

Small Business Owners Engagement Plan (St Marys)

Sydney Metro – Western Sydney Airport Station Boxes and Tunnelling Works

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Document approval

Rev	Date	Prepared by	Reviewed by	Remarks	Approved by
A	3/3/22				
Signature:					
B	13/4/22				
Signature:					
00	12/5/22				
Signature:					

Details of Revision Amendments

Document Control

The Project Director is responsible for ensuring that this plan is reviewed and approved. The Communications Manager is responsible for updating this plan to reflect changes to construction, legal and other requirements, as required.

Amendments

Any revisions or amendments must be approved by the Communications Manager and/or client before being distributed / implemented.

Revision Details

Revision	Details
A	Issue for client review
B	Client comments addressed
00	Sydney Metro approved



Alignment with Sydney Metro's values

Value	Approach
 <p>SAFETY & WELLBEING</p>	<ul style="list-style-type: none"> Implementing measures to ensure vulnerable road users, including pedestrians, school children and cyclists are protected, particularly near the St Marys site entrances Installing a range of environmental management controls at the St Marys site to minimise impacts on the surrounding community Promoting the safety and wellbeing of the community by addressing concerns about potential impacts from construction activities, especially concerning tunnelling underneath their homes Implementing protocols to ensure the safety of visitors, photographers/videographers and members of the media during site visits
 <p>COLLABORATION</p>	<ul style="list-style-type: none"> Collaborating with Sydney Metro to develop effective communication tools to proactively tailor information and solutions to specifically manage the St Marys community issues during construction Working closely with Sydney Metro, Penrith City Council, government agencies, transport operators, event organisers, the St Marys Town Centre Board, other nearby projects and Interface contractors to minimise cumulative impacts on the community.
 <p>INTEGRITY</p>	<ul style="list-style-type: none"> Being honest and transparent about the extent of potential impacts associated with our activities, as well as the efforts we will take to minimise impacts Emphasising CPBG JV's commitment to do what we say we are going to do, when we say we are going to do it Forging lasting community and stakeholder relationships based on shared desired outcomes of trust and flexible solutions
 <p>INNOVATION</p>	<ul style="list-style-type: none"> Developing and implementing new concepts for communication to deliver tailored and targeted messages to our St Marys audiences Delivering information flexibly through the new Sydney Metro app. A daily look at the app will provide the user with progress updates and potential disruption information Adapting virtual information session technology used by previous projects and using this to assist people who are no longer able or prepared to meet in person Using augmented 3D technology to highlight tunnelling and shaft excavation behind the hoardings to inform the community about tunnelling progress
 <p>EXCELLENCE</p>	<ul style="list-style-type: none"> Updating the skills mix requirements for stakeholder and community engagement team members to better reflect engagement requirements and out-of-hours stakeholder and community management requirements Leaving a positive legacy beyond construction by investing in the local St Marys community through fundraising and community-focused initiatives
 <p>ACHIEVEMENT</p>	<ul style="list-style-type: none"> Through the application of this Sub-Plan and the Overarching Community Communications Strategy, satisfying the expectations of stakeholders, keeping them informed and taking them on the journey of Sydney Metro to increase appreciation and knowledge of construction and engineering progress and thereby recruit engineers of the future



Definitions

Term	Description
CCS	Community Communications Strategy
CPBG JV	CPB Contractors Ghella Joint Venture
OCCS	Overarching Community Communication Strategy
Project	Sydney Metro Western Sydney Airport
SBT works	Station Boxes and Tunnelling works



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1. Introduction

1.1. Purpose

This Small Business Owners Engagement Plan describes the approach CPBG JV will take to engage with small business owners located adjacent to the Station Boxes and Tunnelling (SBT) works at St Marys.

