

Small Business Owners Engagement Plan – St Marys

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Parklife Metro D&C

Version Control

Version	Author	Date	Comments	Reviewed by	Approved by
A	Bella Shamal Place Manager	19/06/2023	First Issue	Rebecca Noakes Community and Stakeholder Manager	Richard Graham Project Director
B	Jess Spence Place Manager	17/10/2023	Second Issue	Rebecca Noakes Community and Stakeholder Manager	Jose Sanchez Project Director
0	Jess Spence Place Manager	10/11/2023	IFI / Final Issue	Rebecca Noakes Community and Stakeholder Manager	Jose Sanchez Project Director

Signature

Rebecca Noakes



Details of Revision Amendments Document Control

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

Amendments

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

Contents

Version Control	2
Glossary	4
1 Purpose	5
2 Project overview	5
2.1 Stations, Systems, Trains, Operations and Maintenance	5
3 Stakeholder and community objectives	6
3.1 Strategy structure and interface with other plans	6
4 Engagement mechanisms	6
4.1 Approach to Small Business Owner Engagement.....	7
4.2 Communication tools.....	7
4.3 Contact facilities and information points:	8
4.4 Business areas.....	8
4.5 Evaluation	9
5 Adjacent business identification and issues mapping	10
Appendix A Station Street, Queen Street & Phillip Street retailers (50 metres radius)	12

Glossary

Standard terms and definitions

Term	Description
CCS	Community Communications Strategy
CCSSP	Community Communications Site-Specific Sub-Plan
OCCS	Overarching Community Communications Strategy
Project	Sydney Metro – Western Sydney Airport
SSTOM	Stations, Systems, Trains, Operations and Maintenance

1 Purpose

This Small Business Owners Engagement Plan describes the approach Parklife Metro will take to engage with small business owners located adjacent to the Stations, Systems, Trains, Operations and Maintenance (SSTOM) works at St Marys.

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

2 Project overview

Sydney Metro – Western Sydney Airport (SM-WSA) will become the transport spine for Greater Western Sydney, connecting communities and travellers with the new Western Sydney International (Nancy-Bird Walton) Airport and the growing region.

The city-shaping project, from St Marys through to the new airport and the Western Sydney Aerotropolis, will provide a major economic stimulus for western Sydney, supporting more than 14,000 jobs during construction for the NSW and national economies.

The 23-kilometre new railway will link residential areas with job hubs including the new Aerotropolis and connect travellers from the new airport to the rest of Sydney's public transport system.

The Australian and NSW governments have awarded all three major contracts for the Sydney Metro – Western Sydney Airport project:

- Station boxes and tunnelling (SBT) – currently in delivery
- Surface and civil alignment works (SCAW) – currently in delivery
- Stations, Systems, Trains, Operations and Maintenance (SSTOM) – work to commence in late 2023.

2.1 Stations, Systems, Trains, Operations and Maintenance

In December 2022 the largest ever Public Private Partnership (PPP) contract in New South Wales was awarded to Parklife Metro for the Stations, Systems, Trains, Operations and Maintenance (SSTOM) works for the Sydney Metro - Western Sydney Airport Project.

Parklife Metro will deliver:

- Six new stations – St Marys, Orchard Hills, Luddenham, Airport Business Park, Airport Terminal and the new Aerotropolis
- 12 new metro trains
- Core rail systems
- The Stabling and Maintenance Facility (SMF) to be built at Orchard Hills
- Service facilities at Claremont Meadows and Bringelly.

Parklife Metro will also operate and maintain the Sydney Metro - Western Sydney Airport (SM-WSA) line and its assets for 15 years after it becomes operational in 2026.

