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## Appendix K

# Community and Stakeholder Communications and Consultation Plan

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# Normanville Energy Park

Community and Stakeholder  
Communications and Consultation  
Plan

PREPARED FOR



WestWind Energy Pty Ltd

DATE

22 November 2024

REFERENCE

0740141



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## ACRONYMS AND ABBREVIATIONS

Acronyms	Description
ABS	Australian Bureau of Statistics
AEIC	Australian Energy Infrastructure Commissioner
AEMO	Australian Energy Market Operator
BESS	Battery energy storage system
CBS	Community benefit sharing
CRG	Community Reference Group
CSCCP	Community and Stakeholder Communications and Consultation Plan
CWA	Country Women's Association
DCCEEW	Department of Climate Change, Energy, the Environment and Water (Federal)
DEECA	Department of Energy, Environment and Climate Action (Victoria)
DELWP	(Former) Department of Environment, Land, Water and Planning (Victoria)
DFP	Development Facilitation Program
DTP	Department of Transport and Planning (Victorian)
EPBC	<i>Environment Protection and Biodiversity Conservation Act 1999</i> (Cth)
GW	Gigawatt. 1 gigawatt = 1000 megawatts
GWh	Gigawatt hour
Ha	Hectares
IAP2	International Association for Public Participation
kV	Kilovolt
LGA	Local Government Area
MW	Megawatt
NMEP	Normanville Energy Park ('the Project')
RAP	Registered Aboriginal Party
REZ	Renewable Energy Zone
U3A	University of the third age
VICSES	Victoria State Emergency Services
VNI	Victorian-New South Wales Interconnector
Wh	Watt hour
WTG	Wind turbine generator

## 1. ACKNOWLEDGEMENT OF COUNTRY

WestWind Energy Pty Ltd (WestWind) acknowledges this Project is located on the traditional lands of the Barapa Barapa, Wamba Wamba and Yorta Yorta people, and wishes to pay respect to their Elders, past and present. We acknowledge and respect the ongoing connection between the people and the land and waters.

## 2. PURPOSE

This Community and Stakeholder Community and Consultation Plan (the Plan) supports the planning process for the proposed Normanville Energy Park (the Project).

The Plan is a progression of the existing Normanville Energy Park *Preliminary Community and Stakeholder Engagement Strategy* (the Strategy), prepared in April 2023 and delivered between April 2023 and June 2024 to guide engagement activities in the lead up to the Project's development application submission. An overview of these activities and outcomes can be found in **Section 15**.

This Plan is intended to build on the intention and outcomes of the initial Strategy, by capturing and illustrating the engagement undertaken, and using the results to guide the Project's future engagement direction.

This Plan also outlines the engagement principles and methodology the Project is using to build trust and encourage community dialogue that has capacity to evolve into long-term and respectful relationships. By providing ongoing opportunities to listen and work with stakeholders, the Project aims to cultivate a partnership environment with the community as it moves towards construction and operation.

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## 3. PROJECT OVERVIEW

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### 3.1 PROJECT PROPONENT

The state of Victoria has abundant wind resources, and as such has the potential to contribute a significant proportion of Victoria's growing electricity consumption through wind power. WestWind Energy Pty Ltd is an Australian company dedicated to the development, construction, operation and management of wind farms and other renewable energy projects in Australia.

WestWind has been active in Australia since 2004, and currently has three wind farms in operation (Mt Mercer, Moorabool, and Lal Lal) and one under construction (Australia's largest onshore wind farm, Golden Plains) in Victoria. A further 9 GW of onshore wind projects are at various stages of development across Australia.

Monitoring of the wind resource around Normanville, in northwest Victoria, was initiated by WestWind in 2019. Further feasibility investigations were then conducted and in 2023, the company made the commercial decision to pursue planning permission.

### 3.2 PROJECT SCOPE

Normanville Energy Park (the Project) is a proposed wind farm located on approximately 1932.83 ha in northwest Victoria.

The Project consists of up to 17 wind turbine generators (WTG) with an indicative ground clearance of 50 m and a tip height of 280 m, and an installed capacity of up to 122 MW and predicted energy production of 430 GWh annually. Note: These figures are subject to change in response to the outcomes of environmental and planning assessments, and in response to advances in turbine technology during the planning phase of the Project.

Associated Project infrastructure includes:

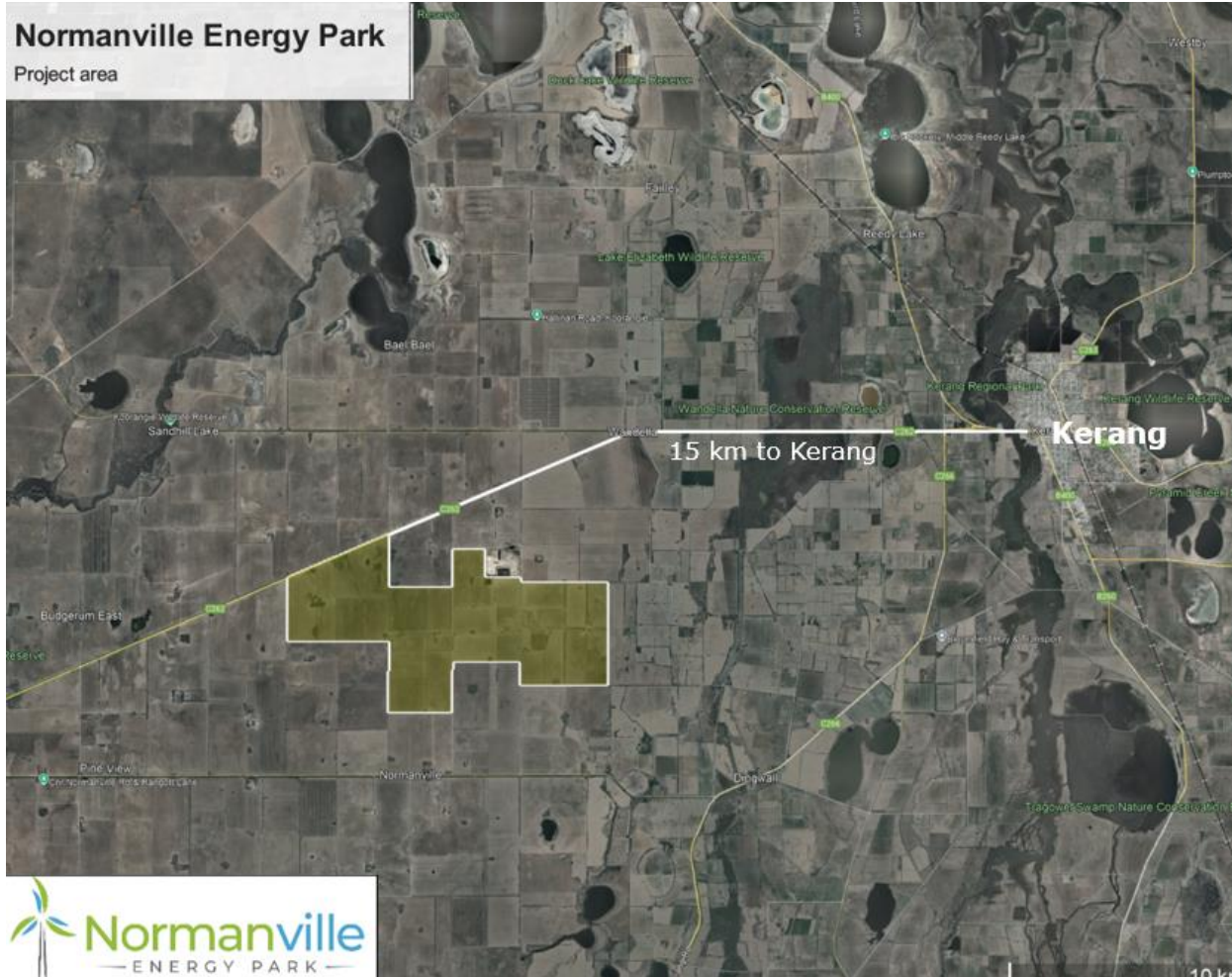
- Turbine foundations, hardstand and laydown areas for each wind turbine.
- Approximately 26.25 km of internal access tracks of 5.5 m in trafficable width, including drainage as required. Public road intersection and site access upgrades will be undertaken as required.
- Underground electrical cables connecting turbines to each other and the internal collector station.
- Approximately 7.17 km external underground transmission line from Project collector station to the Koorangie Terminal Station northwest of the Project site, providing connection into the National Electricity Market.
- Operations and maintenance facilities, a meteorological mast, various temporary construction areas including equipment laydowns, concrete batching plants and site compounds.

### 3.3 SITE LOCATION

The proposed Project site is located in Normanville, about 225 km northwest of Melbourne, in the Gannawarra Shire, in Victoria. Nearby towns and localities include Kerang (15 km), Quambatook (30 km), Boort (47 km), Cohuna (55 km), Lalbert (52 km), Swan Hill (79 km).

The closest townships are Kerang, about 15 km to the north-east and Quambatook, about 20 km to the south-west. The Project site covers an area of approximately 1932.83 ha and spans 4.5 km north-south and 6.5 km east-west, loosely bounded between Normanville Road, Manuel Road, Dip Road, and the Kerang-Quambatook Road. See **Figure 1**.

**FIGURE 1** NORMANVILLE WIND FARM LOCATION



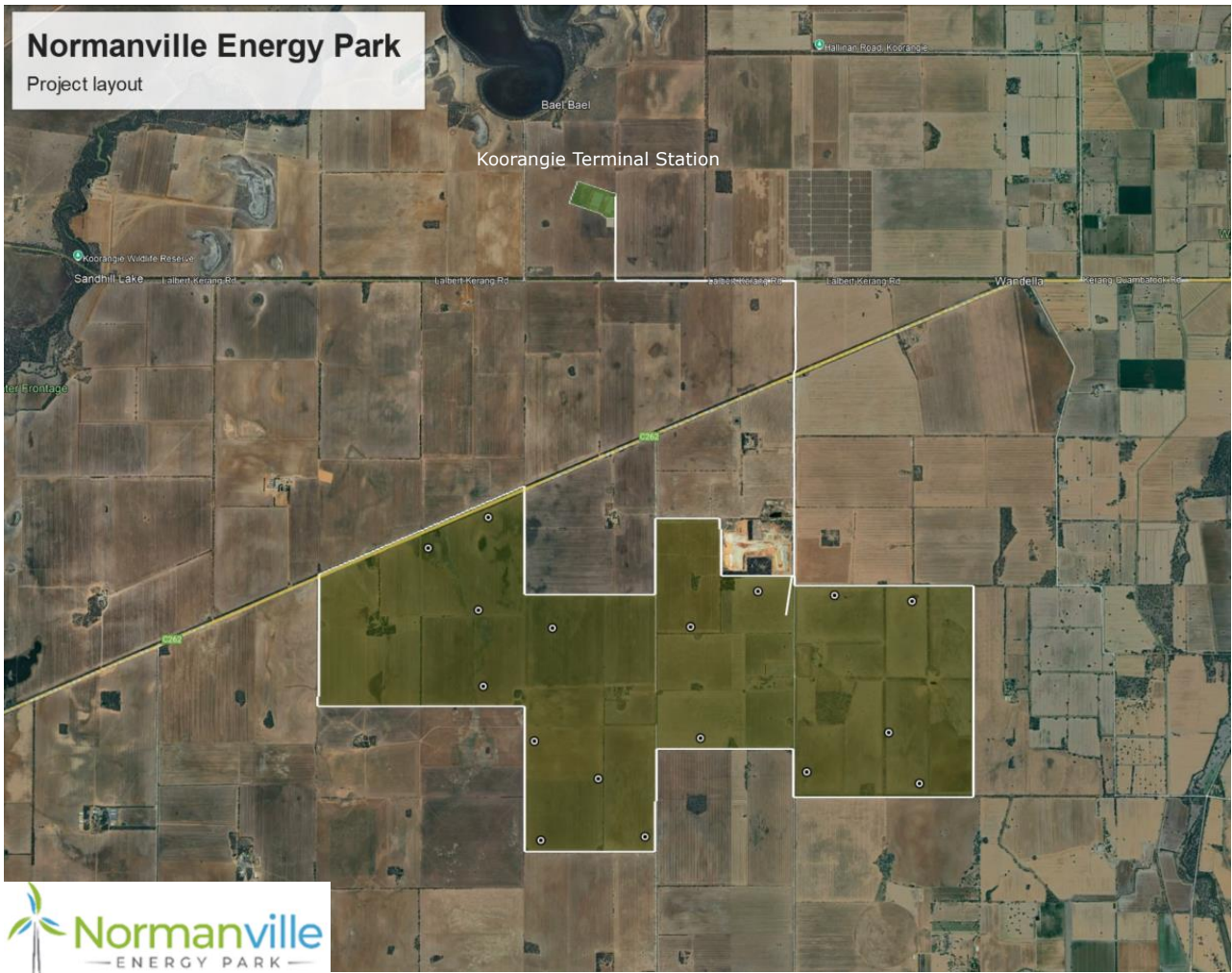
### 3.4 PROJECT FOOTPRINT

The land on which construction would occur is freehold land, secured under option to lease agreements with four local landholders. All turbines will be located in accordance with Victorian planning guidelines and are currently 1.5 km from dwellings on neighbouring properties.

It is proposed that the Project will connect into the Koorangie Terminal Station that is within the Koorangie Energy Storage Station, located approximately 5 km north of the Project site, See **Figure 2**.

As the Project footprint is on agricultural land, much of the Project area is clear of trees and dense vegetation, significantly reducing the potential for flora and fauna impacts. Only a small fraction of native vegetation is expected to be disturbed during construction. WestWind has conducted a number of environmental studies to inform the Project design, to ensure potential environmental impacts are understood and mitigated.