This plan is intended to meet the Minister's Condition of Approval E91 under SSI 10051 which states: *Small Business Owners Engagement Plan(s) must be prepared for St Marys and implemented in accordance with the Overarching Community Communication Strategy to minimise impact on small businesses directly affected by construction activities at St Marys during construction. The plan must be prepared and submitted to the Planning Secretary for information before the commencement of construction at St Marys.*

1.2. 1.2 Objectives

The objectives of this plan are to:

- Establish consultative guidance that will assist CPBG JV to minimise project impacts on small businesses by incorporating specific needs and requirements
- Ensure all small businesses adjacent to the works are identified early and that the project team gains a clear understanding of any unique requirements
- Provide information that may be used to support identified small businesses in the lead up to and during construction
- Detail the approach CPBG JV will use in order to engage with small business owners and understand the impacts on these businesses from any construction work related to the St Marys SBT construction works
- Propose a mechanism for small businesses to inform CPBG JV they are being adversely impacted and for CPBG JV to minimise or eliminate these impacts by addressing the cause through investigation, validation and remedy.

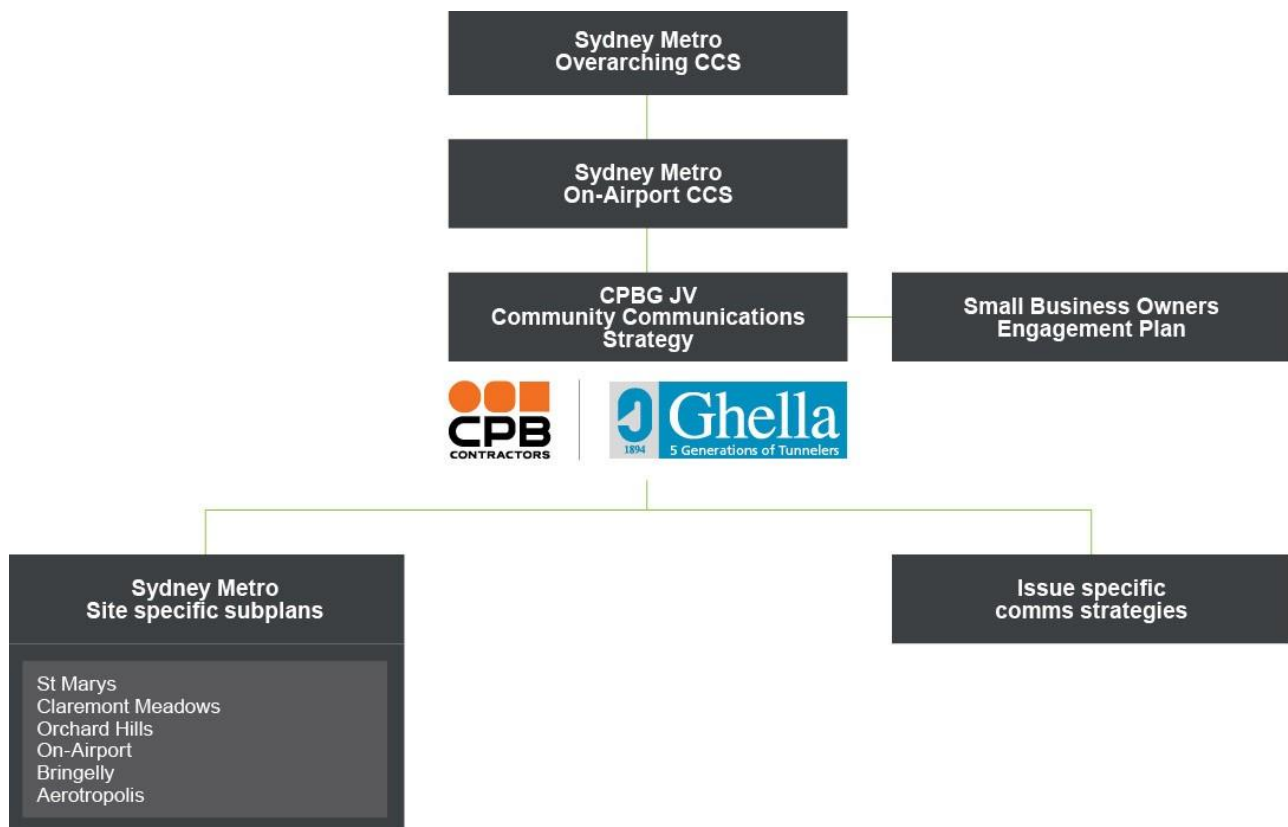


1.3. Interface with other plans

As shown in Figure 1, this Small Business Owners Engagement Plan is positioned alongside the CPBG JV Community Communication Strategy.

