

## 5. Public Consultation

### 5.1 Introduction

Gunns has developed a series of integrated objectives to act as a framework for the consultation associated with the pulp mill proposal. Gunns has also developed the following “promise to the public” to underpin all consultation activities:

*“To work directly with the community, affected residents and key stakeholder groups throughout the planning, design, construction and decision-making process for the Proposed Bell Bay Kraft Pulp Mill to ensure that public input, issues and concerns are understood and considered.”*

Objectives for the community consultation process include:

- ▶ Encourage participation from the earliest planning stage;
- ▶ Provide people with accurate and easy to understand information about the benefits of the project and the potential versus the perceived impacts of the project;
- ▶ Give people clear information about the social, environmental and economic issues surrounding the project;
- ▶ Use existing networks to disseminate information;
- ▶ Provide the community with an opportunity to identify key environmental, social and economic issues and for these to be considered in the preparation of the IIS;
- ▶ Provide opportunities for the community to openly discuss their issues on the basis of information given;
- ▶ Gather perspectives and information from the community in relation to project impacts;
- ▶ Develop community ownership and support for the objectives of the project;
- ▶ Design suitable responses to identified project issues in partnership with the community;
- ▶ Build on existing relationships and help to build positive new relationships between Gunns and key stakeholders; and
- ▶ Enable any issues identified by the community to be addressed promptly and reduce the potential for any project delays.

### 5.2 Public Consultation Program

Full details of the consultation program can be found in Appendix 11, Volume 8.

### 5.3 Key Messages

To ensure accurate and consistent information is being disseminated to the community, Gunns prepared a series of integrated project 'messages' prior to implementing the consultation program for the IIS. These messages have formed the basis for the dissemination of information by Gunns to the community and other stakeholders during the consultation process that has been undertaken to date.

These messages are:

---

<b>Gunns Limited</b>	<ul style="list-style-type: none"><li>Established in 1875 in Launceston and currently employs 1,600 staff</li><li>Australia's largest hardwood forest products company</li><li>Australia's largest hardwood sawmiller, largest producer of decorative sliced veneer and largest producer of hardwood export chips</li><li>Produces premium cool climate wine, owns 10 hardware retail outlets and a construction business</li><li>Gunns was listed on the ASX in 1986, and currently has about 4,500 shareholders</li></ul>
<b>Gunns Limited is a World Leader in Forestry Certification</b>	<ul style="list-style-type: none"><li>Gunns Limited has ISO 14001 environmental accreditation</li><li>Gunns was the first company to achieve the Australian Forestry Standard</li><li>Gunns was the first Australian company to gain PEFC accreditation</li><li>Gunns was the first Australian company to achieve Chain of Custody</li></ul>
<b>Bell Bay Pulp Mill project</b>	<ul style="list-style-type: none"><li>An 800,000+ tonne pulp mill will be the biggest single private investment ever in Tasmania</li><li>Finnish forestry consultants Jaakko Pöyry concluded in the feasibility study that a pulp mill project could be viable in Tasmania</li></ul>
<b>Where now?</b>	<ul style="list-style-type: none"><li>Gunns has appointed GHD to undertake a detailed Integrated Impact Statement focusing on environmental, social and economic factors</li><li>This will be presented to the State Resource Planning and Development Commission after the guidelines are completed</li><li>It is expected the RPDC will take at least six months to assess the IIS</li></ul>

---

- 
- And then...**
- ▶ Gunns Limited Board will give final consideration to investing in the project
  - ▶ Construction could start in late 2006 or early 2007
  - ▶ Mill could start in late 2008 or early 2009
- 

- Water**
- ▶ Modern pulp mills use 70% less water than those of 15 years ago due to best practice recycling technology
  - ▶ After listening to stakeholder environmental and social concerns about the original Pipers River Dam proposal, Gunns searched for alternative water supply options and confirmed that the South Esk Catchment was a superior option
  - ▶ 26GI water will be sourced from the Trevallyn Dam, 1 % of all water that flows into the Dam
  - ▶ Positive environmental and social impacts at Pipers River
  - ▶ Positive benefits for Tasmania power grid
  - ▶ Positive impact on environmental flows (and no impact on the Gorge)
  - ▶ Pipeline will be built near the East Tamar Highway
- 

- Atmosphere**
- ▶ The Bell Bay pulp mill will have amongst the lowest emissions in terms of air quality and odour of any in the world
  - ▶ Emissions to air will be predominantly water vapour and naturally occurring carbon dioxide
  - ▶ A world-class three-tier odour abatement system is planned to capture all gases
  - ▶ The mill will be greenhouse gas positive and produce green power eligible for renewable energy certificates
- 

- Effluent**
- ▶ No effluent will be released into the Tamar River (RPDC requirement)
  - ▶ About 70% less effluent is released from modern pulp mills compared to those built 15 years ago
  - ▶ Treated effluent will be released into the ocean up to 4km off shore after primary and secondary treatment
  - ▶ Effluent contains naturally occurring inorganic salts (found in oceans) and organic wood constituents
  - ▶ People fish, swim and holiday on rivers, lakes and oceans adjacent to modern pulp mills
-