3 Stakeholder and community objectives

The objectives of this plan are to:

- Establish consultative guidance to help Parklife Metro minimise the impact of the project on small businesses by incorporating their specific needs and requirements.
- Identify all small businesses located adjacent to the works at an early stage and gain a comprehensive understanding of any unique requirements they may have.
- Provide information that can support the identified small businesses in preparing for and managing the impacts during the construction phase.
- Outline the approach that Parklife Metro will employ to engage with small business owners and assess the impacts of the SSTOM construction works on their businesses.
- Propose a mechanism through which small businesses can notify Parklife Metro of any adverse impacts they are experiencing and establish a process for investigation and remediation to minimise or eliminate these impacts.

3.1 Strategy structure and interface with other plans

The CCSS is part of a suite of plans designed to address communication for a range of stakeholders. They are structured as shown in Table 1.

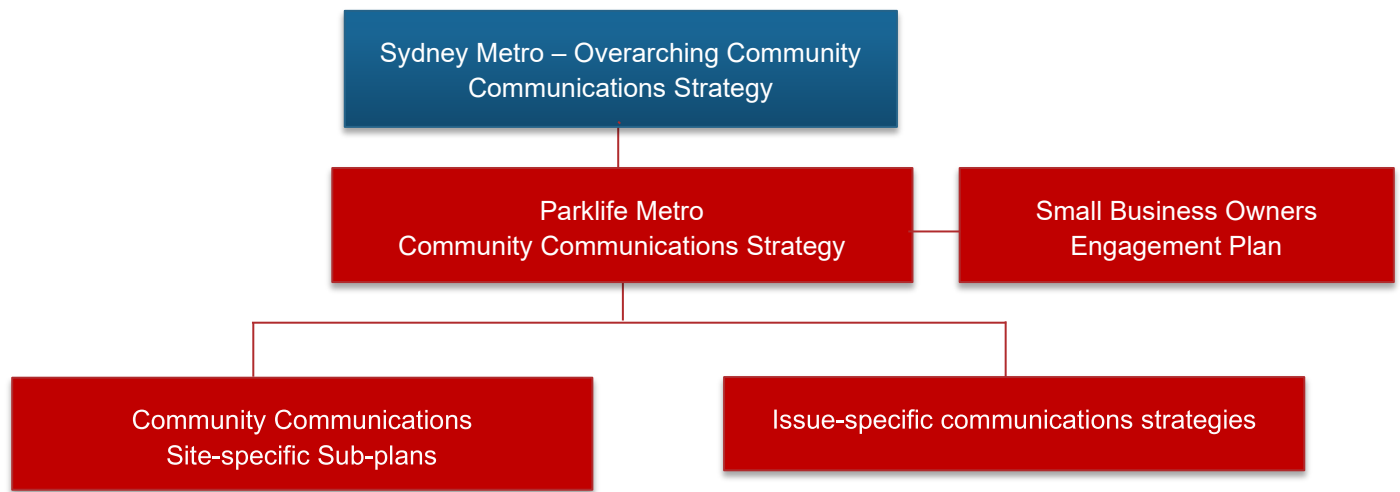


IMAGE 1 HIERARCHY OF PLANS

4 Engagement mechanisms

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

4.1 Approach to Small Business Owner Engagement

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

- Establish a dedicated Place Manager as a single point of contact for small businesses, who will actively engage with business owners through personal visits and consultations, and promptly address any concerns or complaints raised by them.
- Conduct thorough discussions with business owners to understand their apprehensions regarding potential disruptions to their businesses.
- Provide businesses with comprehensive information regarding the project, including local scope and proposed timelines for the works.
- Keep businesses informed about construction progress and the measures implemented to minimise potential impacts.
- Ensure that the project team is fully aware of the specific operational requirements and sensitivities of each small business in the vicinity of the work areas.
- In cases where a small business reports adverse impacts due to the SSTOM works, the Place Manager will investigate the complaint by collaborating with the Project Team.
- If it is determined that the SSTOM works are indeed causing adverse impacts, the Place Manager and the Project Team will collaborate to develop a solution to mitigate these impacts.
- The Place Manager will communicate the implemented remedy to the small business owner and follow up with a call to ensure its effectiveness.
- Assist small businesses in identifying opportunities to participate in mentoring, education, events, and promotional programs offered by the local council and/or NSW Government agencies, including any relevant Sydney Metro activities.