It is part of a suite of plans that together outline how stakeholder and community engagement on the SBT Works will be managed to ensure an integrated approach to meeting contract requirements.

Figure 1: Interface with the CCS and other plans



2. Engagement mechanisms

While the construction of the SBT Works will generally be undertaken within rural and semi-rural environments and on Airport Land, the St Marys site is the exception. Small businesses likely to be impacted by the SBT works have been identified in the St Marys area. If new small businesses are established during the SBT works this will be noted in the next review of this Plan.

2.1. Approach to Small Business Owner Engagement

CPBG JV will adopt Sydney Metro's approach to engaging with small and adjacent businesses which is to:

- Introduce a single point of contact for small businesses - through a dedicated Place Manager - who will proactively doorknock and consult with business owners and commit to respond quickly to any issues or complaints raised by that business
- Gain an understanding of the business owners' concerns about potential disruptions to their businesses
- Provide businesses with information about the project, the local scope and proposed timing of the works
- Provide businesses with information about construction progress and the steps taken to minimise potential impacts
- Ensure the project team understands the operational requirements and sensitivities of particular small businesses around each work area
- Where a small business has indicated they are being impacted adversely by the SBT works, the Place Manager shall investigate this complaint by liaising with the Project Team
- Where it is determined that the SBT works are causing an actual adverse impact, a remedy to this impact will be developed between the Place Manager and the Project Team
- The Place Manager will inform the small business owner about the remedy that the project will implement and provide a follow-up call to the business owner to ensure the remedy worked satisfactorily
- Assist small businesses to identify opportunities available to participate in mentoring, education, events and/or promotion programs via local council and/or NSW Government agencies, including any relevant Sydney Metro activities.

This will be supported by stakeholder engagement activities outlined in the CPBG JV Community Communications Strategy, the Sydney Metro Overarching Community Communications Strategy, and the Community Communication Sub-Plan (St Marys).

2.2. Communication tools

Sydney Metro uses a range of communication and engagement tools to ensure project information reaches a wide variety of people likely to be impacted by the project. CPBG JV will also use the same or similar tools to engage with stakeholders.

Using a variety of tools provides our communities with options to engage with the project in ways that suit their needs and lifestyle. Communication tools will be used in accordance with the OCCS and CPBG JV CCS.

- We will engage with small business stakeholders using the following tools: Personal communication via place managers who are responsible for ensuring that any business consultation is documented and communicated to the relevant members of the project team;



- Engagement with businesses to understand their business requirements including operating hours, main delivery times, reliance on foot traffic, any signage or advertising that may be impacted, customer origin, customer parking, garbage collection and other information specific to the business that will need to be considered in during works planning;
- Notifications including maps to keep businesses informed, explaining the purpose of the works, what they can expect, and any potential impacts (delivered in paper or electronic format);
- Newsletters to provide a six-month update to properties within 500 metres of the construction site on a quarterly basis (delivered in paper or electronic format); Fact sheets (where suitable) to provide detail on aspects of the work and the project;
- Business briefing sessions which may be one-on-one or with a group of business owners and may be face-to-face or online where appropriate;
- Invitations to open days where business owners can also have access to a wider range of subject-matter experts and experience for themselves the works that are being undertaken in their local area.

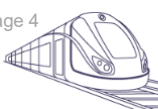
Importantly for this area, CPBG JV will make information available in a variety of community languages. Some business owners have been identified as having a language other than English as their main language and so communications will be provided to those in a way that is suited to their needs.

