

Community information and engagement expectations

SUSTAINABLE AGRICULTURE FLAGSHIP
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Uncertainty



- onshore gas developments generate opportunities & challenges at every stage of project life
- challenges & opportunities are not distributed evenly in space or time, or amongst stakeholders
- this understandably fosters tension & uncertainty

Ever-changing activity, impact & certainty

Responses to uncertainty



denial

surely this can't be happening?



anger

this isn't fair, who's to blame?



bargaining

this would be ok if only....



depression

how has this happened to me?



acceptance

i'll have to deal with this!

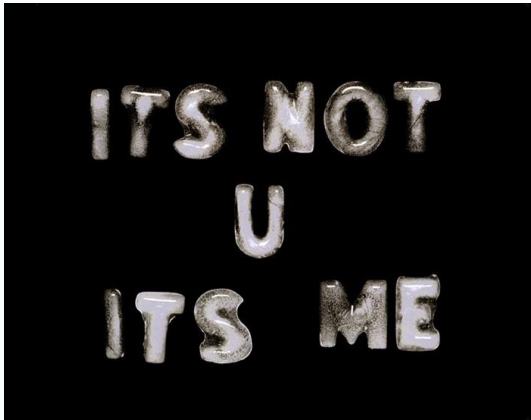
What are people uncertain about?



- social
- environmental
- economic

- local
- regional
- national
- global

How do they want to address those concerns?



- facts are not more valid or valuable than values
- others' perspectives are infinitely more important than your own
- 7 principles of engagement...

Others' shoes are more valuable than your own

#1. Understand different stakeholders' needs



1. Direct material and legal interest
 - landholders
 - neighbouring landholders
 - native title holders, claimants

2. Direct secondary or managerial interest
 - local community members
 - state & local government
 - regional development agencies

3. Interested public
 - interested citizens
 - organised interest groups

One size does not fit all

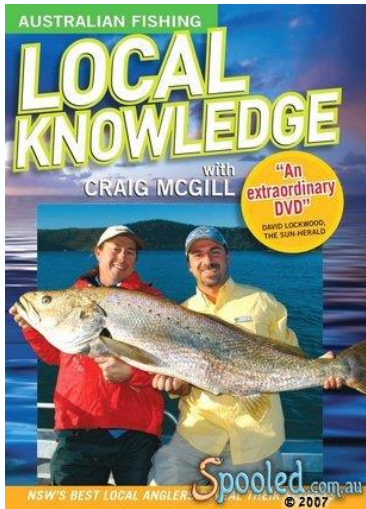
#2. Provide trusted, independent & timely information



1. Generated & provided by independent & trusted sources
2. Consistency of fact & source
3. Information that reflects
 - local, national & international experience
 - existing & best practice circumstances
 - a range of future development scenarios
4. Tangible
 - visit & ‘walk’ development sites

Don't seek to control the messaging

#3. Recognise the value of local knowledge



- practical knowledge of local land & water resources and their interactions
- social values associated with the region
- knowledge of earlier mistakes & solutions
- tailor generic management strategies
- help communities own problems & solutions

Acknowledge & embrace asymmetry of information

#4. Match engagement with development stage



As development stage varies:

- pre-exploration
- exploration
- development
- post-development

Engagement needs to vary:

- method
- intensity
- content
- goals

Anticipate, communicate & plan for these transitions

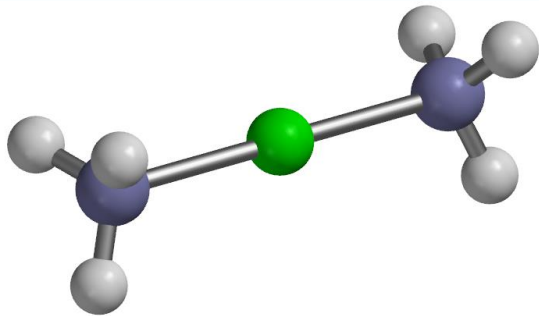
#5. Build and link local and regional capability



- resource & support existing local entities and networks
- enhance local capacity by linking it
 - with local entities in other regions
 - with higher level (regional, state, national) entities
- provide local points of contact

Work with and enhance what's already there

#6. Coordinated & transparent engagement



- streamline engagement via joint industry & government initiatives
- simultaneously & transparently notify risks, accidents & breaches

Build trust, reduce fatigue

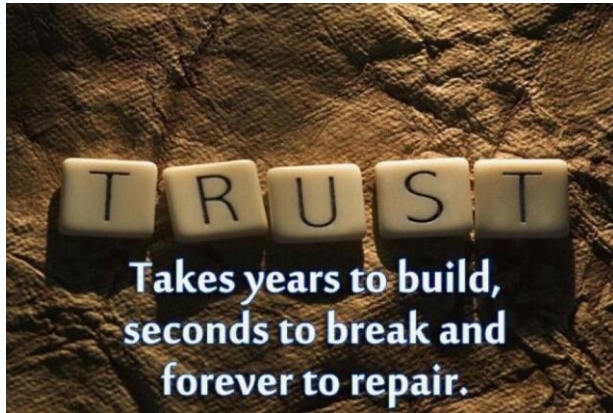
#7. Engage when risk & uncertainty exist



- increased uncertainty = increased engagement
- acknowledge rather than deny uncertainty
- use scenarios to address and manage uncertainty

The hotter the issue, the closer you get

Meeting stakeholders' engagement expectations



1. segment stakeholders
2. independently generate and communicate information
3. draw on local knowledge
4. plan co-evolution of engagement & development
5. build on local networks
6. coordination & transparency
7. go hardest when it's hardest

Thank you

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