

# Proposed North West Transmission Developments Engagement Update

January to June 2022



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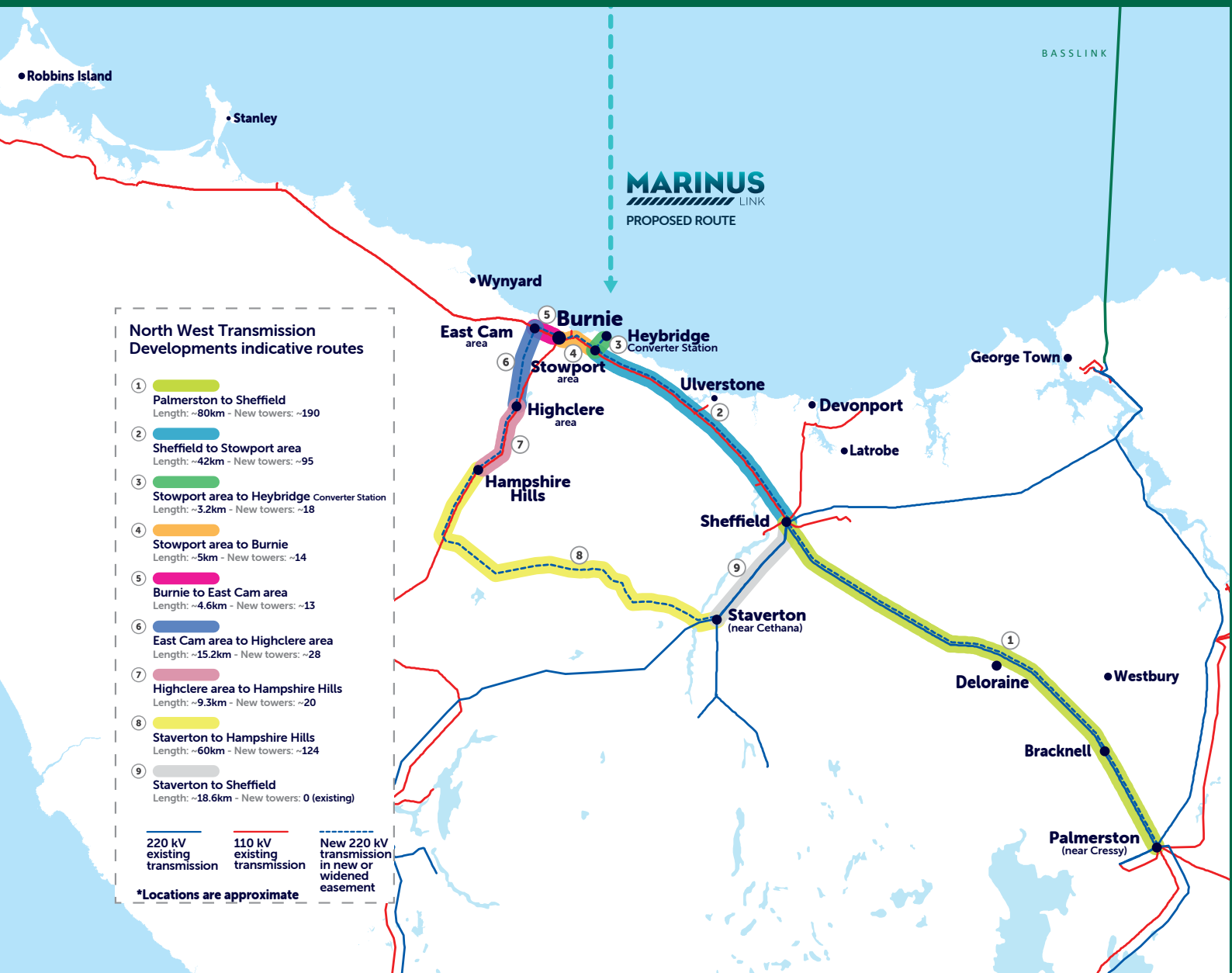
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# About the project

**The proposed North West Transmission Developments (NWTD) include 240km of new and upgraded transmission lines and other energy infrastructure that will increase the capacity of Tasmania's electricity network.**

The developments will link the transmission network from the Cressy area to Sheffield, Burnie, Hampshire and Staverton, providing enough capacity for Marinus Link and other renewable energy developments to connect into the electricity grid.