FIGURE 2 PROPOSED SITE FOOTPRINT, TRANSMISSION AND WTG LAYOUT – SEPT 2024



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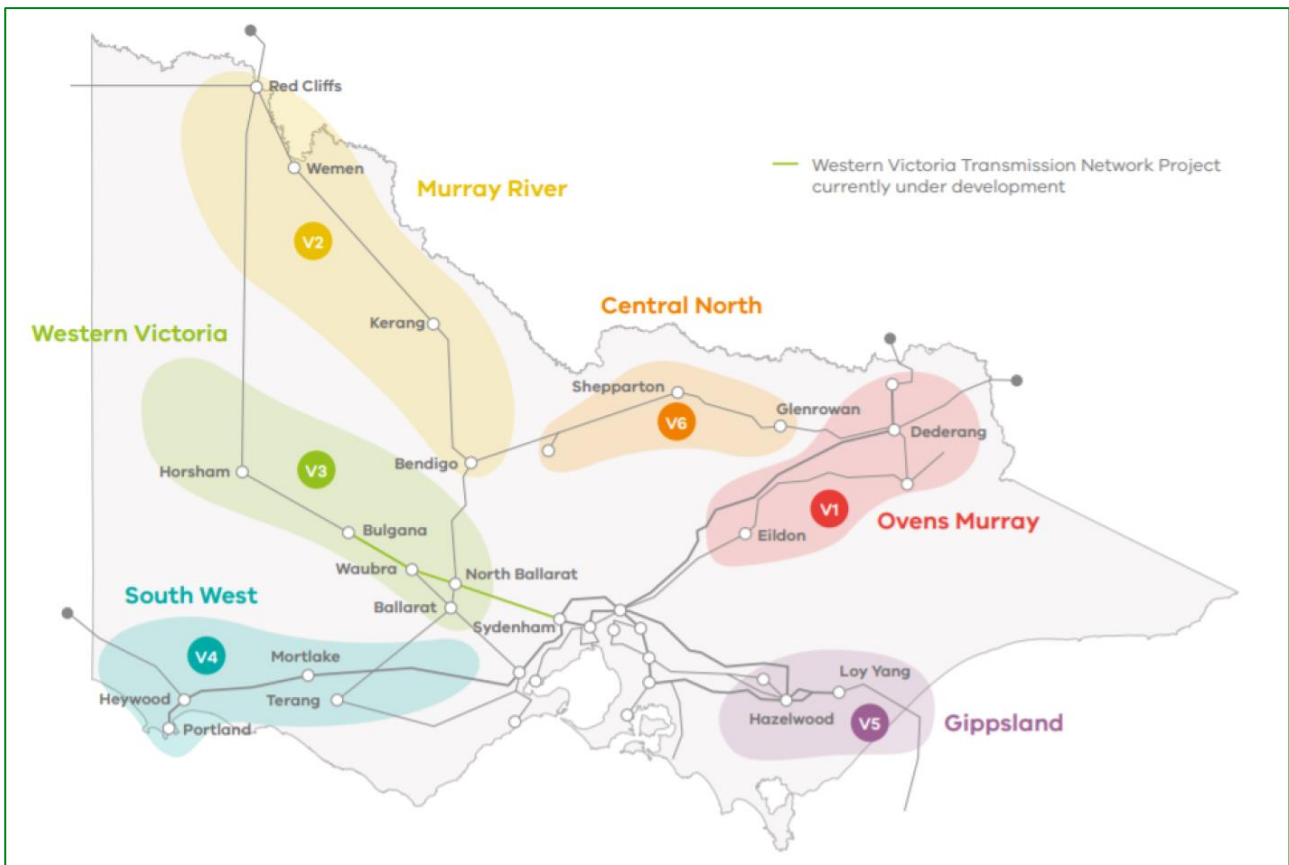
### 3.5 MURRAY RIVER RENEWABLE ENERGY ZONE

The Victorian Renewable Energy Zones – Development Plan Discussion Paper proposes various renewable energy zones. See **Figure 3**.

Normanville is situated in Victoria’s Murray River Renewable Energy Zone (REZ), see Figure 3. WestWind has identified the Normanville region for its strong wind resource using a range of innovative instrumentation and data analysis techniques to model wind characteristics at the site. It is also located in close proximity to the Koorangie Terminal Station and the proposed Victoria-NSW Interconnector West (VNI West) transmission line.

In Victoria, REZs are proposed to form part of the Renewable Energy Roadmap to expand the power grid, achieve energy security, and accelerate green energy generation. The need for renewable energy zones has accelerated in response to coal-fired power station closures.

**FIGURE 3 MAP OF VICTORIA’S RENEWABLE ENERGY ZONES<sup>1</sup>**



### 3.6 VICTORIA-NSW INTERCONNECTOR

To carry clean, low-cost renewable power from renewable energy zones in New South Wales and Victoria, the Australian Energy Market Operator (AEMO) has proposed a new transmission link, the Victoria-NSW Interconnector, or VNI West project.

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<sup>1</sup> Victoria Renewable Energy Zones, Infrastructure Pipeline [\[Link\]](#)

VNI West is a proposed new high-capacity 500 kV double-circuit overhead transmission line, providing a connection between the Western Renewables Link in Victoria and Project EnergyConnect in New South Wales<sup>2</sup>.

The network is expected to carry clean, low-cost renewable power from REZs, in particular the Murray River REZ and the Western Victorian REZ, and improve security and reliability in the electricity network as coal-fired power stations retire<sup>3</sup>.

In October 2024, Transmission Company Victoria released its preferred design for the 240 km Victorian component of the VNI West project.

The design indicates the VNI project will cross the Murray River north of Kerang, and northeast of Normanville. See **Figure 4**.

Transmission Company Victoria, a subsidiary of AEMO, is the government's controlled statutory authority that will lead the delivery of VNI West in Victoria.

**FIGURE 4 PREFERRED ROUTE FOR THE VNI WEST PROJECT (OCT 2024)<sup>4</sup>**



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<sup>2</sup> VNI West Frequently Asked Questions, AEMO [\[Link\]](#)

<sup>3</sup> VNI West, AEMO [\[Link\]](#)

<sup>4</sup> Transmission Company Victoria, Project Overview, [\[Link\]](#)

### 3.7 PROJECT BENEFITS

Normanville Energy Park would bring environmental, social and economic benefits to Gannawarra Shire and the northwest region of Victoria generally.

The Project is expected to deliver the following local and statewide benefits:

- Generation of renewable, low-cost energy to power approximately 90,000 Victorian homes.
- Saving of up to 300,000 tonnes of greenhouse gas annually, equal to taking about 76,000 cars off the road.
- Capital investment of more than \$300 million.
- Creation of up to 60 construction jobs and around two to three ongoing jobs for operation.
- 0.3% of Victoria's annual energy consumption.
- Contribute up to around 430 GWh new renewable energy capacity to help achieve the State's renewable energy goals and, more broadly, assist with Australia's transition to renewable energy and support the Victorian Government's target for Net Zero emissions by 2045.

### 3.8 PROJECT PLANNING AND APPROVALS

WestWind Energy intends to lodge an application to the Minister for Planning as the Responsible Authority for Wind Energy Facilities via the Development Facilitation Program (DFP), an accelerated assessment pathway for eligible wind energy facilities. DFP applications can be made for projects in priority sectors that meet the eligibility thresholds, which Normanville Energy Park fulfills, see **Table 1**.

**TABLE 1 DEVELOPMENT FACILITATION PROGRAM ELIGIBILITY**

	<b>DFP Eligibility thresholds</b>	<b>Normanville Energy Park</b>
<b>Land use</b>	Renewable energy facility	Wind farm
<b>Location</b>	Regional/metropolitan	Regional
<b>Threshold/ criteria</b>	1 megawatt install capacity	122 megawatt install capacity

The Project will also be referred under the *Commonwealth Environment Protection and Biodiversity Conservation Act 1999 (EPBC Act)*.

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## 4. ENGAGEMENT OBJECTIVES

As a long-term partner in the Normanville region, WestWind aims to build a solid and trusting relationship with the community. WestWind aims to deliver effective stakeholder engagement and consultation throughout the development, construction and operation stages of the Project. Engagement aims to:

- Ensure stakeholders feel appropriately engaged and informed throughout the Project lifecycle.
- Partner with landholders and collaborate with community, Traditional Owners and authorities.
- Provide landowners and local residents opportunity to feel a sense of ownership over the Project.
- Provide opportunities for landowners and residents to voice their opinions, and feedback in a way that reassures all voices have been heard.
- Position the Project as a source of pride for landowners and residents of surrounding townships.
- Provide ongoing opportunities for affected stakeholders and interested parties to be informed, consulted and involved; and their values, priorities and issues acknowledged and considered.

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## 5. ENGAGEMENT PRINCIPLES

The WestWind engagement team will be guided by the following principles that align with the Clean Energy Council's *Best Practice Charter for Renewable Energy Projects*:

- We will engage **respectfully with Traditional Owners** of the land, to seek their views and input before submitting a development application or finalising designs.
- We will undertake **meaningful and constructive engagement** with community and stakeholders on a variety of Project elements regarding the Project to contribute to the planning and approval process.
- We will build reputation as a **trusted, credible information source** through accurate and timely information provision.
- We will **build constructive long-term relationships** with a view to establishing community support and acceptance of the Project.
- We will be **sensitive to the impacts on the land**, including areas of high biodiversity, cultural, agricultural and landscape value in the design and operation of the Project.
- We will **integrate relevant feedback** and engagement outcomes into project decision-making.
- We will seek **opportunities to support the community for mutual benefit** by working with local communities to identify, design and deliver beneficial outcomes.

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## 6. ENGAGEMENT STAGES

This Plan outlines three stages of communication and consultation activities aligning with the development phases of the Project:

- **Stage One** was completed between June 2023 and May 2024 and consists of preliminary engagement activities designed to introduce the Project to the community and stakeholders and capture initial feedback to inform the design of the Project and engagement moving forward. See **Section 15** of this Plan for activities undertaken during this stage, and an evaluation of each.
- **Stage Two** will incorporate activities to be undertaken while the Project's planning applications are assessed. The aim during this stage will be to maintain communication with stakeholders so they remain informed about the environmental approvals and planning process and have opportunity to be involved where relevant. See **Section 16** for activities planned during this stage.
- **Stage Three** activities will be undertaken once the Project receives planning approval, prior to construction. During this stage, the Project will seek to actively reach the broader community beyond those immediately impacted by the Project. See **Section 17** for activities planned during this stage.
- **Stage Four** engagement will be planned once the Project receives planning approvals and is commencing construction delivery. See **Section 18**.

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## 7. ALIGNMENT WITH EXISTING ENGAGEMENT GUIDELINES

The Project’s consultation will be impacted by expectations in the broader engagement and renewable energy landscape. The influence of this evolving context will shape both delivery and approach. These include, but are not limited to the reference documents listed in **Table 2** below (refer to **References** for full citations):

**TABLE 2 ENGAGEMENT GUIDELINES**

Guideline	Description
<b>Industry best practice</b>	
<i>IAP2 Quality Assurance Standard and Public Participation Spectrum</i>	<ul style="list-style-type: none"> <li>The International Association for Public Participation (IAP2) Quality Assurance Standard provides guidance on best practice community and stakeholder engagement.</li> <li>The Quality Assurance Standard was endorsed by the IAP2 Federation in May 2015 and is recognised as the International Standard for Public Participation practice.</li> <li>The Public Participation Spectrum aims to assist the selection of the level of participation that defines the public’s role in any community engagement program.</li> </ul>
<i>Clean Energy Council’s Best Practice Charter for Renewable Energy Projects</i>	<ul style="list-style-type: none"> <li>A voluntary set of commitments for Clean Energy Council members designed to clearly communicate the standards that the signatories will uphold in the development of current and new clean energy projects.</li> <li>Includes commitment to engaging respectfully with the communities in which projects plan and operate, to be sensitive to environmental and cultural values, and to positively contribute to the region in which each project operates.</li> </ul>
<b>Community engagement guidelines</b>	
<i>Clean Energy Council’s Community Engagement Guidelines for the Australian Wind Industry</i>	<ul style="list-style-type: none"> <li>Comprehensive, best practice approach to community engagement addressing six key stages of the wind farm life cycle and offering practical advice for action.</li> <li>Provides a framework to achieve mutually beneficial outcomes and to increase clean energy development in Australia.</li> </ul>
<i>Community Engagement Review</i>	<ul style="list-style-type: none"> <li>The Australian Energy Infrastructure Commissioner, released this Review in December 2023, commissioned by the Albanese Government in July 2023.</li> <li>It makes nine recommendations, focusing on people, places, process, and projects and over six key themes.</li> </ul>

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	<ul style="list-style-type: none"> <li>• The Commonwealth Government has provided in-principle support to all nine of the recommendations made in the report.</li> <li>• As at March 2024, there is ongoing discussion on if and how these recommendations will be implemented in practice.</li> </ul>
<i>First Nations Leading Principles: First Nations and Renewable Energy Projects</i>	<ul style="list-style-type: none"> <li>• Puts into operation all ten of the First Nations Clean Energy Network’s Aboriginal and Torres Strait Islander Best Practice Principles for Clean Energy Projects.</li> <li>• The first ever comprehensive national guide on meaningful engagement, consent, participation, and benefit-sharing with First Nations people on renewable energy projects.</li> <li>• New guide setting out expectations for industry and details key considerations for engagement at each stage of a project’s lifecycle.</li> </ul>
<i>National Farmers Federation, Industry Engagement Guidelines for On-farm Activities</i>	<ul style="list-style-type: none"> <li>• Designed to guide respectful and constructive engagement between farmers and industries requiring land access, including renewable projects.</li> <li>• The Guidelines set out principles for industry engagement with farmers, including community engagement.</li> </ul>
<b>Community benefit sharing</b>	
<i>Community Engagement and Benefit Sharing in Renewable Energy Development: A Guide for Renewable Energy Developers</i>	<ul style="list-style-type: none"> <li>• Published by the Department of Energy, Environment and Climate Action (DEECA, formerly DELWP) in 2017, and updated in July 2021, this document outlines the role and benefits of community engagement and benefit sharing in wind farm development.</li> </ul>
<i>A guide to benefit sharing options for renewable energy projects</i>	<ul style="list-style-type: none"> <li>• Published by the Clean Energy Council in 2019, outlines how benefit sharing can help integrate a development in the local community by contributing to the future vitality and success of the region.</li> <li>• It is based on a desire to establish and maintain positive long-term connections to the area and to be a good neighbour in a transparent and mutually beneficial and strategic way.</li> </ul>

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## 8. COMMUNITY PROFILE

The following section provides an overview of the region, urban centres, and localities where the proposed site is located and a profile of the people who live there.

### 8.1 GANNAWARRA SHIRE

Normanville is located in Gannawarra Shire Local Government Area (LGA) in the Loddon Mallee region of Victoria. Gannawarra Shire sits on the border of New South Wales, and is home to Victoria’s second-longest river, the Loddon River, which flows from the Great Dividing Range to the Murray River.

The Traditional Owners of land and waters of the area are contested and not formally recognised under a Registered Aboriginal Party, but the Barapa Barapa, Wamba Wemba and Yorta Yorta peoples are recognised to have lived and travelled in Gannawarra Shire. Colonial settlement began in the 1860s-1890s, with some farming and irrigation infrastructure that was established in the 1880s still in use today<sup>5</sup>.

The Shire is divided into four wards, serviced by seven councillors: three for the Patchell Ward; two for the Yarran Ward; and single representatives each for the Avoca and Murray wards. The Project area located in Avoca Ward, see **Figure 5** below:

FIGURE 5 GANNAWARRA SHIRE COUNCIL AREA<sup>6</sup>



Source: Gannawarra Shire Council website

The Shire is a predominantly rural area and encompasses a total land area of over 3,700 km<sup>2</sup>. The land is primarily agricultural, with the western part of the Shire predominantly used for cereal grain production. The main townships are Kerang, Cohuna and Koondrook, with smaller towns at Lake Charm, Lalbert, Leitchville, Macorna, Murrabit, Mystic Park and Quambatook.

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<sup>5</sup> Gannawarra Shire Heritage Study Stage One, Robyn Ballinger [\[Link\]](#)

<sup>6</sup> Gannawarra Shire Community Profile, IDCommunity [\[Link\]](#)

## 8.2 KERANG

Kerang is the largest urban centre in Gannawarra Shire, and is home to more than one-third of the shire’s total population. Kerang is known for its lakes, annual showcase of agriculture at the Kerang Show, and the emergence of several solar farms. The Barapa Barapa peoples are generally accepted to be the Traditional Owners of the area and are represented by Barapa Land & Water and Barapa Country Aboriginal Corporation.

## 8.3 NORMANVILLE, DINGWALL AND WANDELLA

The Project’s proposed footprint is located on the border of three localities, Normanville, Dingwall and Wandella. These small localities are bordered by Kerang to the east, the Lake district wetlands to the north, and farmland extending out to Quambatook to the west.

Nearby reserves include Wandella Nature Conservation Reserve (to the northeast) and Leaghur State Park (south). Nearby water bodies include the Avoca River, Koorangie Channel, Sandhill Lake, Lake Bael Bael, Lake Elizabeth, Pelican Lake, Lake Wandella, Lake Murphy, Great Spectacle Lake, Little Lake, Lake Meran, and Lake Gilmour.