CPBG JV will work closely with Sydney Metro, Penrith City Council, Penrith Valley Chamber of Commerce, government agencies, transport operators, event organisers, the St Marys Town Centre Board, other nearby projects and Interface contractors to reach local businesses.

2.3. Contact facilities and information points:

- Project website - www.sydneymetro.info
- Facebook - www.facebook.com/SydneyMetro
- 24-hour community information line - 1800 717 703
- Postal address - PO Box K659, Haymarket, NSW 1240
- Community email address - sydneymetrowsa@transport.nsw.gov.au
- Briefings to strata managers, building owners, council officers and local business chambers;
- Mitigation measures to respond to the reasonable requirements of the business; and
- Stakeholder database to record interactions with business and to record business information collected in the business surveys.

CPBG JV would also like to provide local small businesses with access to the NSW Small Business Commissioner (<https://www.smallbusiness.nsw.gov.au/>). We would work with Sydney Metro to invite representatives from the Small Business Commissioner to visit the St Marys small business community at a mutually convenient time. The aim is to ensure local small businesses are aware of the services available to them through the NSW Government. The visit may be to individual businesses or as part of a small business forum (online or in person).



2.4. Business areas

The northern end of Queen Street and Station Street is a small business precinct and consists of:

- Mixed retail including cafes, restaurants, grocery and convenience stores, clothing stores, hair and beauty services, digital goods, accountants, and more
- Health services such as dental, medical and pharmaceutical

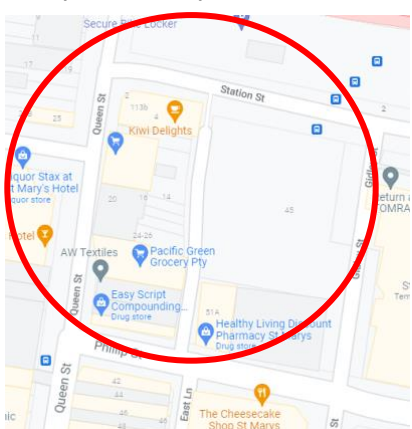
Phillip Street consists of small businesses, with many providing employment services, and includes a Centrelink which backs onto the site of the SBT works.

2.5. Evaluation

Evaluation of the performance and effectiveness of the Small Business Owners Engagement Plan will be undertaken every six months or as required in accordance with the measures outlined in Sydney Metro's OCCS and the CPBG JV CCS.



3. Small and adjacent business identification and issues mapping

Sector	Stakeholders	Impact	Mitigation Measures	Communications approach
<p>Station Street, Queen Street & Phillip Street strip retailers</p>  <p>50m radius of adjacent businesses</p>	<ul style="list-style-type: none"> • Centrelink • Pizza King • Skilling and Employment • Bridging the Gap • Healthy Living Discount Pharmacy • St Marys Medical Centre • APM Employment Services • Huss Barber Shop • Global Skills St Marys • CDK9 Raw • Cheesecake Shop • INT Nurse Training • Global Skills • Citywest Dental Centre • Easy Script Compound Pharmacy • Sydney West Accountants • 786 Bookkeeping • Jhelum Group • Premier Factory Seconds • St Marys Tobacconist • Li Na Massage • Jasmine Massage • Warpaint Tattoo and Body Piercing • Chrissies Café • Cut & Comb St Marys • Church (Jesus Is Lord, Queen Street) • Yourtown 	<p>General construction impacts including noise, traffic interruptions, construction traffic and impacts to parking, garbage collection and pedestrian access</p> <p>*Access will be particularly important for delivery vehicles **Ensure delivery for brewery trucks is not interrupted by street detours (if there are any)</p>	<ul style="list-style-type: none"> • Well maintained local traffic controls to manage local traffic • Ensure pedestrian access is clear and unobstructed during the day • Wayfinding signage is clear and appropriately set out • Noise and dust management • Equipment stored on local streets does not impact traffic or access to businesses • Clear communication of changes to local road network and access routes • Clear communication on parking closure and alternate parking • Clear access to East Lane for access to business on-site parking, deliveries and garbage collection • Toolbox talks to remind workforce of behaviour and 	<ul style="list-style-type: none"> • No surprises approach, clear and concise information and provide adequate opportunity for feedback when or if required • Meetings and doorknocks with retailers • Provision of regular updates, notifications and newsletters • Information sessions • Verbal and electronic updates • Vietnamese, Cantonese and other language translations may be required for some retailers.

