

## Communications strategy – Impact of works program

Melbourne Airport aims to provide authentic, accurate and accessible communications as well as opportunities for stakeholder engagement on the third runway project to airport and surrounding tenants, business operators and landholders. The approach detailed in this document is designed to ensure the local community and stakeholders impacted by works associated with the third runway are routinely informed during works program, including the construction phase, and outlines the accessible channels provided by the airport for consultation, feedback and engagement.

## Communication and engagement approach

Melbourne Airport will continue to provide targeted stakeholder communications and engagement using a range of channels to ensure stakeholders including landholders, businesses, tenants and airport operators are provided with timely and accurate information during all necessary phases of project works. This program of communications and engagement will include:

- Regular project updates, detailing general project information on the third runway progress and delivery program
- Timely and targeted notifications outlining the purpose, timing and impact of works (prior to any works commencing) including out of hours disruptions
- Responsive channels for stakeholder complaints and enquiries related to the project or works
- Targeted door knocking of local landholders, when required, to ensure communications are disseminated before any works are undertaken.

Additionally, Melbourne Airport will continue to provide opportunities for local communities and stakeholders to engage on project conditions through a number of dedicated communication platforms and events as a supplement to our regular and existing interactions with stakeholders.

Melbourne Airport acknowledges that within its stakeholder groups the following cohorts are at risk of being underrepresented: young people, women, culturally and linguistically diverse (CALD) and disadvantaged communities, people with young families, older people and people with a disability. The airport's engagement approach considers varied times and locations of its communication and engagement activities to reduce barriers to participation. Further, Melbourne Airport applies inclusive communications methods (i.e. community newsletters and the online Major Projects Hub, which are translated into 12 identified languages) to increase accessibility and understanding of key information shared.

## Established communication and engagement tools

A variety of communications and engagement strategies and tools will be used throughout the various stages of the project and to reach specific stakeholders. Communications will always aim to be transparent, timely and trustworthy, with community differences and needs considered. Information will be developed through a range of communication tools and channels supplemented with:

- Clear messages, maps, diagrams and images to support messages and narratives
- Writing in plain language without jargon and acronyms, simplifying technical information and using frequently asked questions
- Materials translated into languages spoken within the N60 contour and offering interpreter services where required/as appropriate, particularly at community group presentations
- Open and two-way channels of communication for stakeholders and community to connect with Melbourne Airport, such as through the community email inbox and a physical presence in the community.

In support, Melbourne Airport will continue to leverage existing community and stakeholder forums throughout the approval, design, delivery and implementation phases of the project which include:

1. The Community Aviation Consultation Group (**CACG**), which meets quarterly, and provides a forum for open discussion between members, representatives from key agencies and Melbourne Airport. CACG acts as a conduit for community to raise issues and questions via their local CACG representative and for CACG members to share information within their communities; and,
2. The Advocates for Aviation Growth Committee (**AAGC**), which consists of employees and partners in Melbourne Airport's supply chain and represents the breadth of employment areas across the precinct. The AAGC meets quarterly and enables people working across the Melbourne Airport precinct and supply chain partners to be updated on and actively contribute to discussions around the growth of Melbourne Airport's major project developments.
3. Melbourne Airport Planning Coordination Forum (**PCF**), which is a strategic partnership between airport and government representatives to discuss issues and exchange information on airport planning and operations and on the implications for the airport of development in the surrounding areas.
4. Parallel Runway Operations Steering Implementation Group (**PROSIG**), that facilitates collaboration between Melbourne Airport and Airservices Australia (Airservices) through the progress of the Melbourne Airport's Third Runway (M3R) project.

In addition to these forums Melbourne Airport will continue to communicate and engage with community and key stakeholders through a variety of tools detailed in Table 1.

## Communications and engagement timeline

The third runway project timeline sets the key milestones that will inform communication and engagement plans. A communications and engagement timeline has been created and will be kept updated, to ensure communication and engagement activities are planned and responsive to each phase of the project, aligning with key community impacts such as the construction program. Outcomes and milestones will be regularly reported to the CACG, and through the airport's commitments register for the Federal Government.