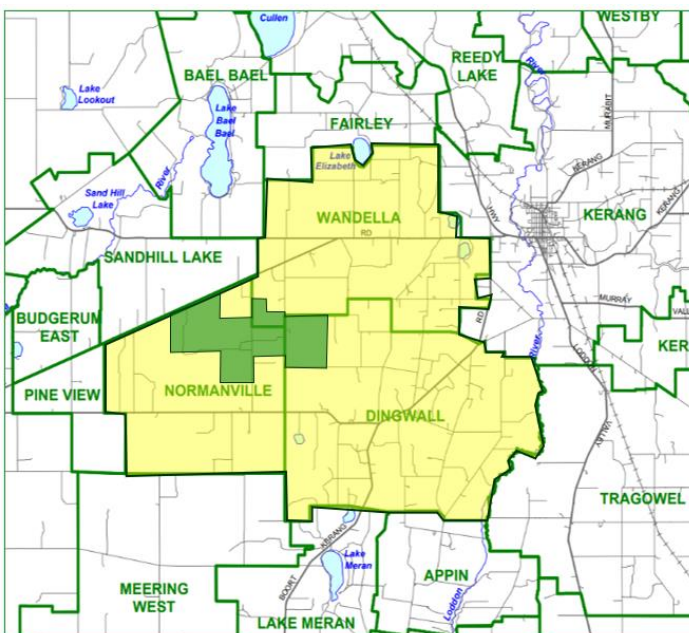
Localities hosting the project area (and their populations) are:

- |   |   |
|---|---|
| <ul style="list-style-type: none"> <li>• Normanville (34)</li> <li>• Dingwall (99)</li> </ul> | <ul style="list-style-type: none"> <li>• Wandella (67)</li> </ul> |
|---|---|

Localities surrounding the project area (and their populations) are:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>• Appin (12)</li> <li>• Budgerum East (0)*</li> <li>• Pine View (0)*</li> <li>• Meering West (0)*</li> </ul> | <ul style="list-style-type: none"> <li>• Sandhill Lake (0)*</li> </ul> <p><i>*Note: Census information is not available for localities with a very low population.</i></p> |
|---|--|

FIGURE 6 MAP OF NORMANVILLE, DINGWALL AND WANDELLA WITH SITE OVERLAYED



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## 8.4 SOCIO ECONOMIC PROFILE - LGA DEMOGRAPHIC DATA

All information is based on Australian Bureau of Statistics (ABS) 2021 Census data unless stated otherwise. The statistics referenced below are shown in **Table 3**.

### 8.4.1 POPULATION

In 2021, Gannawarra LGA has a total population of 10,683 people, of whom 2.5% are of Aboriginal and/or Torres Strait islander background (compared to 1.0% for the whole of Victoria). In 2023, the estimated residential population of the Gannawarra Shire is approximately 10,420, according to the 2023 ABS Estimated Resident Population.

Gannawarra Shire has a median age of 51, substantially older than the state average age of 38. The region has higher proportions of people aged 45-74 years (44.2% versus 33.5% in Victoria), and almost double the proportion of people aged over 75 (13.8% versus 7.5% in Victoria).

The median age for Aboriginal and/or Torres Strait Islander peoples in Gannawarra is 25 years old, similar to wider Victoria at 24 years.

### 8.4.2 EMPLOYMENT AND INCOME

The Gannawarra population's median weekly household income is substantially lower than Victoria; averaging \$1,071 per week compared to \$1,759 in Victoria.

In Gannawarra, proportionately fewer people are in the labour force in Gannawarra than in Victoria (50.5% versus 62.4%), however the unemployment rate is also lower (3.6% of the labour force versus 5.3% in Victoria).

The region's **Dairy Cattle Farming** industry employs almost eight per cent of the population (7.8%), followed by **Local Government Administration** (5.1%) and **Hospitals** (5.0%). **Supermarkets** and **Aged Care** also employ a significant number of people in the region (3.8% and 2.8% respectively).

### 8.4.3 EDUCATION

Compared to Victoria, proportionately fewer students attend tertiary education in Gannawarra (9.6% versus 24.5% in Victoria) with more students in vocational education (including TAFE) than in university. In Gannawarra, almost two-thirds (58.9%) of students in tertiary education attend vocational education, compared to only one-third (32.3%) in Victoria.

### 8.4.4 HOUSING

In Gannawarra Shire, more than half of the occupied dwellings are owned outright, almost twenty per cent more than the state of Victoria (51.3% versus 32.2% in Victoria). Taken in combination with the age and labour force data, this may be attributed to an ageing population who have paid off any mortgages on their homes and are enjoying retirement in the region.

Proportionately fewer dwellings are owned with a mortgage or rented; 24.8% and 18.0% respectively. Median rent in the region is almost half that of Victoria (\$195 versus \$370).

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**TABLE 3 GANNAWARRA LGA – SOCIAL ECONOMIC PROFILE<sup>7</sup>**

Statistic	Gannawarra LGA	Wider Victoria
<b>Population and housing</b>		
Total population (No. of people)	10,683	-
Aboriginal and/or Torres Strait Islander	2.5%	1.0%
Median age (years)	51	38
Age		
Under 24 years	24.4%	29.9%
25-44 years	17.8%	29.1%
45-74 years	44.2%	33.5%
75 years and over	13.8%	7.5%
Number of private dwellings	5,317	-
Housing tenure type		
Owned outright	51.3%	32.2%
Owned with mortgage	24.8%	36.1%
Rented	18.0%	28.5%
Median weekly household income	\$1,071	\$1,759
Country of birth		
Australia	85.7%	65.0%
England	1.5%	2.7%
Philippines	0.7%	1.1%
Religious affiliation		
No religion	40.4%	38.8%
Catholic	17.3%	20.5%
Anglican	13.2%	6.5%
Top languages other than English used at home		
Filipino/Tagalog	0.5%	0.8%
Punjabi	0.2%	1.6%
<b>Education &amp; Employment (2635)</b>		
No. People attending secondary school (% of people attending an educational institution)	556 (21.1%)	412,219 (21.0%)
No. People attending tertiary education (% of people attending an educational institution)	255 (9.6%)	482,005 (24.5%)
% tertiary students in Vocational Education	58.9%	32.3%
% tertiary students in Uni or higher education	41.1%	67.7%
% of population over 15 in the labour force	50.5%	62.4%
% of labour force that are unemployed	3.6%	5.0%
Top industries worked in (% of population over 15)		
Dairy Cattle Farming	7.8%	0.3%
Local Government Administration	5.1%	1.4%
Hospitals	5.0%	4.6%
Supermarket and Grocery Stores	3.8%	2.4%
Aged Care Residential Services	2.8%	2.0%
Unpaid work – Volunteered in last 12 months	22.9%	13.3%

<sup>7</sup> 2021 Census All persons Quickstats Gannawarra LGA, ABS [\[Link\]](#)

## 9. SOCIAL IMPACT CONSIDERATIONS

A Social Impact Assessment for the Project was undertaken in May 2023, to identify and evaluate the social impacts that may be associated with the Project and articulate strategies to mitigate negative impacts.<sup>8</sup>

When considered in conjunction with the socio-economic profile of the Gannawarra region listed above, a number of social context factors become apparent. **Table 4** below outlines these social context factors and the associated engagement considerations.

**TABLE 4 SOCIAL CONTEXT AND CONSIDERATIONS**

Social context factor	Engagement considerations
A rural community where the population is ageing and where the working age population is declining.	Consider how best to connect with those in the area that are representative of the 'missing middle' age groups (and young people who are often overlooked in consultation).
The dominance of employment in the agriculture sector, followed by health or social assistance, and retail trade.	Consider the availability of people to attend and participate in community days and information sessions. Consider seasonality of farm work and the variable hours associated with shift and retail work.
The majority of land holdings are in broadacre crops and sheep and lamb production.	Consider seasonality associated with cropping and grazing activities (sowing, harvest, shearing, lambing) and their impact on participation in engagement activities.
Almost one in four people are living with a disability and one in five people are carers.	Consider how to connect with people with disabilities (25% of the population here) and their carers (20% of the population) and ensure activities have the required access and egress.
Fewer students attend tertiary education in Gannawarra than at a State level.	Ensure all communications collateral is simple and accessible to a broad range of education levels.
Access to public transport use is minimal with more than 80% of people traveling to and from work via car.	Consider ease of access to on-ground participation events. Locations for engagement activities should be considered in light of safety (e.g. limit meetings at night or near dusk).
Lower than average digital access in the home with 70% of homes having	Communications need to include traditional channels, such as letter box dropping information, flyers at events, and face-to-face methods, and

<sup>8</sup> Premier Strategy, (2023), *Social Impact Assessment*, WestWind Energy.

Social context factor	Engagement considerations
access to the internet, lower than the State average of 87%.	advertising must include print as well as digital mediums, to ensure maximum exposure.
Home ownership is high with just 20% of homes rented. However rental affordability is a growing issue with almost one in four paying more than 30% of their income on rent.	There may be people who are not interested in engaging with the Project as they have more pressing priorities.
Volunteer rates are much higher than the State average with more than one in five people volunteering in the local community.	High volunteerism is a demonstration of commitment to the community. Demonstrate WestWind’s commitment to the community by supporting and championing the work of volunteers and making a contribution in the spaces and places where volunteers are active. Possible areas for community benefit sharing.
Ongoing challenges and recovery from severe weather events including significant flooding in late 2022.	There may be people who are not interested in engaging with the Project as they have more pressing priorities.

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## 10. STAKEHOLDER IDENTIFICATION AND ANALYSIS

Communities of interest and key stakeholders with statutory responsibility or other interest have been identified in **Table 5** below to help develop a tailored approach to the development and delivery of communication and engagement activities. This is not intended to be an action plan of those to be engaged by the project, but rather it is a list of known stakeholders in the region. The list will be continually reviewed and revised throughout the project's lifecycle.

**TABLE 5 STAKEHOLDER IDENTIFICATION AND ANALYSIS**

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
<b>Traditional Owners and Indigenous groups</b>	<p><b>Language groups</b></p> <ul style="list-style-type: none"> <li>Wamba Wemba (Kerang northwards)</li> <li>Barapa Barapa (Kerang southwards)</li> </ul> <p><b>Registered Aboriginal Party (RAP)</b></p> <ul style="list-style-type: none"> <li>No RAP for the Project site and surrounds.</li> </ul> <p><b>Community organisations</b></p> <ul style="list-style-type: none"> <li>Wamba Wemba Aboriginal Corporation</li> <li>Barapa Barapa Wamba Wemba Water for Country Committee</li> <li>Barapa Land and Water</li> <li>Mallee District Aboriginal Services</li> </ul>	<ul style="list-style-type: none"> <li>Land management</li> <li>Access to waterways</li> <li>Fire management</li> <li>Cultural practices</li> <li>Places of cultural value</li> <li>Jobs and employment opportunities</li> <li>Supplier opportunities</li> <li>Community benefits</li> <li>Land impacts/ disturbance</li> </ul>	Consult	Face-to-face meetings, cultural heritage consultation, email, phone
<b>Federal Government</b>	<p><b>MPs</b></p> <ul style="list-style-type: none"> <li>Dr Anne Webster MP, Member for Mallee (NP)</li> </ul>	<ul style="list-style-type: none"> <li>Energy/transmission infrastructure</li> <li>Community consultation, including engagement with community groups</li> <li>Agricultural sector, including infrastructure impacts on sector</li> <li>Regional welfare and health services</li> <li>Regional telecommunications</li> </ul>	Involve	Meetings, phone, email, site visits, drop-in sessions

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Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
	<p><b>Federal government agencies</b></p> <ul style="list-style-type: none"> <li>• Department of Agriculture, Fisheries &amp; Forestry</li> <li>• Department of Climate Change, Energy, Environment &amp; Water</li> <li>• Australian Energy Infrastructure Commissioner (AEIC), (Interim Commissioner) John Sheldon</li> <li>• Australian Energy Market Operator (AEMO)                             <ul style="list-style-type: none"> <li>○ Transmission Company Victoria</li> </ul> </li> <li>• Department of Industry, Science &amp; Resources</li> <li>• Department of Infrastructure, Transport, Regional Development, Communications &amp; Arts</li> <li>• Regional Development Australia</li> </ul>	<ul style="list-style-type: none"> <li>• VNI West coordination</li> <li>• Community consultation and community benefits</li> <li>• Economic benefits (including jobs, tourism, local procurement)</li> <li>• Visual impact</li> <li>• Construction impacts</li> <li>• Agricultural impacts</li> <li>• Fire safety</li> </ul>	<p>Inform Involve</p>	<p>EPBC referral, meetings, email, phone</p>
<p><b>State Government</b></p>	<p><b>MPs</b></p> <ul style="list-style-type: none"> <li>• The Hon Peter Walsh, Member for Murray Plains (NP) - Shadow Minister for Regional Development, Local Government, and Aboriginal Affairs</li> </ul>	<ul style="list-style-type: none"> <li>• Funding for regional areas</li> <li>• Community consultation including project developers and transmission network</li> </ul>	<p>Inform Involve</p>	<p>Meetings, email, phone, site visits, milestone updates</p>
	<p><b>State government agencies</b></p> <ul style="list-style-type: none"> <li>• Department of Energy, Environment and Climate Action (DEECA)                             <ul style="list-style-type: none"> <li>○ VicGrid</li> <li>○ Parks Victoria</li> </ul> </li> <li>• Department of Government Services                             <ul style="list-style-type: none"> <li>○ Engage Victoria</li> </ul> </li> <li>• Department of Jobs, Skills, Industry and Regions                             <ul style="list-style-type: none"> <li>○ Regional Development Victoria (Loddon Mallee region)</li> </ul> </li> <li>• Department of Transport and Planning</li> </ul>	<ul style="list-style-type: none"> <li>• REZ coordination</li> <li>• Community consultation and community benefits</li> <li>• Economic benefits (including jobs, tourism, local procurement)</li> <li>• Agricultural impacts</li> <li>• Construction impacts</li> <li>• Planning and permits</li> <li>• Construction impacts</li> <li>• Environmental impacts</li> <li>• Visual impact</li> <li>• Fire safety</li> </ul>		

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
<p><b>Gannawarra Shire Council</b></p>	<p><b>Executive team and council staff</b></p> <ul style="list-style-type: none"> <li>• Geoff Rollinson, Chief Executive Officer</li> <li>• Wade Williams, Director Infrastructure services</li> <li>• Kellie Burmeister, Manager Planning/Regulatory</li> <li>• Planning, emergency management, sustainability, business development and communications teams</li> </ul> <p><b>Elected councillors (as of Oct 2024)</b></p> <ul style="list-style-type: none"> <li>• Cr Daniel Bolitho</li> <li>• Cr Lisa Farrant</li> <li>• Cr Charlie Gillingham</li> <li>• Cr Keith Link</li> <li>• Cr Pat Quinn</li> <li>• Cr Garner Smith</li> <li>• Cr Ross Stanton</li> </ul>	<ul style="list-style-type: none"> <li>• Community consultation and community benefits</li> <li>• Economic benefits (including jobs, tourism, local procurement)</li> <li>• Planning and permits</li> <li>• Local road impacts</li> <li>• Construction impacts</li> <li>• Contribution to environmental and net zero targets</li> <li>• Emergency management plan</li> </ul>	<p>Inform Consult</p>	<p>Meetings, email, phone, community information sessions</p>
<p><b>Neighbours</b></p>	<p><b>Host landholders (4)</b></p> <ul style="list-style-type: none"> <li>• 319 Denyer Road, Dingwall</li> <li>• 354 Denyer Road, Normanville</li> <li>• 306 Robinson Road, Normanville</li> <li>• 1663 Kerang-Quambatook Road, Normanville</li> </ul> <p><b>Immediate neighbours</b></p> <p>North</p> <ul style="list-style-type: none"> <li>• Gannawarra Landfill - 190 Denyer Road, Wandella</li> <li>• 94 Robinson Road, Normanville</li> <li>• 1195 Kerang-Quambatook Road, Wandella</li> <li>• 1772 Kerang-Quambatook Road, Sandhill Lake</li> </ul> <p>East</p> <ul style="list-style-type: none"> <li>• 61 Kendell Road, Dingwall</li> <li>• 305 Connelly Road, Dingwall</li> </ul> <p>South</p> <ul style="list-style-type: none"> <li>• 130 Normanville Road, Dingwall</li> <li>• 702 Normanville Road, Normanville</li> </ul>	<ul style="list-style-type: none"> <li>• Access restrictions</li> <li>• Landholder negotiations and compensation</li> <li>• Construction impacts – local roads, noise, dust</li> <li>• Visual amenity</li> <li>• Noise impacts</li> <li>• Fire safety</li> <li>• Community benefits</li> </ul>	<p>Inform Involve</p>	<p>Door knock, email, phone, letterbox drop, face-to-face meetings, Project updates, community information sessions</p>