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

4.2 Communication tools

Sydney Metro and Parklife Metro utilise various communication and engagement tools to effectively reach a diverse range of individuals who may be affected by the project. These tools aim to provide flexibility for community members to engage with the project according to their preferences and lifestyle. The selection and use of these communication tools align with the requirements outlined in the OCCS and Parklife Metro CCS.

In engaging with small business stakeholders, the following tools will be employed:

- Personal communication facilitated by Place Managers who will ensure that business consultations are properly documented and conveyed to the relevant members of the project team.
- Engaging with businesses to understand their specific requirements, such as operating hours, primary delivery times, reliance on foot traffic, potential impacts on signage or advertising, customer origin, customer parking, garbage collection, and other pertinent details that need to be considered during works planning.
- Notifications, including maps, to keep businesses informed about the purpose of the works, expectations, and potential impacts. These notifications can be delivered in paper or electronic format.
- Newsletters distributed on a quarterly basis to provide six-month updates to properties within 500 metres of the construction site. These newsletters can be received in paper or electronic format.

- Fact sheets, as appropriate, to offer detailed information on various aspects of the work and the overall project.
- Business briefing sessions, which can be conducted on a one-on-one basis or with a group of business owners. These sessions may take place face-to-face or online, depending on the circumstances.
- Invitations extended to community open days, where business owners can access a broader range of subject-matter experts and directly observe the ongoing works in their local area, gaining firsthand experience
- Invitations for feedback from the surrounding local businesses on the Place, Urban Design and Corridor Landscape Plan for St Marys Station.

By utilising these communication and engagement tools, Sydney Metro and Parklife Metro aim to foster effective dialogue and ensure that small businesses are well-informed and actively involved throughout the project.

Parklife Metro recognises the importance of providing information in a range of community languages specific to this area. Certain business owners have been identified as primarily using a language other than English, and therefore, communications will be tailored to meet their specific needs.

Parklife Metro will collaborate closely with Sydney Metro, Penrith City Council, Penrith Valley Chamber of Commerce, government agencies, transport operators, event organisers, the St Marys Town Centre Board, other nearby projects, and interface contractors to effectively engage with and reach out to local businesses.

4.3 Contact facilities and information points:

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

Parklife Metro would also like to provide local small businesses with access to the NSW Small Business Commissioner (<https://www.smallbusiness.nsw.gov.au/>). We would work with Sydney Metro to invite representatives from the Small Business Commissioner to visit the St Marys small business community at a mutually convenient time.

The aim is to ensure local small businesses are aware of the services available to them through the NSW Government. The visit may be to individual businesses or as part of a small business forum (online or in person).

4.4 Business areas

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

- Mixed retail including cafes, restaurants, grocery and convenience stores, clothing stores, hair and beauty services, digital goods, accountants, and more
- Health services such as dental, medical and pharmaceutical
- Phillip Street consists of small businesses, with many providing employment services, and includes a Centrelink which backs onto the site of the SSTOM works.

4.5 Evaluation

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

5 Adjacent business identification and issues mapping

Stakeholders List	Impact	Mitigation Measures	Communications Approach
St Marys Station – Station Shop	General construction impacts including noise, traffic interruptions, construction traffic and impacts to pedestrian access	<ul style="list-style-type: none"> Well maintained local traffic controls to manage local traffic Ensure pedestrian access is clear and unobstructed during the day Wayfinding signage is clear and appropriately set out Noise and dust management Equipment stored on local streets does not impact traffic or access to businesses Work area is left secured to ensure community safety Clear communication of changes to local road network and access routes Toolbox talks to remind workforce of behaviour and neighbouring businesses 	<ul style="list-style-type: none"> Meetings and doorknocks with retailers Provision of regular updates, notifications, and newsletters
Station Street, Queen Street & Phillip Street strip retailers (50m radius – businesses listed Appendix A)	General construction impacts including noise, traffic interruptions, construction traffic and impacts to parking, garbage collection and pedestrian access * Access will be particularly important for delivery vehicles	<ul style="list-style-type: none"> Well maintained local traffic controls to manage local traffic Ensure pedestrian access is clear and unobstructed during the day Wayfinding signage is clear and appropriately set out 	<ul style="list-style-type: none"> No surprises approach, clear and concise information and provide adequate opportunity for feedback when or if required Meetings and doorknocks with retailers Provision of regular updates, notifications and newsletters

