities to be compliant with the Extended Use OEMP and the Infrastructure Approval. Compliance will be overseen by Port Authority site personnel (refer to Extended Use OEMP)

5. COMMUNICATION

5.1 **Key messages**

Operation and maintenance messages

- Following completion of construction, responsibilities for operation of the Port of Eden was transferred from the former NSW Department of Industry Crown Lands to Port Authority of New South Wales (Port Authority). Operation commenced in September 2019.
- Port Authority will be responsible for updated operation and maintenance messages as required.
- Community enquiries and complaints should be forwarded to Port Authority's 24 hour hotline on 9296 4962.
- Port Authority will work with the local community to communicate information and receive feedback as required.
- Port Authority will work with stakeholders to communicate information and receive feedback as required.





The communication and engagement tools that will be used are as follows:

Communication and engagement tools	Description/purpose/driver
Website	The existing Port Authority website will be updated to include the information required under the Project's Infrastructure Approval Part B Community Information and Reporting as well as up to date information including complaints number (9296 4962), email and postal address.
Social media channels	As needed to provide information about Port Authority activities in Eden.
Telephone number / postal address / Project email	To receive feedback from the community. Service NSW manages complaints and enquiries. The 24/7 contact number to lodge a complaint or enquiry is 02 9296 4962. The email address is enquiries@portauthority.nsw.gov.au and postal address is PO Box 25 Millers Point NSW 2000
Community based forums	Community based forums may replace the Community Consultative Committee under section B2 of the Modification of Infrastructure Approval. Membership and rules will be in accordance with the Modification of Infrastructure Approval.
Media relations	Media releases may be used to promote Port Authority activities in Eden.
Translation and Interpreting Services	Should language barriers impede a stakeholder's capacity to understand key messages, the Translating and Interpreting Service National (TIS) can be engaged via telephone and online.

5.3 Community Consultative Committee

A Community Consultative Committee (CCC) has been be established in accordance with the NSW Department of Planning's Community Consultative Committee Guidelines State Significant Projects November 2016 with adherence to the Project's Infrastructure Approval Part B Community Information and Reporting.

The CCC was developed from the existing Project Community Liaison Group, which was formed in January 2015. It comprises an Independent Chairperson, up to seven community representatives from; port businesses, maritime user groups, residents surrounding the Port of Eden, a Council representative and Port Authority personnel.

The CCC will continue to operate for a minimum of five years from the commencement of the Operations and Maintenance phase in accordance with condition B2 of the Infrastructure Approval and will perform an advisory and consultative role. Generally, meetings will be held quarterly during the Operations and Maintenance phase, or as required, with any additional or extraordinary meetings held as required. Any changes to the frequency of meetings will be determined in consultation with the CCC at the end of the first year of the Operations and Maintenance phase.

The purpose of the CCC is to provide a forum for discussion between Port Authority, community representatives, key stakeholder groups and Bega Valley Shire Council; to keep the community informed about operations and maintenance activities at the Port; seek community feedback about the operation of the port; and to provide an opportunity for committee members to seek further information.

Detailed information outlining membership, roles of the CCC and its members, frequency and nature of meetings is contained within CCC Guidelines.

A Report endorsed by the CCC is to be submitted to the Secretary five years after commencement of the operation of the SSI, reporting on whether the purpose of the committee has been achieved and completed, and recommending a timeframe for continued operation.

Where disbandment of the committee is recommended it is to be replaced with a community-based forum, as provided for in the Community Communication Strategy, operating for the life of the SSI unless otherwise agreed by the Secretary. The Community Consultative Report recommending disbandment must be submitted to the Secretary and include:

- (a) Minutes of the Community Consultative Committee meeting documenting member agreement to disbandment; and
- (b) Proposed membership of the community based forum.

5.4 Consultation during the Operations and Maintenance phase

During the Operations and Maintenance consultation will be undertaken with the following stakeholders as required:

- landholders, businesses and residents adjacent to the Eden Cruise Wharf area
- the community
- cruise operators
- Port Authority personnel
- Media
- Local Council
- State Government.

5.5 Community Contact Procedure

Service NSW manages Port Authority's complaints and enquiries 24 hours per day 7 days per week. The number and process is details on Port Authority website.

Local contact details are: phone: 02 6496 4721

email: enquires@portauthoritynsw.com.au



The complaints management procedure is outlined is outlined below:

- Call our 24/7 community enquiries and complaints line on 02 9296 4962
- Service NSW will receive the complaint and take details of the nature of the call. Please provide specific details where possible: date, time, vessel name, etc
- A verbal response is provided, including an outline of how the call will be managed
- Action is taken by Service NSW depending on the nature of the complaint. This may include contacting our operations team for real time investigation and action if required (e.g. contacting a ship and/or the ship's agent in the event of a noise complaint)
- Service NSW emails the complaint to Port Authority
- Details on the response outcome will be emailed to the complainant by Port Authority within three working days
- Complaints will be registered and allocated a reference number and kept in a central database by Port Authority
- Port related emergencies should be reported immediately by phone to Triple Zero (000).
- If a complainant is displeased with a response, their complaint will be escalated to the relevant Executive for review. Following this review, details of this escalation and any outcomes from the review will be emailed to the complainant. This response will include details of any action taken, or not taken, in addition to any actions taken or committed to in the original complaint response.
- Any complaints requesting any form of compensation (including financial or non-financial investigation), will be reviewed by Port Authority's Legal team. Details of the response outcome will be emailed to the complainant by Port Authority as per the procedure for other complaints.

5.6 Media protocol

All media enquiries will be forwarded to the Port Authority Corporate Affairs team or via the 24 hour media hotline 02 9296 4672.

6. KEY STAKEHOLDERS

Key stakeholders, their interests and issues, and communication channels have been identified in the following table.

Audience	Communication tools	Frequency
Portfolio minister Other relevant ministers Members of Parliament (State and Federal)	 Meetings/Face-to face briefings Email updates Form letter for ministerial correspondence 	As required
Government agencies Department of Industry Transport for NSW Destination NSW	 Meetings/Face-to face briefings Projects Steering Committee¹ Email updates Website 	As required
Community Consultative Committee	Quarterly meetings	Quarterly
Audience	Communication tools	Frequency
Bega Valley Shire Council	Meetings Face-to face briefings	As required
 Tourism Cruise operators Sapphire Coast Destination Marketing Destination Southern NSW Local tourism organisations including Visitor Information Centres Other tourism groups and local attractions 	 Meetings/face-to face briefings Email updates Website 	As required
Land holders and tenants in the Snug Cove area	Meetings/Face to face briefings Website	As required
Residents and businesses near the Port	Flyer notification	As required
Emergency Services NSW Police NSW Water Police Ambulance Services SES Fire Brigade	Email updates	As required
Wider community	Website CCC	As required
Media	Releases	As required