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
	<ul style="list-style-type: none"> <li>1665 Kerang-Quambatook Road, Normanville West</li> <li>5 Brady Lane, Sandhill Lake</li> </ul>			
<b>Organisations &lt;10km from the site</b>	<p><b>Organisations</b></p> <ul style="list-style-type: none"> <li>Bloomfield Hay &amp; Transport</li> <li>Dingwall Hall</li> <li>Gannawarra Solar Farm</li> <li>Kerang Clay Target Club</li> <li>Koorangie Energy Storage System</li> <li>Lake Meran Brewery</li> <li>Lake Meran Tennis Club</li> <li>Meering West Fire Station</li> <li>Sandhill Lake &amp; District Fire Station</li> <li>Season Ranch Organics</li> <li>Universal Farming Services</li> </ul> <p><b>Reserves/Public space</b></p> <ul style="list-style-type: none"> <li>Avoca River Water Frontage</li> <li>Budgerum Pioneer's Cemetery</li> <li>Lake Elizabeth Wildlife Reserve</li> <li>Lake Gilmour Wildlife Reserve</li> <li>Koorangie Wildlife Reserve</li> <li>Wandella Nature Conservation Reserve</li> </ul>	<ul style="list-style-type: none"> <li>Procurement and supplier opportunities</li> <li>Construction impacts (including cumulative impacts from nearby projects)- local roads, noise, dust</li> <li>Fire safety</li> <li>Increased local traffic</li> <li>Shared project benefits</li> <li>Power and transmission</li> <li>Biodiversity impacts</li> <li>Environmental benefits</li> </ul>	Inform Consult	Door knock, email, phone, letterbox drop, face-to-face meetings, Project updates, community information sessions
<b>Local peak bodies/business organisations</b>	<ul style="list-style-type: none"> <li>Kerang &amp; District Agricultural Society (Kerang Show)</li> <li>Kerang Lakes Community Development Group</li> <li>Kerang Traders Inc</li> <li>Loddon Mallee Regional Development Australia committee</li> <li>Quambatook Community Development Association (President Laura O'Dwyer)</li> <li>Quambatook Tractor Pullers Association (Australian Tractor Pull Championship)</li> </ul>	<ul style="list-style-type: none"> <li>Economic impacts (jobs &amp; supplier opportunities)</li> <li>Construction impacts (including worker accommodation)</li> <li>Community benefits</li> </ul>	Inform Consult	Meetings, email, phone

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
<b>Community facilities, clubs and groups</b>	<ul style="list-style-type: none"> <li>• C.W.A. Kerang Branch</li> <li>• Kerang Community Market</li> <li>• Kerang Girl Guides</li> <li>• Kerang Men’s Shed</li> <li>• Kerang Museum</li> <li>• Kerang Neighbourhood House</li> <li>• Kerang Scouts</li> <li>• Lions Club of Kerang</li> <li>• Lions Club of Quambatook</li> <li>• Northern District Community Health</li> <li>• Quambatook Amity Club</li> <li>• Quambatook Community Hall</li> <li>• Quambatook Men’s Shed</li> <li>• Quambatook Senior Citizens Centre</li> <li>• Quambatook Community Resource Centre</li> <li>• Rotary Club of Kerang</li> </ul> <p><b>Sport</b></p> <ul style="list-style-type: none"> <li>• Alexandra Park, Showgrounds &amp; Racecourse</li> <li>• Kerang Basketball Stadium, Bowls Club, Football Netball Club, Golf Club, Lawn Tennis Club, Regional parkrun, Turf Club</li> <li>• Quambatook Bowls Club, Golf Club, Community Swimming Pool</li> <li>• Wandella Cricket Club, Football Netball Club</li> </ul>	<ul style="list-style-type: none"> <li>• Community consultation and benefits</li> <li>• Information sharing</li> <li>• Economic impacts and opportunities</li> <li>• Local skills development</li> <li>• Environmental benefits (broader renewable energy education)</li> </ul>	Inform	Email, phone, project updates, community information sessions, sponsorship/ Community Benefit Sharing
<b>Hospitals and health</b>	<ul style="list-style-type: none"> <li>• Kerang District Health</li> <li>• Kerang, Cohuna, Boort – Northern District Community Health Clinic</li> <li>• Northern District Community Health</li> <li>• St John of God Pathology</li> </ul>	<ul style="list-style-type: none"> <li>• Accommodation impacts (during construction)</li> <li>• Road impacts</li> <li>• Fire safety</li> </ul>	Inform	Email, phone, project updates, meetings
<b>Education</b>	<p><b>Schools</b></p> <ul style="list-style-type: none"> <li>• Gannawarra Shire Children’s Centre</li> <li>• Kerang Christian College</li> <li>• Kerang Primary School</li> <li>• Kerang South Primary School</li> </ul>	<ul style="list-style-type: none"> <li>• Local education opportunities</li> <li>• Information sharing</li> <li>• Community engagement activities</li> <li>• Community benefits</li> </ul>	Inform Involve (on potential)	Email, phone, project updates, FAQs

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
	<ul style="list-style-type: none"> <li>• Kerang Technical High School</li> <li>• St Joseph’s Primary School</li> </ul> <p><b>Industry/Other</b></p> <ul style="list-style-type: none"> <li>• Murray Mallee Training Co. Ltd.</li> <li>• Learner and Beyond Driver Education - Kerang and Swan Hill</li> <li>• U3A Kerang and District</li> </ul>		education ops)	
<b>Emergency services</b>	<p><b>SES</b></p> <ul style="list-style-type: none"> <li>• VICSES Kerang Unit</li> </ul> <p><b>Fire</b></p> <ul style="list-style-type: none"> <li>• Sandhill Lake &amp; District Fire Station</li> <li>• Meering West Fire Station</li> <li>• Kerang Fire Station</li> <li>• Quambatook Fire Brigade</li> </ul> <p><b>Police</b></p> <ul style="list-style-type: none"> <li>• Kerang Police Station</li> </ul>	<ul style="list-style-type: none"> <li>• Emergency management plans</li> <li>• Fire safety</li> <li>• Traffic management</li> <li>• Construction impacts (particularly road access and safety)</li> </ul>	Inform Consult	Email, phone, Project updates, meetings
<b>Utility and service providers/ bodies and authorities</b>	<ul style="list-style-type: none"> <li>• AEMO</li> <li>• North Central Catchment Management Authority</li> <li>• Telstra</li> <li>• TransGrid</li> <li>• Transmission Company Victoria</li> </ul>	<ul style="list-style-type: none"> <li>• Construction</li> <li>• Planning and permits (re. utilities)</li> <li>• Waterways impacts</li> </ul>	Inform Consult	Meetings, email, phone
<b>Transport</b>	<ul style="list-style-type: none"> <li>• Kerang Aerodrome</li> <li>• VicTrack/Department of Transport and Planning</li> <li>• V-line Melbourne to Swan Hill (closest stop is Kerang Railway Station)</li> <li>• Disused Robinvale Railway Line</li> </ul>	<ul style="list-style-type: none"> <li>• Construction/Road impacts</li> <li>• Airspace impacts</li> </ul>	Inform	Email, phone
<b>Nearby renewable energy</b>	<p><b>Renewables projects</b></p> <ul style="list-style-type: none"> <li>• Cohuna Solar Farm</li> <li>• CleanGen</li> <li>• Kerang Solar Farm &amp; BESS</li> </ul>	<ul style="list-style-type: none"> <li>• Community engagement and consultation cumulative impacts</li> <li>• Construction impacts (particularly interfacing activities)</li> </ul>	Inform Consult (re. engagement)	Meetings, email, phone

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
<b>infrastructure projects</b>	<ul style="list-style-type: none"> <li>• Kerang BESS</li> <li>• KIG Energy</li> <li>• Macorna Wind Farm</li> <li>• Meering West Wind Farm</li> </ul> <p><b>Other major projects</b></p> <ul style="list-style-type: none"> <li>• Western Victoria Transmission Network Project (Transmission Company Victoria)</li> </ul>	<ul style="list-style-type: none"> <li>• Economic impacts/benefits programs</li> <li>• Worker accommodation</li> </ul>	timing and impacts)	
<b>Environment/ Action groups</b>	<p><b>Action Groups</b></p> <ul style="list-style-type: none"> <li>• 'Stop Normanville WindFarm' group [<a href="#">Facebook</a>]</li> <li>• 'Piss off Transgrid' group [<a href="#">Facebook</a>]</li> </ul> <p><b>Environment Groups</b></p> <ul style="list-style-type: none"> <li>• Kerang Landcare Group</li> <li>• Murray Mallee Landcare Network</li> <li>• Friends of Lake Meran</li> <li>• Quambatook Landcare Group</li> </ul>	<ul style="list-style-type: none"> <li>• Environmental impacts</li> <li>• Visual and noise impacts</li> <li>• Community benefit sharing</li> <li>• Renewable energy development</li> <li>• Information sharing</li> <li>• Construction impacts</li> <li>• Biodiversity and environmental impacts</li> </ul>	Inform	Monitor Meeting, email, phone
<b>Local media (traditional and social)</b>	<p><b>Print</b></p> <ul style="list-style-type: none"> <li>• Gannawarra Times</li> <li>• Swan Hill Guardian</li> <li>• The Koondrook and Barham Bridge Newspaper</li> <li>• The Lakes Chatter</li> </ul> <p><b>Radio</b></p> <ul style="list-style-type: none"> <li>• ABC Local 102.1 FM (Kerang)</li> <li>• ABC Local 106.5 FM (Goulburn Murray)</li> <li>• Mixx FM 98.7 (Kerang)</li> <li>• KLFM 96.5FM/106.3FM (Kerang)</li> <li>• Vision Christian Radio 88.0</li> </ul>	<ul style="list-style-type: none"> <li>• Community sentiment</li> <li>• Economic impact (jobs, procurement and skills)</li> <li>• Community consultation and community benefits</li> </ul>	Inform	Media release Monitor
	<p><b>Facebook groups (and member count)</b></p> <ul style="list-style-type: none"> <li>• Kerang &amp; District Community Page (1.7k) [<a href="#">Link</a>]</li> <li>• Kerang Lakes (1.8k) [<a href="#">Link</a>]</li> <li>• Kerang Noticeboard [<a href="#">Link</a>]</li> <li>• Quambatook Connection (2.2k) [<a href="#">Link</a>]</li> <li>• What's on in Kerang (1.5k) [<a href="#">Link</a>]</li> </ul>	<ul style="list-style-type: none"> <li>• Community sentiment</li> </ul>	Inform	Monitor

Stakeholder group	Stakeholders	Likely areas of impact/influence	IAP2 Spectrum	Suitable engagement methods
	<ul style="list-style-type: none"> <li>• Bomber Banter Members Page <a href="#">[Link]</a></li> <li>• <b>Other social media</b></li> <li>• 'Large Scale Solar Development' Council page <a href="#">[Link]</a></li> <li>• Quambatook webpage <a href="#">[Link]</a></li> </ul>			

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## 11. COMMUNITY RISKS AND MITIGATIONS

There are a variety of potential stakeholder risks, issues and concerns that need to be managed to help maximise the Project’s success. A summary of these along with proposed mitigation actions is set out in **Table 6** below.

**TABLE 6 COMMUNITY RISKS AND PROPOSED MITIGATION ACTIONS**

Risk	Description	Impact/ Likelihood	Potential mitigation actions
<b>Project</b>			
<b>Opposition to the Project causing delays</b>	<ul style="list-style-type: none"> <li>• Opposition by adjacent and nearby landholders.</li> </ul>	High/ Medium	<ul style="list-style-type: none"> <li>• Transparent and relevant neighbourhood communication.</li> <li>• Robust enquiry/ complaints process and rapid response.</li> <li>• Transparency around landholder benefits to offset impacts (and clear communication of Victorian Government policy).</li> </ul>
	<ul style="list-style-type: none"> <li>• Lack of support from local community.</li> <li>• Organised community opposition.</li> </ul> <p style="text-align: center; color: red; font-weight: bold; font-size: 1.2em;">ADVERTISED PLAN</p>	Medium/ Medium	<ul style="list-style-type: none"> <li>• Structured and transparent early engagement.</li> <li>• Consistent approach to engagement and communications.</li> <li>• Identify Project elements that can be influenced or shaped by the community.</li> <li>• Acknowledge community opinions, objections and concerns.</li> <li>• Provide information on Project benefits.</li> <li>• Collateral to counter false/ misleading information.</li> <li>• Pre-prepared media responses.</li> <li>• Develop local procurement strategy, if applicable.</li> <li>• Develop CBS in collaboration with community.</li> <li>• Develop sponsorships program.</li> <li>• Structured and responsive (rather than reactive) issues management.</li> <li>• Identify Project advocates and third-party endorsement for the Project where applicable or appropriate.</li> <li>• Clear policy around stakeholder privacy and information sharing.</li> </ul>

Risk	Description	Impact/ Likelihood	Potential mitigation actions
<b>General concerns about Renewable Energy Zone/ VNI West</b>	<ul style="list-style-type: none"> <li>The region is subject to an increasing number of renewable projects since the area was declared a REZ and VNI West was proposed.</li> <li>Locals are likely to feel concerned about losing agricultural land or feel fatigued by engagement from similar developments.</li> </ul>	Medium/ High	<ul style="list-style-type: none"> <li>Meetings with local authority-having individuals related to energy and renewables.</li> <li>Structured and transparent early engagement, including discussions about infrastructure in the region and where to find more information.</li> <li>Consistent approach to engagement/communications.</li> <li>Acknowledge community opinions, objections and concerns.</li> </ul>
<b>Operational impacts – Visual and noise</b>	<ul style="list-style-type: none"> <li>Fear that wind turbines will negatively impact the landscape and views from neighbouring properties.</li> <li>Concern about volume of noise from turbines.</li> <li>Impact on property values.</li> </ul>	Medium/ High	<ul style="list-style-type: none"> <li>Consult on important vistas to the community and incorporate feedback and mitigations into Project design where possible.</li> <li>Publish clear, understandable communications about visual amenity and noise monitoring.</li> <li>Seek continued improvements and show adjacent neighbours where their concerns have influenced the Project design.</li> </ul>
<b>Construction impacts – traffic/access roads/ accommodation</b>	<ul style="list-style-type: none"> <li>Increase in traffic flow impacting neighbouring and nearby properties along access roads.</li> <li>Concerns regarding adequate worker accommodation.</li> <li>Increased use by heavy vehicles impacting quality of road surface and assets.</li> <li>Concern about access to site and impact on native vegetation caused by access road upgrades.</li> </ul>	Medium/ High	<ul style="list-style-type: none"> <li>Implementation of access road mitigation measures early in Project and proactive communication of these measures to adjacent neighbours.</li> <li>Provide Project email address to facilitate enquiries and complaints.</li> <li>Active participation in community conversations/solutions regarding short term worker accommodation.</li> <li>Proactive communication of vegetation offset and/or future land uses requirements and planning as part of engagement.</li> </ul>