* Ensure delivery for brewery trucks is not interrupted by street detours (if there are any)

- Noise and dust management
 - Equipment stored on local streets does not impact traffic or access to businesses
 - Clear communication of changes to local road network and access routes
 - Clear communication on parking closure and alternate parking
 - Clear access to East Lane for access to business on-site parking, deliveries and garbage collection
 - Toolbox talks to remind workforce of behaviour and neighbouring businesses
- Information sessions
 - Verbal and electronic updates
 - Vietnamese, Cantonese and other language translations may be required for some retailers.
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Appendix A Station Street, Queen Street & Phillip Street retailers (50 metres radius)

- Centrelink
- Pizza King
- Skilling and Employment
- Bridging the Gap
- Healthy Living Discount Pharmacy
- St Marys Medical Centre
- APM Employment Services
- Huss Barber Shop
- Global Skills St Marys
- Cheesecake Shop
- INT Nurse Training
- Global Skills
- Citywest Dental Centre
- Easy Script Compound Pharmacy
- Sydney West Accountants
- Jhelum Group
- Premier Factory Seconds
- St Marys Tobacconist
- Li Na Massage
- Jasmine Massage
- Cassandra's on the Park
- Hair and Beauty
- Warpaint Tattoo and Body Piercing
- Cut & Comb
- St Marys Church
- Yourtown Social Enterprises
- Khizer Biryani Tikka House
- St Marys Pharmacy
- St Marys Medical Surgery
- Exotic Indian Beauty
- Sto Nino Oriental Mini Mart
- Pacific Green Grocery
- Jayam Supermarket
- Fusion café
- Liquor Stax
- Bakery
- LD Cenzia And Co (Tax Agent/
Accountants)
- Denture Clinic
- Liquid Laundromat
- Bill's Shoe Repairs
- M.B.I Electronics
- St Marys Hotel
- Fabrics Wholesale and Retail
- Jennica Nails and Beauty
- Kishan Fruit and Veg
- Emerald Medical Centre
- Anila's Hair and Beauty
- Jayam Supermarket
- Dental Surgery
- Angelina Hair Salon
- St Marys Fish Market
- B'Trendy Boutique
- Golden Chopsticks
- Ned's Butchery
- Rita's Fashion
- Hair by Amany
- Queen Street Grocers
- Sawang Thai Massage
- Barber Haven
- Best Frozen Seafood and
Vegetables
- Free Choice
- Sydney's Charcoal Chicken
- Chemist Warehouse
- Cleopatra Imported Furniture
- Chicago Ribs
- Dentist on Queen
- ALPHA Jiu Jitsu Academy
- Bare Bunny's Madames
Relaxation
- Travel Care
- St George
- Fred's Toys and Diecast
- Finders Keepers
- Doves Jewellery
- Commonwealth Bank
- Royal Remembrance Chapel
- Martino Hot Bread
- Westpac
- Everything Adult
- Super Tools Australia
- St Marys Hardware and
Accessories
- Cashaway
- Jonelles Hair and Beauty
Design
- Ferrari Hair Plus
- Ria money transfer
- The BIG BIG Aloha
- Prince Nisha's Kitchen
- Optometrist (Precision
Specs)
- ANZ
- Lucky's Cafe
- Smiling Massage
- Train Station Gym 24/7