**Table 1: Communication tools and identified stakeholder application**

Tool	Target Stakeholders	Purpose			Details
		Inform	Consult	Feedback	
Online Major Projects Hub	ALL Nearby landowners Local communities Businesses, airport operators and tenants Airport users/travellers	X	X		The Melbourne Airport Online Major Projects Hub is being upgraded to provide a key interface with stakeholders and the impacted communities, offering a 24-hour portal featuring project videos, the aircraft noise tool, project fact sheets, information on historical flight paths with Noise and Flight Path Monitoring Systems data from Airservices, answers to frequently asked questions, and a contact form for those people requiring further information or wanting to provide feedback.  Accessible via the Airport's corporate website or via a unique link, it will be updated regularly to reflect the latest project information and status.
Letters and notifications	Affected residents Businesses, airport operators and tenants	X			Tailored letters will be used for formal engagement and delivery of notifications to directly affected stakeholders including surrounding landholders and businesses that may be impacted by the works program.  Notifications to impacted tenants, contractors and operators on-airport as well as surrounding landholders and businesses will provide details about how they may be impacted by the works program.
Community pop-up events and information sessions	Local community Nearby neighbours and landowners Businesses	X	X		A new purpose-built mobile trailer will be deployed by mid-year (2025) to complement the rolling calendar of community pop ups. As required, local information sessions will be conducted to support awareness and understanding of the third runway by the broader community and stakeholders.
Facilitated meetings	Nearby landowners Businesses Local government Airport operators and tenants	X	X	X	Facilitated meetings between key stakeholders and the Project team will be utilised as required to provide specific project information or access to technical experts.
Regular community newsletters (print and online versions)	Up to 1 million mailboxes (residential and commercial) in the greater Melbourne area	X			The community newsletter is used to provide updates on airport infrastructure and is a key source of community information for the third runway project. The airport newsletter is translated into 12 key languages, to ensure non-English speaking communities are kept informed.
Visitor centre	Plane spotters Aviation enthusiasts Airport users/ tourists Local community School groups Community groups	X	X		A new visitor centre designed to be a multi-purpose space will help create connections with our community and stakeholders by educating and informing them about our history, heritage, current operations and future plans, as well as provide a physical venue for enthusiasts — photographers and people enjoying the thrill of watching aircraft landing and departing.

Tool	Target Stakeholders	Purpose			Details
		Inform	Consult	Feedback	
Online community virtual assistant – MEL	Local community Airport Users/ travellers	X			MEL is a two-way communication platform that can reach any member of the community by using a mobile phone or desktop to chat with a virtual assistant. MEL allows Melbourne Airport to deliver a responsive, user-led service, whilst gathering real-time feedback and insights from diverse audiences.
School engagement and career program	Local schools and other education pathways	X	X		Offering tours of the airport terminals, highlighting diverse career pathways in aviation, around the airport precinct and related to the airport's major projects e.g. Melbourne Airport's third runway. Students and young people looking for employment get the opportunity to explore and learn directly from members of the precinct cohort through discussion on the tour.  Attendance at career expos across Melbourne's north and west creates further awareness of career opportunities.
Community surveys	Local community Local business	X	X		Community surveys to monitor community sentiment about the project, including emerging issues and opportunities for further engagement and ensure we are adequately addressing community concerns and adjust communications and engagement as necessary.
Dedicated project community email and phone line  <a href="mailto:E.Newrunway@melair.com.au">E. Newrunway@melair.com.au</a> P. 9297 1597 (community line) P. 9297 1600 (reception)	Local community Impacted residents Local businesses		X	X	The 'new runway' and 'community' email inboxes are well established and will continue to act as channels for communication and feedback, as well as to register and manage complaints as an important component of managing issues during construction. These are also our means of distributing updates and notifications.  APAM will promote the community feedback phone number and dedicated runway email in project communications.
Traditional and digital social media channels	Landholders Local Community Airport users/ tourists Businesses, operators and tenants	X			Melbourne Airport's social media and digital channels will be used to promote awareness of the third runway, provide updates, and advise of key community events and other engagement opportunities. These channels have a significant, engaged audience.
Fact sheets	Landholders Local Community Businesses Airport users/ tourists Businesses, operators and tenants	X			Relevant fact sheets will be available and distributed at key community and industry engagement activities to provide topic-based project information. These will also be available electronically from our website.

Tool	Target Stakeholders	Purpose			Details
		Inform	Consult	Feedback	
Videos and photography	Affected landholders Local Community Businesses, airport tenants and operators Airport users/ tourists	X			A series of videos that highlight key aspects of project activities to help people visualise and easily understand them through jargon-free, quick explainers. All videos will be hosted on the online project hub.
Stakeholder and community interactions database	Local community Businesses Airport users	X			Melbourne Airport maintains a stakeholder and feedback database to capture stakeholder information and specific engagement interactions, ensuring concerns, feedback and enquiries are recorded and addressed. This secure database is used to record queries raised at community pop ups and facilitated meetings and assign actions to relevant staff to ensure these are followed up promptly.
Door knocking	Landholders	X			Melbourne Airport will undertake targeted letterbox drops and door knocks to nearby landholders to inform them of the works impact.
Complaints handling policy and process	Local Community Businesses, airport tenants and operators Airport users/ tourists		X	X	Melbourne Airport is committed to providing exceptional service and ensuring a positive experience for all our passengers and stakeholders. A complaints and feedback statement is accessible via the Melbourne Airport website, and the process and commitment to complaint acknowledgement and resolution will be referenced appropriately on notifications and other communications to advise of third runway project works.