Risk	Description	Impact/ Likelihood	Potential mitigation actions
<b>Construction impacts – noise and dust</b>	<ul style="list-style-type: none"> <li>Increased noise and dust generation during construction will likely impact neighbouring and nearby properties along the access roads.</li> </ul>	Medium/ High	<ul style="list-style-type: none"> <li>Ensure timely implementation of works notifications.</li> <li>Implement structured and responsive issues management.</li> <li>Ensure work is conducted during standard Victorian working hours: 7am-6pm Monday-Friday and 9am-1pm Saturday.</li> <li>Consider dust monitoring to benchmark existing conditions and construction conditions.</li> <li>Consider dust control sprinklers when applicable.</li> <li>Conduct noise monitoring as required.</li> <li>Provide Project email address to facilitate enquiries/complaints.</li> </ul>
<b>Fear about negative impacts to agricultural land and/or native vegetation</b>	<ul style="list-style-type: none"> <li>Concern about the Project’s potential consumption of local water/other resources.</li> <li>Concern about the possibility of rendering the site unsuitable for certain agricultural applications.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Proactive communication of vegetation offset and/or future land uses requirements and planning as part of engagement.</li> <li>Consult with adjacent neighbours to understand potential impacts and incorporate mitigation strategies where possible.</li> <li>Explain the decommissioning process and consult with adjacent neighbours.</li> </ul>
<b>Concerns about impact to native flora and fauna</b>	<ul style="list-style-type: none"> <li>Concerns about ecological impacts of project.</li> <li>Concern about endangered species e.g. critically endangered Black Falcon and Box Gum woodlands.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Proactively and transparently communicate potential threatened species.</li> <li>Accommodate changes in the project layout to minimise impacts to habitats, flight paths or certain vegetation types.</li> <li>Communicate the project team’s impact management and mitigation strategies.</li> </ul>
<b>Decommissioning</b>	<ul style="list-style-type: none"> <li>Uncertainty around decommissioning timeline and remaining infrastructure.</li> <li>Concern landowners may be left liable for decommissioning turbines.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Clear communication and transparency around what will happen at the time of decommissioning and what contracts have been entered into the secure this.</li> </ul>

Risk	Description	Impact/ Likelihood	Potential mitigation actions
<b>Engagement</b>			
<b>Mistrust in consultation process</b>	<ul style="list-style-type: none"> <li>Stakeholder concerns that the consultation process is 'just for show' and not genuine.</li> <li>Delays with published timelines, approval process and timing.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Clear messaging to show how stakeholder feedback has been and will continue to be used in the future (transparency).</li> <li>All team members to always show genuine interest in stakeholder feedback and capture all feedback, irrespective of sentiment.</li> <li>Ensure accurate forecast on the planning and construction of turbines and update parties if changes occur.</li> <li>Treat all stakeholders equally and fairly.</li> </ul>
<b>Insufficient breadth of engagement</b>	<ul style="list-style-type: none"> <li>Engagement activities focus on vocal minority, taking focus and resources away from broader engagement process.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Provide extensive, clear and easy-to-understand information across a range of readily accessible mediums.</li> <li>Encourage all stakeholders to register their details to receive Project information via email.</li> </ul>
<b>Unfair benefit sharing</b>	<ul style="list-style-type: none"> <li>Concerns about how the benefits from the wind farm will be shared with the community.</li> </ul>	Medium/ Medium	<ul style="list-style-type: none"> <li>Clear messaging highlighting Project benefits.</li> <li>Clear and honest information about Project.</li> <li>Develop community benefit sharing plan in collaboration with community/stakeholders and Gannawarra Shire Council.</li> <li>Develop a survey specifically to gain insight into community benefit sharing ideas.</li> <li>Develop local procurement strategy, if applicable.</li> <li>Sponsor local community organisations and/or events.</li> </ul>
<b>Negative media</b>	<ul style="list-style-type: none"> <li>Media or local stakeholder takes an adverse position on the Project and launches a campaign of opposition.</li> <li>Misinformation, disinformation and 'fake news'.</li> </ul>	High/ Medium	<ul style="list-style-type: none"> <li>Clear and honest information about Project.</li> <li>Proactive communications, not reactive.</li> <li>Outline and debunk potential misinformation arguments, before the community encounters the misinformation.</li> <li>Meet with relevant party to provide more information and build trust.</li> </ul>

## 12. ENGAGEMENT TOOLS

A range of tool be needed to effectively deliver engagement for the Project. The list below provides recommended tools that can be used to facilitate stakeholder and community engagement throughout the different Project phases. See **Table 7**:

**TABLE 7 COMMUNITY ENGAGEMENT TOOLS**

Tools	Details
Project webpage	Acts as information portal and single 'source of truth' for Project information: <a href="http://w-wind.com.au/project/normanville-energy-park/">w-wind.com.au/project/normanville-energy-park/</a>
Project contact details	Email <a href="mailto:info@normanvilleenergypark.com.au">info@normanvilleenergypark.com.au</a> Phone (03) 5421 9999
Social media	X (Twitter) <a href="https://x.com/WestWindAus">https://x.com/WestWindAus</a> Facebook <a href="http://www.facebook.com/westwindenergy">www.facebook.com/westwindenergy</a> LinkedIn <a href="http://www.linkedin.com/company/westwind-energy-pty-ltd/">www.linkedin.com/company/westwind-energy-pty-ltd/</a>
Project updates/ community newsletters	Emailed to subscribers, posted on project webpage Hard copies available at drop-in centre and pop-up stalls
Stakeholder database (including enquiry/ complaints log)	Project database, Darzin, used to capture stakeholder interactions related to the Project Used to manage responses Project enquiries.
Engagement summary records	Captures attendance, sentiments, and topics of community feedback at engagement events
Dedicated community liaison resource	The Project's primary point of contact for the public; dedicated person who monitors the Project phone and inbox.
Drop-in centre	Temporary space for members of the public to speak to Project team members. Hosted at the Kerang Neighbourhood House (2023)
Pop-up stalls	Pop-up stalls at local community events Held at Kerang Market and Kerang Show (2023)
Stakeholder meetings and briefings	Meetings held with specific groups (e.g. Landholders, Council and community elders) to provide updated and tailored project information.
One-on-one meetings (in-person/ online/ phone)	Held to discuss specific matters with key stakeholders by request.
Contact card	Calling cards used by Project staff to provide to any stakeholder who may need to contact the Project team
Letterbox notifications	For notifying Project neighbours of impacts, studies, or invitation to events
Media release	Issued to local media for broad information sharing about the Project

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## 12.1 COMMUNITY BENEFIT SHARING

The WestWind team also recognises the importance of building positive relationships within the community and believes sharing benefits of the wind farm is a part of building social license to operate our projects.

The Project will establish a community benefit fund to be used for community initiatives under the management of a community reference group (CRG). This community benefit fund will be developed in consultation with the local community and other relevant stakeholders.

The community benefit sharing process moves through three distinct phases as the project evolves, as outlined in **Figure 7** below.

**FIGURE 7 COMMUNITY BENEFIT SHARING PROCESS**



For the Normanville Energy Park, the Project is considering future benefit sharing options in three broad terms:

- community benefit programs,
- the creation of grant funds, and
- innovative financing methods that enable community co-investment or community co-ownership.

The Project will also explore benefit sharing strategies beyond cash-based contributions such as:

- creating impact through regional economic development approaches (e.g. local jobs and contracting),
- in-kind contributions (e.g. employee volunteerism),
- partnership benefits (e.g. industry capability network and education opportunities).

To date community benefits include:

**Community Benefit Scheme** – Normanville Energy Park will invest a minimum of \$50,000 annually into community benefit sharing. Community grants, scholarships, investment opportunities and financial incentives will be developed in consultation with the community to ensure local values and views are properly considered.

**Financial Incentive Program for Landholders** – The economic boost to farmers hosting wind farm infrastructure provides them with additional annual income from the project lasting for decades.

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**Neighbour Benefit Scheme** – for neighbours who have one or more wind turbines within 2 kms of their residence. WestWind will offer neighbours who qualify a \$8,000 annual payment once the turbines are commissioned for the life of the project.

**Landscaping Program** – Residents at dwellings with a view of wind turbines will be invited to participate in a landscaping program to help reduce any visual impact of the turbines

**Electricity Offset Scheme** – An electricity offset scheme would share the benefits of the project across a larger section of the community, while reducing the local community's carbon footprint. The scheme would offset electricity costs for dwellings located near the wind farm.

**Clean and secure energy** – This Project would provide enough electricity to power more than 90,000 homes.

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## 13. COMPLAINTS MANAGEMENT

Effective and timely response to community complaints is essential for maintaining good community relations. WestWind's complaints management system has been designed and established in accordance with the Australian Standard AS/NZS 10002:2014 – Guidelines for Complaint Management in Organisations.

All community/ stakeholder grievances received follow the procedure outlined in the *WestWind Energy Grievance Procedure*<sup>9</sup>. Complaints and incidents will be handled according to the following grievance procedures to ensure continuous improvement of the system:

- Readily accessible information on how complaints can be made free of cost to complainants.
- Immediate acknowledgement of complaints and regular and comprehensive feedback to complainants on actions proposed, their implementation and success or otherwise.
- Ideally, closure of complaints by agreement with complainants; alternatively, where agreement can't be reached, demonstration of compliance and appropriate engagement with complainants.
- Establishment and maintenance of a complaint register for the recording of receipt and acknowledgement of complaints, actions taken, success or otherwise of actions and complaint closure and for the register to be available to the public during normal working hours.
- Reporting of the contents of the complaint register to the responsible authority, the Minister for Planning, as required.
- Regular, at least annual auditing of the implementation of the complaints management plan with audit results being reported to the Minister for Planning.

In addition to the above, a procedure is required for the establishment and maintenance of an incident register for the recording of:

- environmental incidents,
- non-conformances, and
- corrective actions.

The incident register is available for inspection by the public during normal working hours and its contents are reported to the Minister for Planning as required.

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<sup>9</sup> WestWind Energy Grievance Procedure, [[Link](#)]

## 14. MONITORING AND EVALUATION

Engagement activities will be monitored throughout the course of the Project and to inform adjustments to the Plan. This includes the monitoring of community interactions, informal discussions, and the monitoring of social and traditional media. This monitoring will assist to ensure engagement techniques being used are most effective and to identify new stakeholders as they appear throughout the project lifecycle.

An evaluation will be undertaken following each period of intensive community and stakeholder engagement and at the conclusion of each phase. This will incorporate:

- Results of formal community and stakeholder feedback, including a summary of captured feedback and enquiries, issues raised and any complaints.
- Any informal feedback received (including verbal) on the engagement events.

Opportunities will be actively sought to hear stakeholder and community views on engagement activities and whether they are relevant, timely, and delivered in a way that suits them.

This evaluation process will assist to drive continuous improvement in our community and stakeholder engagement and within the whole project team.

In addition, evaluation will be used to inform each review of this Plan and any resulting modification of processes.

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## 15. STAGE ONE ENGAGEMENT

This section outlines the objectives, action plan, and monitoring and evaluation for preliminary engagement undertaken on the Project. Preliminary engagement was undertaken between June 2023 to May 2024.

Note: Some early meetings with Council were held at Project inception in 2019.

Stage	Timing	Activities
Stage 1 Preliminary engagement	2019–2023	<ul style="list-style-type: none"> <li>• Site selection</li> <li>• Landholder partnerships/ access agreements</li> <li>• Feasibility studies</li> <li>• Project page on WestWind Energy website</li> </ul>
	June 2023–May 2024	<ul style="list-style-type: none"> <li>• Engagement activities commence. Open days, door knocking, council briefing etc.</li> </ul>

### 15.1 OBJECTIVES

Key objectives during this stage included the following:

- Understand the social context in the potential area of interest.
- Inform communities and stakeholders about the Project, the environmental approvals process, planning process, opportunities to participate, Project benefits and timeframes.
- Ensure communication materials are clear and accessible, to help people understand the Project and participate.
- Respond to questions and queries.
- Encourage participation and seek input during the design of the Project and the preparation of planning and environmental approvals, in order to identify areas of concern, obtain local insight and gain feedback on any measures to address concerns.
- Actively involve communities and stakeholders in the Project’s development and planning to improve outcomes.
- Manage expectations with honesty.

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## 15.2 STAGE ONE ENGAGEMENT ACTION PLAN

This section outlines the objectives and action plan for stage one engagement, which was undertaken from 2019 and 2024. The results of these activities can be found in the following section, 15.3 Stage One Engagement Findings.

**TABLE 8 STAGE ONE: PRELIMINARY ENGAGEMENT**

Activity	Objective/ details	Audience	Timing	Status
<b>STAGE ONE: Preliminary engagement</b>				
<b>Relationship establishment</b>				
Gannawarra Shire Council meetings	<ul style="list-style-type: none"> <li>Formal meeting with the CEO, Geoff Rollinson.</li> <li>Formal meeting with Executive Manager Economic Development, Roger Griffiths.</li> <li>Help to identify potential landholders who have expressed interest in hosting turbines.</li> </ul>	Council	2019	COMPLETE
Meetings with Infrastructure-hosting-landholders	<ul style="list-style-type: none"> <li>Introduction to hosting meeting.</li> <li>Project land parcel meetings.</li> <li>Exclusion zones meetings.</li> <li>Initial design discussion meetings.</li> <li>Ongoing design revision meetings.</li> </ul>	Landholders	2019-2023	COMPLETE
Gannawarra Shire Council meetings	<ul style="list-style-type: none"> <li>Meeting to brief council and the Project’s progress and bring them up to date.</li> </ul>	Council	10 Mar 2023	COMPLETE
State government meeting	<ul style="list-style-type: none"> <li>The Project team met with the DEECA and DTP to introduce the Project to the departments, discuss the site selection process, highlight the community engagement undertaken to date, and outline the active and proposed environmental investigations.</li> </ul>	Authorities	30 Mar 2023	COMPLETE
<b>Establish communications channels</b>				
Project webpage	<ul style="list-style-type: none"> <li>Update WestWind website project page to include Normanville Energy Park project, new messages and map.</li> <li>Use as ‘single source of truth’ for information, update regularly with new published information to ensure stakeholders can access the latest project information. Add EDM subscribe function.</li> </ul>	All	Oct 2023	COMPLETE