The developments will support Australia's energy transition alongside Tasmania's ambition to be a world leading renewable energy provider. You can find out more about the project [here](#).

The project is currently in the design and approvals phase.

## Introduction

**This document provides an outline of the engagement activities that were carried out between January and June 2022 for the NWTD.**

Involving stakeholders and the community in the development of our projects ensures we achieve the best outcomes for the community, the environment and the project. Your feedback is already helping to shape the direction of the NWTD and we are committed to working with you as the project continues to develop.

This report focuses on feedback gathered from the general community and stakeholders about the project and does not include feedback from landowners. Engagement with impacted landowners is ongoing and will continue throughout all phases of the project.

Engagement activities for the Staverton to Hampshire Hills section of the route are not included in this report as we are currently running a separate community engagement process for this project. You can find out more information about Staverton to Hampshire Hills [here](#).

# How we have engaged

We have been working closely with stakeholders, community and landowners between January and June 2022 to collect feedback to inform the development of the project.

Feedback collected during this phase has helped us develop a draft community benefit sharing program framework, supported our baseline environmental studies, and refined the design of the transmission lines.

Snapshot of the activities that were carried out between January and June 2022.

**1** tourism industry webinar



**1000** telephone surveys



**5** community information events



**15** participated in a Youth Panel



**3** Stakeholder Liaison Group meetings



**128** attended community information events



**589** visits to the engagement webpage

We promoted engagement activities using a range of communications channels, including:



TasNetworks website



TasNetworks online engagement portal



Letters and postcards to nearby residents



Facebook



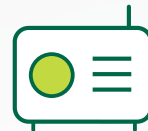
E-newsletters



Media



Public notices and advertisements in local papers



Radio advertising



# What we asked and who we heard from

## We heard from a broad range of community members and stakeholders during this phase of engagement.

The focus of our engagement was to:

- Raise awareness of the proposed developments and understand what is important to you and what you are concerned about.

- Engage with young people (18–25-year-olds) to co-design a draft Community Benefits Sharing Program (CBSP) framework for the project.
- Capture feedback to inform baseline environmental studies as part of the development of the Environmental Impact Statement.




We also conducted a random telephone survey of 1000 people who were broadly representative of the population in North West Tasmania to understand your level of awareness and sentiment towards the project.

## Information sessions

The purpose of these sessions was to provide information about the NWT D and capture feedback on what is important to you and what you are concerned about.

We heard from a broad range of community members across North West Tasmania including directly impacted landowners, residents, businesses and visitors to the area.

We held five pop-up community information sessions at events and locations along the proposed transmission line route. We spoke to a number of people at each event, captured below.

<b>Ulverstone</b> <i>Northwest ecofest 8-10 April</i>	<b>30</b>	
<b>Burnie</b> <i>Saturday May 7</i>	<b>25</b>	
<b>Deloraine</b> <i>Thursday 26 May</i>	<b>13</b>	
<b>Wilmot</b> <i>Saturday 4 June</i>	<b>40</b>	
<b>Penguin</b> <i>Sunday 5 June</i>	<b>20</b>	

## Telephone survey

**We conducted a random telephone survey with 1,000 respondents who were broadly representative of the community from the six affected North West Tasmanian local government areas.**

The focus of the survey was to understand the community's level of awareness and sentiment towards the project and explore what people perceived as the advantages and disadvantages. We also asked people how they want to be communicated with.

## Tourism industry webinar

**We held a webinar with the tourism industry in May 2022 to provide tourism operators in the North and North West of Tasmania with information about the project and collect feedback on potential impacts and opportunities for the sector.**

The two-hour session included a formal presentation about the project, followed by a facilitated panel discussion with technical experts and the CEO of West by North West Regional Tourism Organisation.

The facilitated panel discussion focused on understanding the potential negative impacts on the tourism sector as a result of the construction and operation of the project and how they can be minimised. It also explored the potential opportunities for the tourism sector and how these could be maximised.

The webinar was attended by six participants, which included five tourism operators and the CEO of West by North West Regional Tourism Organisation. The webinar was recorded and shared with a broader audience.