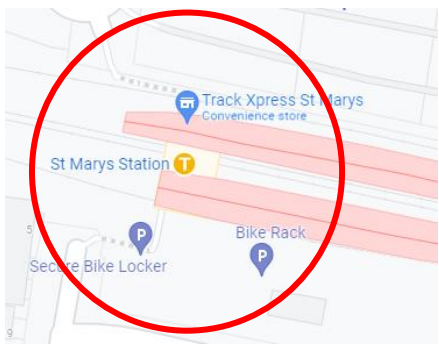


Sector	Stakeholders	Impact	Mitigation Measures	Communications approach
	<ul style="list-style-type: none"> • Khizer Biryani Tikka House • Exotic Indian Beauty • Sto Nino Oriental Mini Mart • Pacific Green Grocery • Jayam Supermarket • Fusion café • Liquor Stax • Bakery • LD Cenzia And Co (Tax Agent/ Accountants) • Denture Clinic • Liquid Laundromat • Bill's Shoe Repairs • M.B.I Electronics • St Marys Hotel • Fabrics Wholesale and Retail • St Marys Hardware and Accessories • Cashaway • Jonelles Hair and Beauty Design • Ferrari Hair Plus • Ria money transfer • The BIG BIG Aloha • Prince Nisha's Kitchen • Optometrist (Precision Specs) • ANZ • Jennica Nails and Beauty • Kishan Fruit and Veg • Emerald Medical Centre • Anila's Hair and Beauty • Jayam Supermarket • Dental Surgery • Angelina Hair Salon • St Marys Fish Market 		neighbouring businesses	



Sector	Stakeholders	Impact	Mitigation Measures	Communications approach
	<ul style="list-style-type: none"> • B'Trendy Boutique • Golden Chopsticks • Ned's Butchery • Rita's Fashion • Hair by Amany • Queen Street Grocers • Sawang Thai Massage • Barber Haven • Best Frozen Seafood and Vegetables • St Mary's Pharmacy • St Marys Medical Surgery • Lucky'café • Smiling Massage • Train Station Gym 24/7 • Free Choice • Sydney's Charcoal Chicken • Chemist Warehouse • Cleopatra Imported Furniture • Chicago Ribs • Dentist on Queen • ALPHA Jiu Jitsu Academy • Bare Bunny's Madames Relaxation • Travel Care • St George • Fred's Toys and Diecast • Finders Keepers • Doves Jewellery • Commonwealth Bank • Royal Remembrance Chapel • Martino Hot Bread • Westpac • Everything Adult 			



Sector	Stakeholders	Impact	Mitigation Measures	Communications approach
St Marys Station 	<ul style="list-style-type: none"> Super Tools Australia Station Shop 	<p>General construction impacts including noise, traffic interruptions, construction traffic and impacts to pedestrian access</p>	<ul style="list-style-type: none"> Well maintained local traffic controls to manage local traffic Ensure pedestrian access is clear and unobstructed during the day Wayfinding signage is clear and appropriately set out Noise and dust management Equipment stored on local streets does not impact traffic or access to businesses Work area is left secured to ensure community safety Clear communication of changes to local road network and access routes Toolbox talks to remind workforce of behaviour and neighbouring businesses 	<ul style="list-style-type: none"> Meetings and doorknocks with retailers Provision of regular updates, notifications and newsletters