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Activity	Objective/ details	Audience	Timing	Status
Establish project inbox	<ul style="list-style-type: none"> <li><a href="mailto:info@normanvilleenergypark.com.au">info@normanvilleenergypark.com.au</a> (redirects to <a href="mailto:reception@westwind.com.au">reception@westwind.com.au</a> inbox).</li> </ul>	All	June 2023	COMPLETE
Assign Community Liaison resource	<ul style="list-style-type: none"> <li>Cara Hadzig assigned as Community Liaison for this Project.</li> </ul>	All	June 2023	COMPLETE
Contact card	<ul style="list-style-type: none"> <li>A postcard-sized card to leave with stakeholders as part of engagement activities. Includes brief project overview and contact information.</li> </ul>	Nearby neighbours	June 2023	COMPLETE
Establish sponsorship of local sports club	<ul style="list-style-type: none"> <li>Provide sponsorship to local football team, the Wandella Bombers.</li> </ul>	All	2023	COMPLETE
<b>Engagement delivery</b>				
Media release	<ul style="list-style-type: none"> <li>Media release issued: '<i>WestWind Energy Announces New Wind Farm in Normanville, Victoria, Fueling Clean Energy for 50,000 Victorian Homes</i>'.</li> </ul>	All	14 June 2023	COMPLETE
Media coverage	<ul style="list-style-type: none"> <li>2x Articles in the <i>Gannawarra Times</i></li> </ul>	Readership	19 June 2023	COMPLETE
Print advertising	<ul style="list-style-type: none"> <li>Print ad in <i>Gannawarra Times</i> re Open Days (23 &amp; 24 June) at Kerang Memorial Hall</li> </ul>	Readership	20 June 2023	COMPLETE
Community Open Days x2	<ul style="list-style-type: none"> <li>Two community open-days to share project information.</li> <li>Held at Kerang Memorial Hall (32 attendees).</li> </ul>	Kerang and surrounding communities	23-24 June 2023	COMPLETE
Door knocking campaign	<ul style="list-style-type: none"> <li>Project team door-knocked 131 houses within a 5 km radius of the Project, and 10 km for selected properties, to introduce the Project and seek initial feedback from local landowners.</li> <li>All properties received project information, and contact was made with 76 people.</li> </ul>	Landholders in a 5-10 km radius	20-24 June 2023	COMPLETE
Kerang temporary project office	<ul style="list-style-type: none"> <li>11 days of WestWind Energy Development presence in a temporary office at the Kerang Neighbourhood House, Kerang.</li> </ul>	Neighbours, community	31 July-16 Oct 2023	COMPLETE
NDCH Briefing Meeting	<ul style="list-style-type: none"> <li>The Project team provided an online briefing to Northern District Community Health (NDCH), Department of Families Fairness and Housing (DFFH), Mallee District Aboriginal Services (MDAS), Kerang</li> </ul>	Traditional Owners, health sector,	28 Aug 2023	COMPLETE

Activity	Objective/ details	Audience	Timing	Status
	District Health (KDH), Gannawarra Shire, Education Department, local police and ambulance.	emergency services		
Project Update (Aug)	<ul style="list-style-type: none"> <li>Project update issued to stakeholders and community members (n=62) following announcement activities and promoting office in Kerang.</li> </ul>	Subscribers	9 Aug 2023	COMPLETE
Print advertising	<ul style="list-style-type: none"> <li>4x Print ads in <i>Gannawarra Times</i> regarding Kerang Neighbourhood House location.</li> </ul>	Kerang and surrounding communities	Aug-Sep 2023	COMPLETE
Council briefing meeting	<ul style="list-style-type: none"> <li>WestWind provided a briefing presentation to Gannawarra Council on Project details, community benefits, and the planning process.</li> <li>In attendance were eight Councillors (including the Mayor and CEO) and nine admin staff.</li> </ul>	Council	11 Sep 2023	COMPLETE
Sponsored event: Wandella Bombers	<ul style="list-style-type: none"> <li>The project team sponsored a dinner/ training night at the Wandella Football Netball Club, home of sponsored team Wandella Bombers.</li> </ul>	Wandella Club	Oct 2023	COMPLETE
Council briefing	<ul style="list-style-type: none"> <li>Meeting with Gannawarra Shire Council to provide updated project information and design.</li> </ul>	Council	Oct 2023	COMPLETE
Kerang Show sponsorship	<ul style="list-style-type: none"> <li>Platinum sponsors of the 137<sup>th</sup> Kerang Show.</li> <li>Also held a pop-up information stall at the show.</li> </ul>	Wider community	9 Oct 2023	COMPLETE
Project Update (April)	<ul style="list-style-type: none"> <li>Project update issued to stakeholders &amp; community (n=57) containing info on feasibility studies, community events and what's next.</li> </ul>	Subscribers	April 2024	COMPLETE
Council briefing	<ul style="list-style-type: none"> <li>Meeting with Gannawarra Shire Council to provide updated project information and timeline.</li> </ul>	Council	April 2024	COMPLETE
Print advertising	<ul style="list-style-type: none"> <li>Ad in <i>Gannawarra Times</i> promoting Kerang Show stall coming Saturday</li> </ul>	Kerang and surrounding communities	25 May 2024	COMPLETE
Kerang Market pop-up	<ul style="list-style-type: none"> <li>Pop-up stall at Kerang Market to speak with community (12 attendees).</li> </ul>	Kerang and surrounding communities	25 May 2024	COMPLETE
Sponsored event: Wandella Bombers	<ul style="list-style-type: none"> <li>The project team sponsored a dinner/ training night at the Wandella Football Netball Club, home of sponsored team the Wandella Bombers</li> </ul>	Wandella Club	16 July 2024	COMPLETE

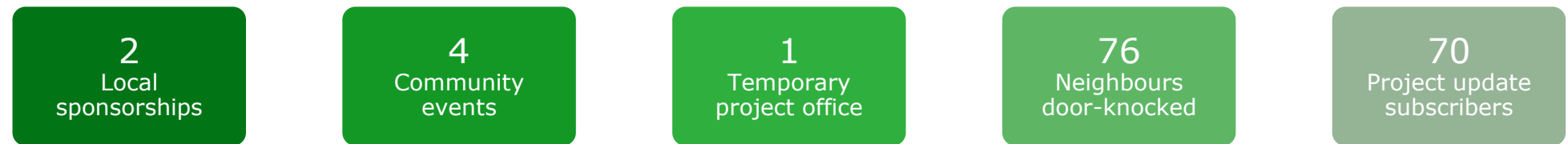
Activity	Objective/ details	Audience	Timing	Status
Kerang Show sponsorship	<ul style="list-style-type: none"> <li>Platinum sponsor of the 138<sup>th</sup> Kerang Show</li> <li>Also held a pop-up information stall at the show.</li> </ul>	Wider community	7 Oct 2024	COMPLETE

### 15.2.1 STAKEHOLDER INPUT TO PROJECT DESIGN (STAGE ONE)

- The proposed project design was refined several times based on surveys and community feedback.
- The project team worked closely with the local community, ecologists and the local Council throughout stage one engagement to consider feedback and to minimise impacts of the Project.
- Discussions were held with landholders to minimise the visual and agricultural impacts of turbine locations and the transmission line route.
- Environmental studies, such as flora study and bird utilisation surveys, provided information to enable more informed decisions to be made on turbine location.

### 15.3 STAGE ONE ENGAGEMENT FINDINGS

#### ENGAGEMENT SNAPSHOT (2019 TO EARLY 2024)



#### COMMUNITY SENTIMENT

Engagement activities undertaken during this stage resulted in predominantly neutral sentiment with community members, as they sought to understand more about the Project. This is summarised below:

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Event/ campaign	No. people engaged	Neutral	Positive	Negative
Door-knocking campaign – June 2023	76 pax	67%	28%	5%
Community Open Days x2 – June 2023	30 pax	53%	37%	10%
Kerang temporary project office – July-Oct 2023	2 pax	-	100%	-
Kerang Show pop-up – Oct 2023	10 pax	100%	-	-
Kerang Community Market – May 2024	12 pax	33.3%	33.3%	33.3%

- The door knocking campaign resulted in 131 households approached, and the Project team engaged with 76 people. The majority, (51 people - 67%) expressed a neutral sentiment toward the Project, 18 people (28%) were positive about the Project, two were very positive, and four people (5%) expressed negative sentiment about the Project. One contact’s response was difficult to categorise and as such has been omitted from the summary.
- Of the 30 people engaged during the Community Open Days, 16 people (53%) were neutral, 11 people (37%) were positive, and three people (10%) expressed negative sentiment about the Project.
- Of 12 people engaged at the Kerang Community Market, four (33.3%) were neutral, four (33.3%) were positive, and four (33.3%) expressed negative sentiment about the Project.
- It is noted that some members of the community were present at multiple events. The number of distinct individuals who expressed negative sentiment who attended multiple events, was six.
- At the Kerang Show pop-up, about 10 people engaged with the WestWind stall with neutral questions. General questions asked included: *Where is the power going? Where is the easement going? What stage is this project at? Can you hear the turbines at night? How long does it take for the turbines need to be operational before they have paid for themselves? Is there a specific distance that is required between the turbines? Are the turbines recyclable? What happens to the turbines when they have lived out their lifespan? Why wind and not nuclear?*
- The temporary project office in the Kerang Neighbourhood House was open on 11 days between July and October 2023. Two visitors attended during this time, expressing general positive interest in the project.

Key sentiment results are presented in chart form in **Appendix A**.



**TOP ISSUES RAISED**

**Door-knocking campaign**

- (1) Grid capacity
- (2) Biodiversity
- (3) Community engagement
- (4) Transmission lines

**Open Days**

- (1) Ecology survey
- (2) Noise impacts
- (3) Visual amenity

**Kerang Community Market**

- (1) Visual amenity
- (2) Noise impacts

**COMMUNICATIONS REACH**

- The June 2023 Project media release generated positive coverage in the *Gannawarra Times* with an Article titled 'Exciting times'<sup>10</sup> and another titled: '50,000 home target for Normanville wind farm'<sup>11</sup>. The stories were available in the print edition and online providing exposure for the Project across the Gannawarra Shire.
- Print ads in the *Gannawarra Times* used to advertise the two Open Days at the Kerang Memorial Hall in June 2023, the temporary Project office location and opening hours at the Kerang Neighbourhood House in August and September 2023, and WestWind’s presence at the Kerang Show in May 2024, providing broad exposure across the Shire for the various events.
- A Facebook post from the Wandella Football Netball Club promoting the temporary Project office at the Kerang Neighbourhood House was promoted to their 1,300 followers. WestWind Energy’s also used its social media channels to promote various engagement events, including the WestWind Energy Facebook page’s network of almost 800 followers, the WestWind Energy LinkedIn profile and its 5,000 plus followers, and the 50 followers of WestWind’s X account (formerly Twitter).
- The Project Update e-newsletter, which goes to a database of almost 60 subscribers achieved an open rate of more than 75% and a click through rate of 25%. Meanwhile the Normanville Energy Park webpage recorded almost 500 visits throughout April and May 2023.

See **Appendix B** for more detail on the communications reach for the Project.

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<sup>10</sup> [www.gannawarratimes.com.au/news/exciting-times](http://www.gannawarratimes.com.au/news/exciting-times)

<sup>11</sup> [www.gannawarratimes.com.au/news/50000-home-target-for-normanville-wind-farm](http://www.gannawarratimes.com.au/news/50000-home-target-for-normanville-wind-farm)

## 16. STAGE TWO ENGAGEMENT

This section outlines the objectives and action plan for the engagement currently being undertaken for the Project while the Project applications are assessed. Evaluation of these activities will be undertaken during and following engagement delivery.

Stage	Timing	Activities
<b>Stage 2</b> Pre-development application	June 2024 to early 2025	<ul style="list-style-type: none"> <li>• Update CSCC Plan</li> <li>• EPBC Referral submitted to DCCEEW (Federal)</li> <li>• DFP application submitted to DTP (State)</li> </ul>

### 16.1 OBJECTIVES

Key objectives during this stage include:

- Inform communities and stakeholders about the Project, the environmental approvals process, planning process, opportunities to participate, Project benefits and timeframes.
- Actively involve communities and stakeholders in the Project’s development and planning.
- Encourage participation and seek input during the design of the Project and the preparation of planning and environmental approvals, in order to identify issues of potential concern, obtain local insight and gain feedback on measures to address concerns.
- Help people understand the Project and participate, by ensuring communication materials are clear and accessible.
- Demonstrate how community and stakeholder issues and feedback are being captured and used to inform Project development and assessment.
- Manage expectations with honesty.

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## 16.2 STAGE TWO ENGAGEMENT ACTION PLAN

TABLE 9 STAGE TWO: PRE-DEVELOPMENT APPLICATION

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Activity	Objective/ details	Audience	Timing	Status
<b>Review project design</b>				
Review Project website	<ul style="list-style-type: none"> <li>Update Project page as required to include updated key messages and site footprint.</li> </ul>	All	Ongoing	Ongoing
Review CSCC Plan	<ul style="list-style-type: none"> <li>Update this Plan to reflect planning progress.</li> </ul>	Internal	June 2024	COMPLETE
Landholder meetings	<ul style="list-style-type: none"> <li>One-on-one visits upon request from neighbours, or at the discretion of the engagement team, to address specific issues.</li> </ul>	Landholders, neighbours	On request	Ongoing
Stakeholder meetings	<ul style="list-style-type: none"> <li>Tailored briefings to stakeholders as required to provide an update on the Project status.</li> </ul>	Key stakeholders	On request	Ongoing
Sponsorship	<ul style="list-style-type: none"> <li>Kerang Neighborhood House Soup Kitchen sponsorship.</li> </ul>	Volunteer organisation	Aug 2024	COMPLETE
Sponsorship	<ul style="list-style-type: none"> <li>WestWind present at Wandella Football and Netball Club evening event.</li> </ul>	Local community	Aug 2024	COMPLETE
Project update (Aug)	<ul style="list-style-type: none"> <li><u>Newsletter</u> sent to neighbours and distributed in the local community.</li> <li>Provided update on ecological surveys, community support initiatives, and invitation to talk to the Project team at Kerang Show 2024.</li> </ul>	Subscribers	Aug 2024	COMPLETE
Pop-up stall	<ul style="list-style-type: none"> <li>Host a pop-up information stall in a public space with high foot traffic in Kerang (i.e., Victoria St) to provide an update on project status, maintain community presence and visibility, and engage hard-to-reach stakeholders.</li> </ul>	Kerang and surrounding communities	Aug-Sept 2024	COMPLETE
Pop-up office	<ul style="list-style-type: none"> <li>WestWind setup an office in the Neighbourhood House in Kerang, staffed every Thursday. The presence at Neighbourhood House allows people from the community to enquire about the Project in person.</li> </ul>	Local community	19 Sept 2024	Ongoing
Assigned Community Liaison	<ul style="list-style-type: none"> <li>Alastair Mitton assigned as Community Liaison for this Project.</li> </ul>	All	Sep 2024	COMPLETE
Project update (Sep)	<ul style="list-style-type: none"> <li><u>Newsletter</u> sent to neighbours and distributed in the local community.</li> </ul>	Subscribers	Sep 2024	COMPLETE

Activity	Objective/ details	Audience	Timing	Status
	<ul style="list-style-type: none"> <li>Provided update on new Community Liaison Officer, Alastair Mitton, and latest planning developments.</li> </ul>			
Sponsorship	<ul style="list-style-type: none"> <li>Repeat Platinum sponsors of the 138<sup>th</sup> Kerang Show.</li> <li>Also held a pop-up information stall at the show.</li> </ul>	Kerang and surrounding communities	7 Oct 2024	COMPLETE
Neighbour consultation	<ul style="list-style-type: none"> <li>Neighbours invited to participate in a Neighbourhood Benefit Scheme for those living within 4 km of the project site boundary (28 properties).</li> </ul>	Project neighbours	Nov 2024	COMPLETE
<b>DFP submission and associated engagement</b>				
Project update	<ul style="list-style-type: none"> <li>Newsletter sent to neighbours and distributed in the local community.</li> <li>Promote open days and community feedback survey.</li> </ul>	All	Quarterly	Planned
Community feedback survey	<ul style="list-style-type: none"> <li>Online survey to gather feedback on the draft Project design and assess local interest and skills for employment within the renewables industry. Align with community open days.</li> </ul>	All	2025	Planned
Open days	<ul style="list-style-type: none"> <li>Community open days scheduled at Kerang Memorial Hall/ Neighbourhood House.</li> </ul>	All	2025	Planned
Stakeholder meetings	<ul style="list-style-type: none"> <li>Tailored briefings to stakeholders as required to provide an update on the Project status.</li> </ul>	Key stakeholders	On request	Planned
Public notice and exhibition	<ul style="list-style-type: none"> <li>Formal public exhibition.</li> </ul>	All	2025	Planned

### 16.2.1 STAKEHOLDER INPUT INTO PROJECT DESIGN (STAGE TWO)

- During this phase, detailed cultural heritage studies were conducted to locate areas or artifacts of significance and turbine layout was adjusted where required to avoid impact on any potentially sensitive areas.
- The external transmission line route was repositioned from neighboring properties to a council road alignment to minimise impacts and disruption to private land.
- In addition, horizontal directional drilling will be employed during construction to install the transmission line without impact to the road or landscape above, with the exception of the drill’s entry and exit sites.