## Stakeholder Liaison Group

**The NWTD Stakeholder Liaison Group (SLG) was established in October 2021 and includes 13 representatives from key industry groups, peak bodies, education, skills and training sectors and state government organisations.**

We held three meetings with the SLG between February and June 2022 at locations across North West Tasmania. We discussed a range of topics including:

- Environment, heritage, and planning approvals
- Proposed routes for the project
- Marinus Link
- Commonwealth funding
- Community engagement
- Youth Panel and community benefits sharing
- Jobs, skills and training opportunities for the North West.

The SLG were asked to provide feedback on the communications and engagement approach for the project, including what communication tools TasNetworks should use to reach a broader audience and who they should engage with on decisions that could be influenced.

More information about the SLG, including agendas, presentations and meeting minutes can be found [here](#).



# Youth Panel

**In March 2022, TasNetworks formed a Youth Panel to commence the co-design of a Community Benefits Sharing Program (CBSP) for the project.**

The panel was made up of 18–25-year-olds from the six local government areas impacted by the project which includes Burnie, Central Coast, Meander Valley, Northern Midlands, Waratah Wynyard and Kentish. The 15 panel members included young people from Hadspen, Deloraine, North Motton, Penguin, Somerset, and Wynyard.

The panel members met five times from March to May 2022:

- Meeting one: 26 March – In-person meeting, Ulverstone
- Meeting two: 7 April – Online meeting
- Meeting three: 30 April – In-person meeting and site visits, Burnie and surrounds
- Meeting four: 12 May – Online meeting
- Meeting five: 28 May – In-person meeting, Ulverstone.

Across the five meetings, the Youth Panel were asked to consider and provide recommendations about the eligibility requirements for any initiatives funded under the CBSP and identify the community or communities that funded initiatives should benefit.



# What we heard

## Information sessions

Below is a snapshot of what we heard at the pop-up information sessions.

The most commonly raised benefits and perceived advantages / disadvantages of the project included:

### Perceived advantages



Employment and jobs



Lower power prices



Supports transition to renewable energy



Improved reliability



Foreign ownership

No benefits to Tasmanians



Visual impacts



Impacts on landowners

### Perceived disadvantages

# Telephone survey

The telephone survey gave us a great insight into community awareness and perceptions of the project, along with an understanding about how people want to receive information about the project.

Below is a snapshot of what we heard through the telephone survey.

## 28%

When asked, **28%** of respondents indicated they had heard of the North West Transmission Developments when provided with the project name.

## 63%

This increased to **63%** once participants were provided with a short description of the project.

## 50%

Based on their understanding of the project, **50%** of respondents indicated they supported or strongly supported the project.

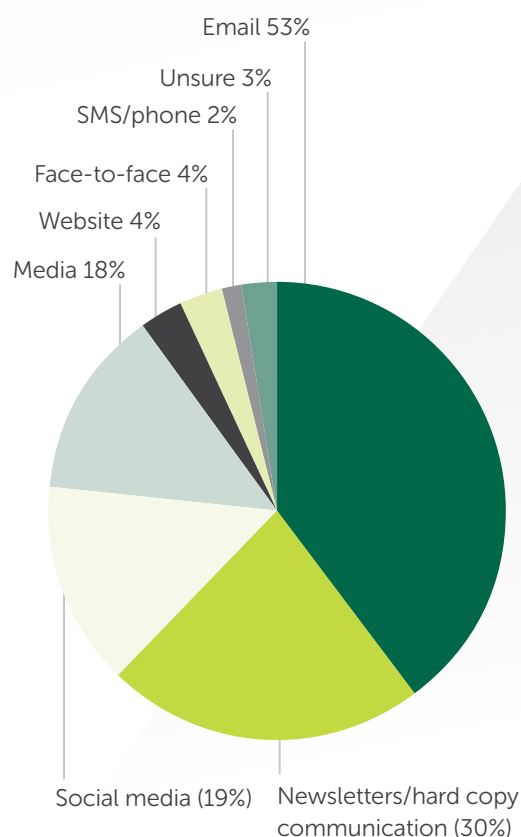
The most commonly raised benefits and advantages of the project identified by respondents included:

- Employment and jobs (33%)
- Cheaper electricity (24%)
- More reliable electricity supply (22%)
- For 26% of respondents there were no perceived benefits.

