



*This document outlines how proponents can meet the expectations of the department's Undertaking Engagement Guidelines for State Significant Projects. It has been designed to support the planning and delivery of engagement that is proportionate and appropriate based on scale and impact of a project.*

## Delivering successful engagement

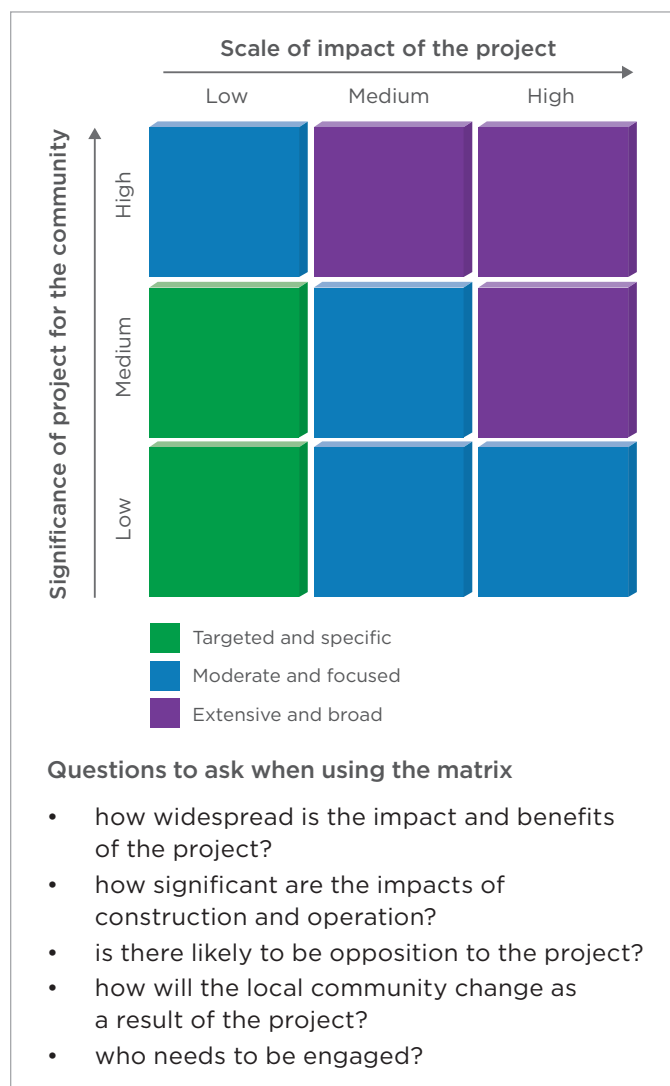
To deliver successful engagement on a State significant project, proponents should tailor their engagement approach. Engagement needs to be proportionate to the likely impacts, local context and level of community interest in the project.

**To determine the appropriate level of engagement for a project, proponents should consider:**

- **The magnitude of likely impact of the project.** This is not the commercial value of a project but the scale of the impact. Even small projects can have significant benefits or adverse impacts on a community.
- **The significance of the change.** This could include changes to a community such as visual amenity through to the movement of people or use of a space.
- **The local context.** Understanding local context means knowing who is in the community, what else may be happening in the area and what has happened in the past. The same kind of project may not have the same impact in a different local context.
- **The stage of project.** At different stages of a project, different engagement is likely to be required. By engaging early, proponents can better understand community issues and concerns, and deliver more effective engagement.

## The engagement matrix

The engagement matrix helps proponents identify the level of engagement required. This matrix should be considered along with the International Association of Public Participation (IAP2) public participation spectrum. Proponents are encouraged to use this matrix to ensure a proportionate and appropriate engagement is delivered.



<b>Targeted and specific</b> Engagement may include methods across the IAP2 spectrum however it will target those most impacted or interested in the project, or on specific issues/ opportunities.	<b>Moderate and focused</b> Engagement is likely to include some level of 'involve' and 'collaborate' with focused groups or individuals. As well as 'informing' a larger audience.	<b>Extensive and broad</b> Engagement will be required with a diverse range of people and groups throughout the project. This could range from 'inform' through to 'empower' depending on the project context and impact.
<p>A project deemed to have low impact and low significance for the community is likely to:</p> <ul style="list-style-type: none"> <li>• have limited visual or local amenity changes.</li> <li>• involve minor construction or operational impacts.</li> <li>• located away from communities and population.</li> </ul>	<p>A project deemed to have low to medium impact and medium significance for the community is likely to:</p> <ul style="list-style-type: none"> <li>• change the visual or local amenity.</li> <li>• impact some local infrastructure.</li> <li>• have some construction or operational impacts.</li> </ul>	<p>A project deemed to have high impact and high significance for the community is likely to:</p> <ul style="list-style-type: none"> <li>• significantly change the visual or local amenity and local infrastructure.</li> <li>• have significant construction or operational impacts.</li> <li>• involve land acquisition.</li> </ul>

## How does impact and significance affect the level of engagement?

Perhaps the most complex aspect of engagement is determining the level of engagement required.

A project assessed as **targeted and specific** on the engagement matrix will most likely involve the directly impacted community, those who will see, live near or use the immediate area of the project.

A project assessed as **moderate and focused** on the matrix will require a broader engagement program. This may include those directly affected but also those in the suburb or 'natural catchment' (determined by major roads, waterways and open space as well as geographic boundaries) and organised groups in the local community (community, interest and advocacy).

A project assessed as **extensive and broad** on the matrix will require wide-reaching engagement and availability of information about the project and how to be involved. This may include a catchment of a regional, metropolitan or even state-wide level (depending on the project) and a multi-stage engagement process that provides a range of activities for people to access to share their views.

Regardless of the scale of engagement, key demographics such as language at home and education levels should inform any engagement program so that information and activities are accessible and appropriate for each community.

---

## Supporting material

Further references to support the planning, assessing and consideration of engagement.

### Undertaking Engagement Guidelines for State Significant Projects

[www.planning.nsw.gov.au/-/media/Files/DPE/Guidelines/Policy-and-legislation/GD1265-RAF-Engagement-Guidelines-final.pdf](http://www.planning.nsw.gov.au/-/media/Files/DPE/Guidelines/Policy-and-legislation/GD1265-RAF-Engagement-Guidelines-final.pdf)

### Undertaking engagement case studies

**International Association of Public Participation (IAP2)** <https://www.iap2.org.au/>

© State of New South Wales through Department of Planning, Industry and Environment 2021. Information contained in this publication is based on knowledge and understanding at the time of writing (October 2021) and is subject to change. For more information, please visit [dpie.nsw.gov.au/copyright](http://dpie.nsw.gov.au/copyright)