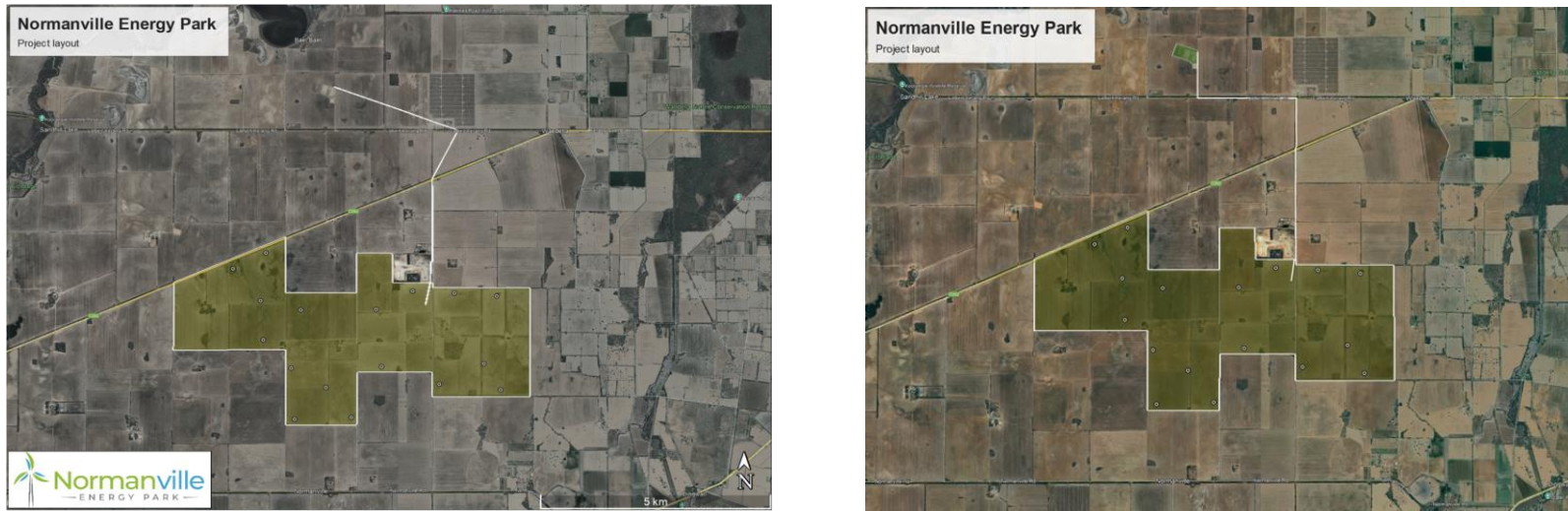


### 16.2.2 PROJECT DESIGN CHANGE – NOVEMBER 2024

As a result of engagement undertaken with local private landholders, in November 2024, WestWind re-routed the planned external transmission line for the project. Early iterations of the Project design positioned the external transmission line crossing the paddocks of several private properties to reach the Koorangie Terminal Station, approximately 5 km north of the Project site. When landowners expressed concerns about disruptions caused by the construction process and impacts to native vegetation, the Project team devised another solution.

To address the concerns of these neighbours, the route was repositioned to take a slightly longer path along local council roads to avoid disruption to private land, see Figure 8. In addition, a construction technique known as horizontal directional drilling will be employed during construction to avoid impacts to the road or landscape above. This method only requires excavation for the entry and exit sites of the drill, which then does all the work underground.

**FIGURE 8 EXTERNAL TRANSMISSION LINE ROUTE BEFORE AND AFTER ENGAGEMENT**



*The white line in the left-hand map indicates the transmission line route before engagement and the right-hand map indicates the path of the updated route.*

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## 17. STAGE THREE ENGAGEMENT

This section outlines the objectives and action plan, for engagement to be undertaken following a planning decision made for the Project, prior to construction. Evaluation of these activities will be undertaken during and following engagement delivery.

Stage	Timing	Activities
<b>Stage 3</b> Post-planning decision (pre-construction)	2025 onwards	<ul style="list-style-type: none"> <li>• Update CSCC Plan</li> <li>• Development approvals</li> <li>• Construction planning</li> </ul>

### 17.1 OBJECTIVES

Key objectives during this stage include the following:

- Proactively communicate the planning decision.
- Ensure communication materials are clear and accessible, to help people understand the Project and participate.
- Respond to questions and queries.
- Manage expectations with honesty.
- Require the contractors to invest in the local community.

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### 17.2 STAGE THREE ENGAGEMENT ACTION PLAN

TABLE 10 STAGE THREE: POST-PLANNING-DECISION (PRE-CONSTRUCTION)

Activity	Objective/details	Audience	Timing	Status
<b>Review project information</b>				
Review CSCC Plan	<ul style="list-style-type: none"> <li>• Updated CSCC Plan to reflect planning progress and current community sentiment.</li> </ul>	Internal	TBC	TBC
Update key messages/FAQs	<ul style="list-style-type: none"> <li>• Update the key messages to reflect progress to date.</li> </ul>	All	TBC	TBC

Activity	Objective/details	Audience	Timing	Status
<b>Public notification of planning decision</b>				
Media release	<ul style="list-style-type: none"> <li>Publish media release re the planning decision for the Project.</li> </ul>	All	TBC	TBC
Project Update	<ul style="list-style-type: none"> <li>Newsletter sent to neighbours and distributed in the local community</li> <li>Project update issued to stakeholders &amp; community containing update on planning decision and what's next.</li> </ul>	Subscribers	Quarterly	TBC
Design Community Reference Group (CRG)	<ul style="list-style-type: none"> <li>Develop a Code of Conduct/ Terms of Reference for CRG and seek interested individuals.</li> <li>The purpose of the CRG is to ensure local values and views inform community benefit sharing.</li> </ul>	Interested community members	Nov 2024	TBC
Community events	<ul style="list-style-type: none"> <li>Seek opportunities for local presence to share updated Project collateral.</li> <li>Use opportunity to broaden engagement reach beyond immediately impacted neighbours to larger community</li> </ul>	Kerang and surrounding communities	2025	TBC
Sponsorships	<ul style="list-style-type: none"> <li>Consider renewing sponsorship of Wandella FC and Kerang Show.</li> <li>Consider alternative sponsorship opportunities with input from CRG.</li> </ul>	Local organisations	2025	TBC
Establish Community Reference Group	<ul style="list-style-type: none"> <li>Formalise member list and plan a date for the Inception meeting of the CRG. Request signed Code of Conduct from all members.</li> <li>Begin the process of consulting the CRG on potential recipients of community benefits sharing (\$50k CPI-adjusted annually), to be implemented once the project is operational.</li> </ul>	CRG	Establishment TBC, quarterly thereafter	TBC

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## 18. STAGE FOUR ENGAGEMENT

This section outlines the objectives and action plan, for engagement to be undertaken as part of construction for the project. Actions will be outlined once Project approval is received, and the Project team commences preparing for construction delivery.

Stage	Timing	Activities
Stage 4 Construction engagement	2025 onwards	<ul style="list-style-type: none"> <li>Update CSCC Plan</li> <li>Construction and commissioning</li> </ul>

### 18.1 OBJECTIVES

Key objectives during this stage include the following:

- Proactively communicate the proposed construction schedule, traffic movements and impacts to roads.
- Ensure communication materials are clear and accessible, to help people understand the Project.
- Reduce communities’ stress and concerns by acknowledging and responding to any raised issues or concerns.
- Earn trust through openness and responsiveness to community interests and concerns.
- Demonstrate commitment to the communities’ wellbeing.
- Avoid, minimise, or remediate negative impacts from construction.
- Seek and respond to interest in opportunities for communities created by the construction process.
- Demonstrate how contractors are investing in the local community.
- Manage expectations with honesty.

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### 18.2 STAGE FOUR ENGAGEMENT ACTION PLAN

*This section should be updated along with this Plan to reflect engagement actions to align with early construction activities.*

The Project team will continue regular review and update of the CSCC Plan, key messages, and twice-yearly Project Update distribution. Additional action planning will be undertaken prior to construction commencing based on the outcomes of previous phases of engagement.

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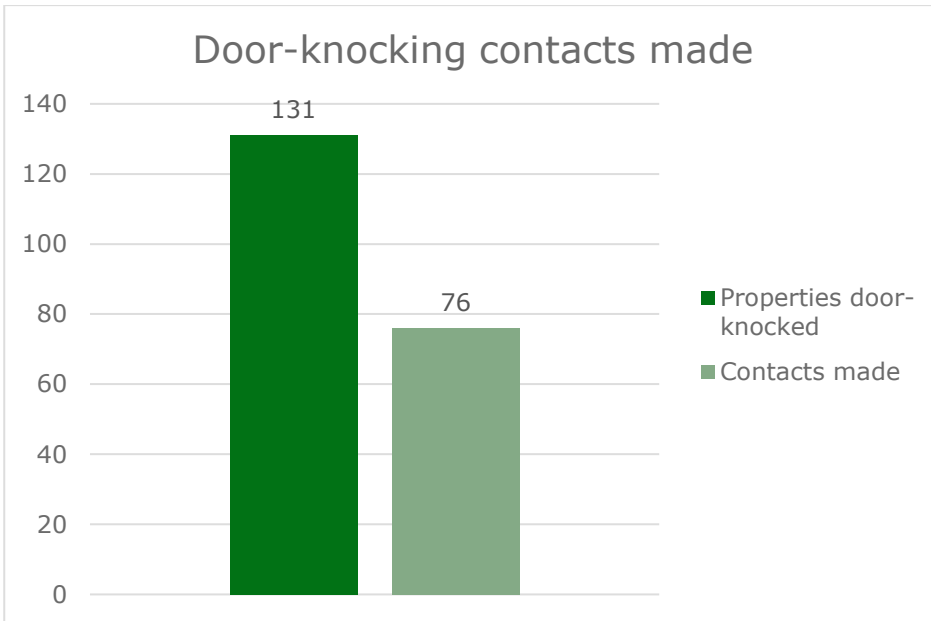
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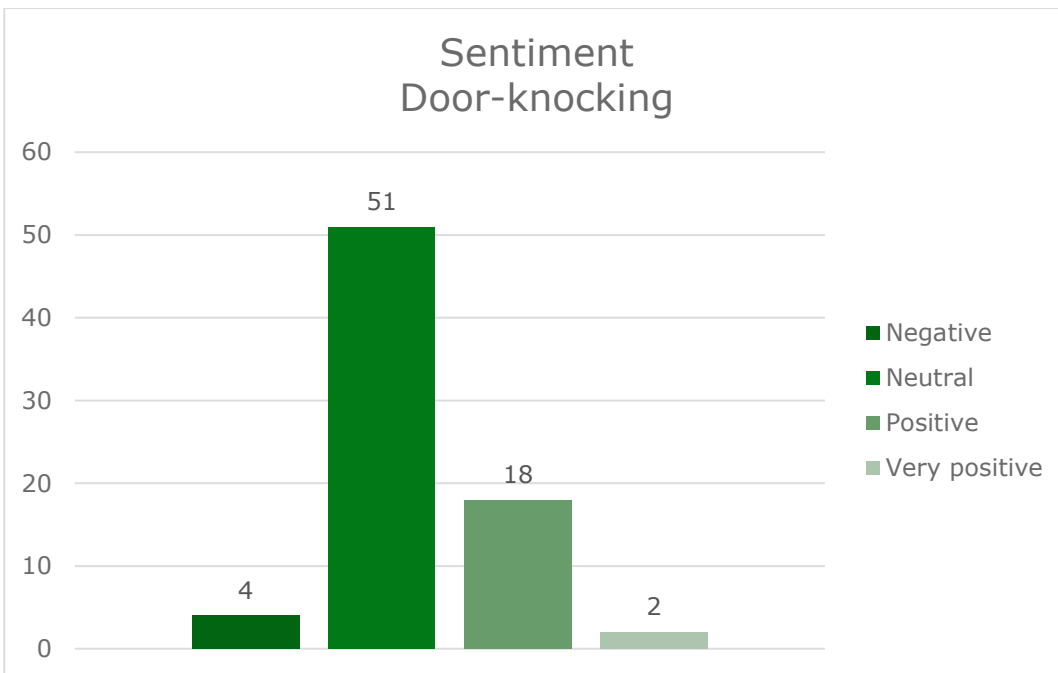
## APPENDIX A STAGE ONE ENGAGEMENT DATA

### Door-knocking contacts June 2023



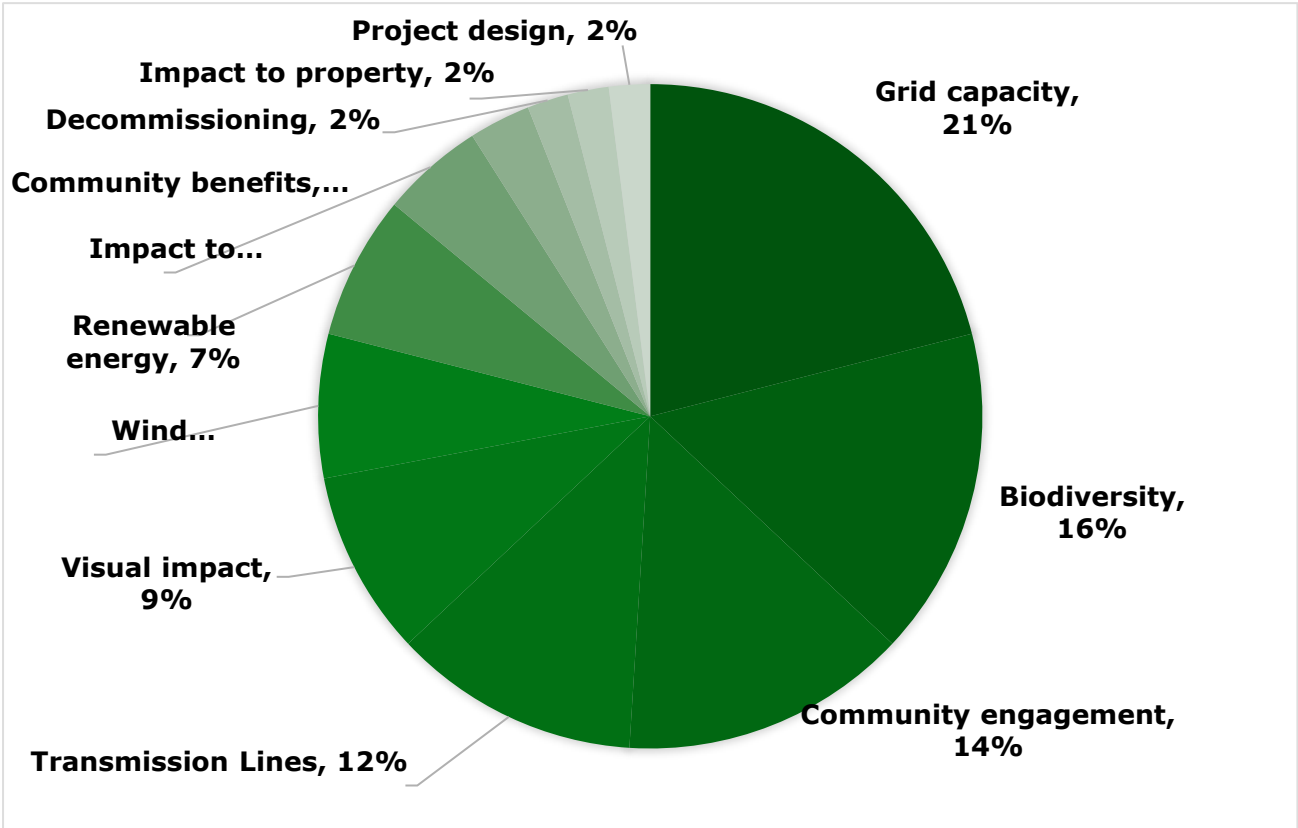
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### Sentiment – door-knocking June 2023