The most commonly raised perceived disadvantages of the project identified by respondents included:

- Increase in power prices (22%)
- Power taken offshore (17%)
- General environmental impacts (14%)
- For 27% of respondents there were no perceived disadvantages.

The figure below outlines the preferred communications methods for respondents who want to receive more information about the project



Other feedback received through the survey indicated that respondents want to receive more information about the project, better understand the benefits to Tasmania and are concerned about power prices.

# Tourism industry webinar

Our panel discussion with two technical experts and the CEO of North by North West Regional Tourism Organisation was focused on exploring concerns and opportunities for the tourism sector in relation to the construction and operation of the project.

Below is a snapshot of the key opportunities and concerns discussed.

## Opportunities

- **Brand, marketing and storytelling:** there is an opportunity to promote the carbon neutral brand to visitors and tell the story about the role NWTD is playing.
- **Stimulate economic growth:** the project will support long-term investment in the region and create new jobs which will have flow-on effects for the tourism industry by increased interest in the region.
- **Support short-term accommodation:** the project will bring in workers during construction. This provides an opportunity for tourism operators to provide short-term accommodation and services to the workforce.

## Concerns

- **Impact on the “natural brand” of the region:** North West Tasmania is celebrated for its natural beauty. There is concern the project could impact the ‘natural brand’ used by the tourism industry to promote the region to visitors.
- **Visual impacts:** there is concern about the visual impact of the overhead transmission lines, particularly at locations that are important to the tourism industry.
- **Long-term impacts:** tourism operators raised concerns about the long-term impacts the project could have on the tourism industry i.e. declining visitor numbers, investment in the region.

The panel did start to identify measures that could be considered to maximise opportunities and minimise impacts of the project on the tourism sector. Two common themes emerged from this discussion. The first was in relation to the tourism sector working together to identify how they could maximise opportunities and minimise impacts collectively. The second involved the project team engaging often and transparently with the tourism industry.



It is important to understand the webinar discussion is not reflective of all tourism organisations or operators in North West Tasmania. Further engagement will be undertaken with the tourism sector and operators in the North West to understand their views as part of the development of the Tourism Impact Assessment for the Environmental Impact Statement.

# Youth Panel

**The Youth Panel were asked to consider rules for a Community Benefits Sharing Program (CBSP) and who should be eligible. By their final meeting, the Youth Panel had developed and agreed on a draft CBSP framework.**

This draft framework provides several recommendations that will be shared with stakeholders and community members for comment prior to further refinement.

The draft recommendations developed by the Youth Panel addressed three main areas of the CBSP:

- What projects and/or activities should be awarded funding under the program
- Who should be awarded funding under the program
- How the community benefits sharing program should be delivered

The draft CBSP framework developed by the Youth Panel can be found at [tasnetworks.com.au/youthpanel](https://tasnetworks.com.au/youthpanel).

We asked participants for their feedback about the process. The majority of the participants were positive about the process and valued the skills and knowledge they had gained across the five meetings. Participants also commented that they appreciated the relationships they had developed and the opportunity to voice their opinion and make a positive difference in their communities. Some participants also valued the extra development opportunities that had been provided by TasNetworks beyond the Youth Panel process.

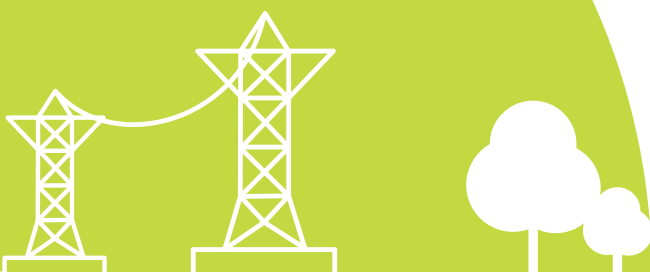
**My favourite part of the Youth Panel is having the opportunity to meet such an amazing group of people and being given the opportunity to voice our opinions about what we want to see happen in the community.**

*Laura, Youth Panel member.*

We designed the Youth Panel process to include activities to build the capacity of the 15 participants so they could actively participate in the process. This has delivered longer-term benefits for the group as they can draw on these skills to help support their future aspirations.