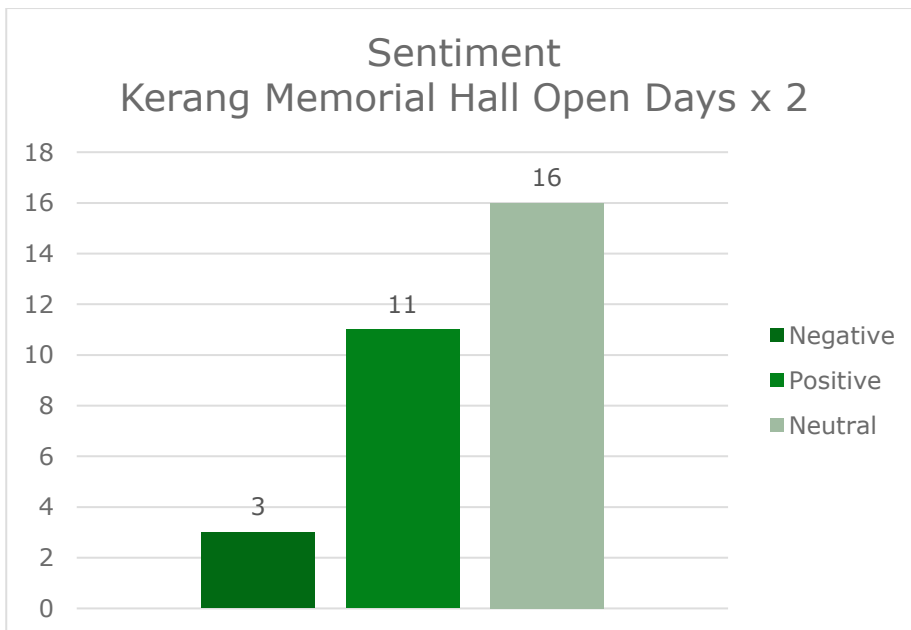




## Concerns – door-knocking June 2023



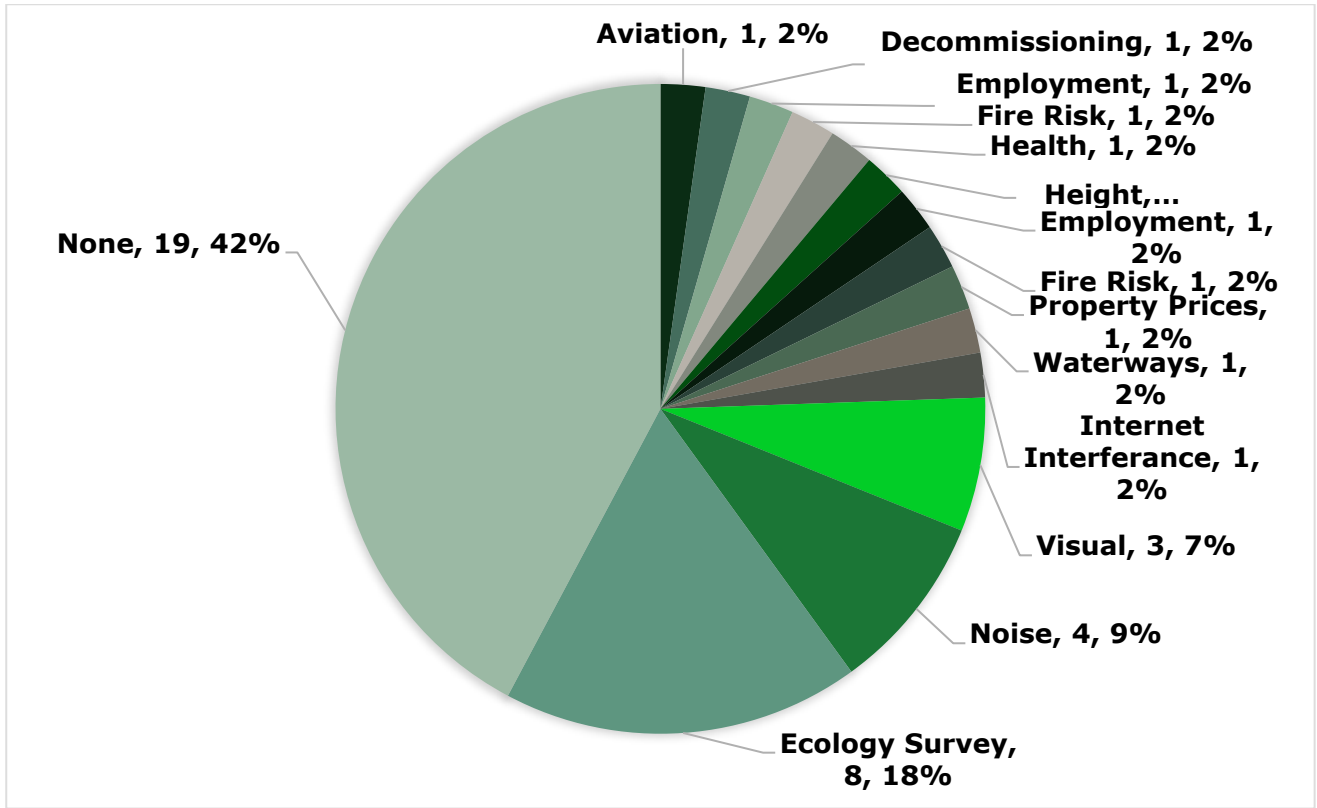
## Sentiment – Kerang Memorial Hall Open Days x2 June 2023



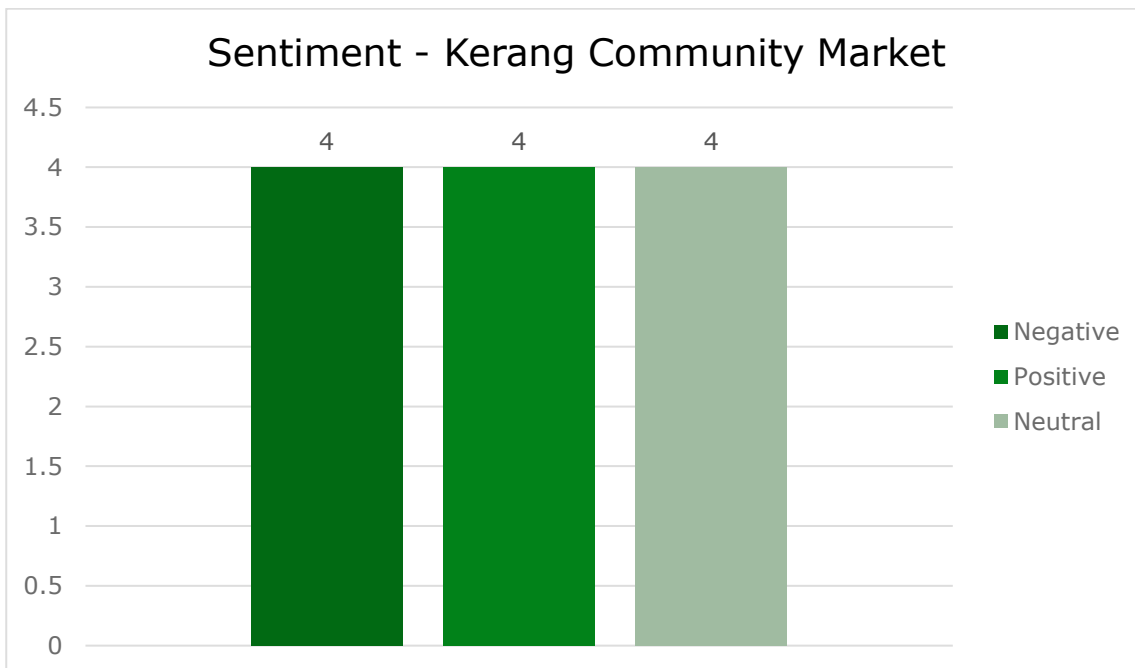
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### Concerns – Kerang Memorial Hall Open Days x2 June 2023



### Kerang Community Market May 2024





### APPENDIX B STAGE ONE ENGAGEMENT COMMUNICATIONS REACH

Date	Activity	Description	Channel	Outcome
14 Jun 2023	Media release	Media release issued to local papers announcing NMEP	MEDIA RELEASE	• Coverage on 19 June
19 Jun 2023	Media coverage	Article in <i>Gannawarra Times</i> - Exciting times	MEDIA STORY	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
19 Jun 2023	Media coverage	Article in <i>Gannawarra Times</i> - 50,000 home target for Normanville wind farm	MEDIA STORY	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
20 Jun 2023	Print ad	Print ad in <i>Gannawarra Times</i> re Open Days (23 & 24 June) at Kerang Memorial Hall	PRINT AD	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
9 Aug 2023	Project update (e-newsletter)	Project update issued to stakeholders and community members (n=62) following up announcement activities and promoting office in Kerang on Mondays	E-NEWS	• 82% opens, 6% clicks
22 Aug 2023	Print ad	Print ad re Kerang Neighbourhood House location	PRINT AD	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
29 Aug 2023	Print ad	Print ad re Kerang Neighbourhood House location	PRINT AD	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
29 Aug 2023	SMS	SMS message providing link to project update and contact information	WWE SMS MESSAGE	• Sent to 18 numbers, all effective
05 Sep 2023	Print ad	Print ad re Kerang Neighbourhood House location	PRINT AD	• Available to readers of <i>Gannawarra Times</i> across Gannawarra Shire
06 Sep 2023	Social post (local)	Wandella FNC share post about Neighbourhood House office	WFNC FACEBOOK	• Promoted to 1.3k followers of this account
12 Sep 2023	Print ad	Print ad re Kerang Neighbourhood House location	PRINT AD	• Avail to <i>Gannawarra Times</i> readers
31 Oct 2023	Webpage	Project webpage live on WWE website	WWE WEBPAGE	• To date, there have been 1,131 visits to the page from 762 users.
17 Apr 2024	Project update (e-newsletter)	Project update issued to stakeholders & community (n=57)	NMEP E-NEWS	• 77% opens, 25% clicks, 1 bounced
18 Apr 2024	Social post (WWE)	Post - Read the latest project update & subscribe. Boosted to local community.	WWE FACEBOOK	• Promoted to 792 followers of WWE FB account. • Boost achieved local reach of 763.
09 May 2024	Project webpage update	Project update uploaded to WWE website	WWE WEBPAGE	• NMEP webpage visits reached 492 across April & May.
17 May 2024	Social post (WWE)	Promote stand at Kerang Market 25 May (boosted to Kerang area) and subscription drive	WWE FACEBOOK	• Promoted to 792 followers of WWE FB account, with 8 likes.



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				<ul style="list-style-type: none"><li>• Boost achieved local reach of 476</li><li>• 4 new subscribers since 17 May</li></ul>
17 May 2024	Social post (WWE)	Promote stand at Kerang Market 25 May	WWE X ACCOUNT	<ul style="list-style-type: none"><li>• Promoted to 50 followers of WWE X account. 25 views.</li></ul>
20 May 2024	Social post (WWE)	Post about stand at Kerang Community Market	WWE LINKEDIN	<ul style="list-style-type: none"><li>• Promoted to 5,321 followers of WWE LinkedIn account.</li><li>• 42 likes to date, 2,444 views</li></ul>
25 May 2024	Print ad	Ad in Gannawarra Times promoting Kerang Show stall coming Saturday	PRINT AD	<ul style="list-style-type: none"><li>• Avail to <i>Gannawarra Times</i> readers</li></ul>
31 May 2024	Social post (WWE)	Post thanking visitors to stand at Kerang Market	WWE FACEBOOK	<ul style="list-style-type: none"><li>• Promoted to 792 followers of WWE FB account. 4 likes to date.</li></ul>
31 May 2024	Social post (WWE)	Tweet thanking visitors to stand at Kerang Market	WWE X ACCOUNT	<ul style="list-style-type: none"><li>• Promoted to 50 followers of WWE X account. 15 views to date</li></ul>

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## Social media post examples

### Wandella Football Netball Club Facebook post

6 Sep 2023



### WWE Facebook post

17 May 2024



### WWE Facebook post

18 April 2024



### WWE Facebook post

31 May 2024

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### WWE Facebook post 9 August 2024



### WWE Facebook post 4 October 2024

WestWind Energy - Australia · Follow  
October 4 · 🌐

Come and say g'day at the Kerang Show. You'll find us horsing around at the arena, as we're proudly sponsoring the equestrian events!

Have a chat to our team about the Normanville Energy Park and subscribe to our Project Updates. We'll donate \$5 to the Kerang Neighbourhood House on behalf of every person who subscribes on the day.

We'll have fun for the kids too, our colouring competition has some great prizes.



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### Examples of Project Update e-mail newsletters

Normanville Wind Farm – Project update April 2024





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**Project update**  
APRIL 2024

### Feasibility studies underway

We're excited to say that feasibility studies for Normanville Energy Park are now well progressed. It's great to see the project moving forward. We've come a long way since we first began monitoring the area's wind resources back in 2019.

The feasibility studies address a range of impacts from the project, including how it might affect local wildlife and what steps we can take to avoid or reduce impacts. They also help us design the project to ensure we minimise our impacts and ensure that we can meet the development requirements set by the Victorian Government.

We're looking forward to when the project is complete and generating enough green energy to power more than 100,000 homes.



### Redefining the project area

Recent environmental studies and community consultation are now being used to inform where the project's proposed 17 turbines will be located.

As the project progresses, we'll continue to monitor constraints and keep the dialogue open with local experts and the community so we can continue to finalise our infrastructure locations to minimise social, heritage, and environmental impacts.

### What's next?

We have recently finished installing our wind monitoring mast on site. The mast will help refine our understanding of the local wind resource. The next few months will be busy as we continue working on our planning and environmental approvals for the project. We'll also be back in the community at some local events in Kerang over the coming year.



WestWind Energy Pty Ltd  
(03) 5421 9999  
www.westwind.com.au/normalville

For more information follow WestWind Energy on social media or visit the project page.

**Project update**  
APRIL 2024

### In the community

During 2023, we set up a temporary office at the Kerang Neighbourhood House to meet with the community. It was a great way to meet local community members, receive feedback, and provide information about the project.

We're committed to sharing the financial benefits of the project with the community. When the project becomes operational, we'll establish a community benefits fund for Normanville Energy Park. In the meantime, we provide support through sponsorship.

In 2024, we're very proud to be backing the Wandella Bombers for another year. Here's wishing them the very best for the season.



### Local presence

We're planning to come along to a couple of events in Kerang during the year.

Be sure to drop by and chat about the project while we're there.

- Sat 25 May - Kerang Market
- Mon 7 Oct - Kerang Show



### Your contact

Book a time with Cara if you'd like to discuss Normanville Energy Park. Cara Hatzig - (03) 5421 9999  
Community Liaison at WestWind Energy

WestWind Energy Pty Ltd  
(03) 5421 9999  
www.westwind.com.au/normalville

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Guyana	Spain
Hong Kong	Switzerland
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