We also made an ongoing commitment to provide development opportunities to participants based on their preferences. Some of the opportunities identified included providing participants with presentation opportunities, media training and mentoring. To date, we have provided three participants with the opportunity to present to the TasNetworks Board and NWTDL Stakeholder Liaison Group.

You can hear directly from the Youth Panel about their experience [here](#).



# Stakeholder Liaison Group

**The Stakeholder Liaison Group (SLG) has provided valuable feedback on the communications and engagement approach for the project and provided advice on who we should engage with on topics that can be influenced for the NWT D.**

When asked about how communication materials could be improved, the majority of members agreed that more visual elements would help explain complex concepts to the broader community. They also commented that the content could be further summarised and language simplified to appeal to a broader audience.

The SLG noted that it would also be important to use a range of channels to raise awareness of the project and provide information at regular intervals. This would help keep the community interested about the project, despite the long lead times for delivery.

The SLG has provided recommendations on individuals and organisations that should be engaged with on decisions that can be influenced for the project, including economic development and community benefits sharing.

SLG members have played an active role in sharing information about the NWT D to their networks. This included general project information as well as promoting local supply chain opportunities, induced jobs, and the wider story about what Project Marinus unlocks for Tasmania.

In February 2022, an online survey provided valuable insights into SLG members' knowledge of the NWT D and feedback on the SLG process. The following is a snapshot of key results:

Majority of the participants:

- Have developed a good level of project knowledge and are happy with the information being provided.
- Are satisfied with the meeting structure and its process, and believe it is a good use of time.
- Commented that the meetings provide an opportunity to have meaningful discussions.

**When asked about the benefits to North West Tasmania, the most commonly raised benefits of the project were generating investment, supporting renewables, and positive economic outcomes.**



# How your feedback will be used

## Helping shape our community benefits sharing program

The draft recommendations from the Youth Panel are being used to develop a Community Benefits Sharing Program for the project. The next step in developing the program is collecting feedback from the broader north west community and stakeholders on the draft Youth Panel recommendations.

We will be providing a range of opportunities for you to provide feedback on the draft recommendations and we encourage you to look out for opportunities to have your say at [talkwith.tasnetworks.com.au](https://talkwith.tasnetworks.com.au)

Feedback will be used by the Youth Panel to finalise the draft NWTDC community benefits sharing program framework when they meet again later in the year.

Once finalised, the draft framework will be presented to the TasNetworks Leadership Team and Board to review and endorse in late 2022.

**If you want programs and initiatives that are going to address the things you care about then you should be involved so that they are going to be the right things for you and your community.**

*Stephanie, Youth Panel member*

## Helping to inform our environmental and technical studies

The feedback collected through our pop-up information sessions, tourism industry webinar, SLG meetings, landowner discussions and telephone survey are helping us understand what is important to you and what you are concerned about.

This feedback, along with the information collected through our field studies, is being used to develop the Environmental Impact Statement (EIS) for the project and refine the design of the transmission line.

We provided technical experts with a summary of the feedback from each engagement activity once it was complete so it could be considered in the development of the technical and environmental studies. The feedback summaries were also provided to our engineers and designers to identify opportunities to refine the design to address specific concerns and minimise impacts.

# Helping us communicate better

Your feedback is helping us understand how you like to receive information and what topics you want to know more about.

We will use your feedback to update our communications and engagement approach based on your preferences and advice.

We will continue to use a range of methods to share information and promote engagement opportunities including our project webpage, social media channels, e-newsletters, local newspapers and face-to-face events.

To be the first to know about upcoming engagement opportunities, you can register for our e-newsletter by visiting [talkwith.tasnetworks.com.au](http://talkwith.tasnetworks.com.au), emailing us on [NWTD@tasnetworks.com.au](mailto:NWTD@tasnetworks.com.au) or calling us on **1300 127 777**.

## Contacting the team

We are committed to working closely with landowners and the community as the project develops to understand what is important to you and what we need to consider to achieve the best outcomes for the environment, landowners, and community.

You can contact us with any questions about the project on the details provided here.



[talkwith.tasnetworks.com.au](http://talkwith.tasnetworks.com.au)



[NWTD@tasnetworks.com.au](mailto:NWTD@tasnetworks.com.au)



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