<b>Transport</b>	<ul style="list-style-type: none"> <li>▶ The Bell Bay site has excellent access to a deep water port, road and rail</li> <li>▶ Any extra wood brought into the region from catchments in the North – West or the South would most likely be transported by rail</li> <li>▶ Other inputs will be mostly ocean freighted to the site</li> <li>▶ Pulp will be exported by ship direct from the site</li> </ul>
<b>Visual and Landscape</b>	<ul style="list-style-type: none"> <li>▶ Architectural expertise has been engaged to minimise the visual impact of the mill</li> <li>▶ Light emissions at night will be minimised</li> <li>▶ Modern pulp mill designs have only one discharge stack which improves appearance</li> </ul>
<b>Noise</b>	<ul style="list-style-type: none"> <li>▶ Little, if any, additional noise will be emitted from the site, compared to existing woodchip mill operations</li> <li>▶ The noisiest component of a pulp mill is the wood yard and chipping facility, both of which have been successfully operating at Bell Bay since 1971</li> </ul>
<b>Bleaching</b>	<ul style="list-style-type: none"> <li>▶ The mill will use best practice bleaching technology to whiten cellulose fibre for the production of premium pulp</li> <li>▶ The bleaching technology will be elemental chlorine free (ECF) which uses chlorine dioxide. This modern process has replaced the use of elemental chlorine once linked to the potential production of toxic by-products</li> <li>▶ Chlorine itself is not toxic and is commonly used as a purifying agent in food and drinking water. It is derived from table salt (NaCl)</li> </ul>
<b>Monitoring</b>	<ul style="list-style-type: none"> <li>▶ The State Government has developed world-class environmental, social and economic guidelines for the development of a pulp mill in Tasmania, ensuring it is safe for the community and for the environment</li> <li>▶ All emissions to air and water will be monitored and recorded continuously to ensure compliance with the stringent Tasmanian guidelines</li> </ul>
<b>Net job effects</b>	<ul style="list-style-type: none"> <li>▶ About 4,000 construction jobs will be created on site and a further 4,000 off site, according to Monash University</li> <li>▶ About 1,500 direct and indirect jobs will be created once the mill is operational</li> </ul>

---

**China Market – a growth opportunity**

- ▶ China consumes about 49 million tonnes of paper each year – the second largest consumption in the world
- ▶ China's GDP growth has averaged more than 8 % for the past 26 years (growth of paper consumption is correlated to GDP growth and has experienced the same growth)
- ▶ Imported pulp has been growing at 18 % a year
- ▶ China's per capita consumption of paper is about 35kg per person per year, compared to the average western nation of 280kg (Australia or Japan)

---

**Contacts**

- ▶ Interested stakeholders are invited to visit Gunns'Gunns pulp mill website at [www.gunnspulpmill.com.au](http://www.gunnspulpmill.com.au) or ring the toll free number 1800 265297 or email [pulpmill@gunns.com.au](mailto:pulpmill@gunns.com.au)
- 

## 5.4 Consultation Activities

Gunns has implemented a range of consultation and communication activities to inform and engage the Tasmanian community and key stakeholder groups regarding the pulp mill proposal and IIS process. A number of communication channels were established to ensure that the community were able to obtain information about the pulp mill proposal and IIS as well as raise queries or concerns. The following section describes the communication tools that have been established and the consultation activities implemented.

The issues raised during consultation have been detailed in Appendix 11, Volume 8.

## 5.5 Bell Bay Pulp Mill Website

A website, [www.gunnspulpmill.com.au](http://www.gunnspulpmill.com.au), was developed to provide information to the community and other stakeholders about the project. It also provides a means of contact with Gunns for the community and stakeholders who may seek more specific project information.

The website address has been promoted on all project communication materials and the address has also been registered with major search engines. The website includes project overviews, fact sheets, scientific papers, media releases, related links and contact details.

The website has been regarded as a vital component of the consultation, ensuring the latest information about the project – as well as national and international scientific papers – has been available to the public. The site is updated regularly to ensure it remains current as the project progresses and this includes updates to the fact sheets that are featured on the site as well as listing every media release that has been produced.

The website will continue to be updated with the latest information for the duration of the project.

Details of information available on the web site are provided in Appendix 11, Volume 8.

## **5.6 Project Email Address**

A generic email address was established when the project was originally announced (pulpmill@gunns.com.au). All incoming emails are forwarded to relevant project team members for response. Gunns also has a comprehensive Stakeholder Database which records all incoming emails and the responses provided by the respective team members.

This has been a valuable communication tool, with many members of the public utilising the email address. Many of the emails originated from stakeholders and community groups who had received a pulp mill presentation from a Gunns representative. These emails centred around requests to be included on mailing lists, thanks for presentations, opportunities for future presentations and updates, congratulations about the new water supply option and requests for further information on particular subjects.

Other emails focused on the difficulty experienced when trying to get positive letters about the pulp mill published in local papers, the frustration of mill supporters wanting Gunns to fight against misinformation being circulated, and requests by Green groups for Gunns to attend public meetings. Only one email received during the consultative period was classified as abusive. The remainder were rational and from both supporters and opponents.

Many of the emails focused on employment opportunities and the forwarding of CVs and company profiles for future consideration when tenders are opened.

This email address continues to be in operation and will remain so until the completion of the project. It also remains Gunns' focus to answer each email in a timely manner with the most up to date information.

## **5.7 Stakeholder Database**

The Stakeholder Database employed for this project has been used as a tracking system of all communications including telephone conversations, emails and face-to-face meetings. The database has been designed to record the names and addresses of stakeholders, identify their issues and determine the trends in issues arising in the community. It also records the person responsible for action that the caller may be referred to, follow up actions, how the 'issue' or information request has been resolved and a record of feedback.

This database continues to be an essential tool in the management of consultation and external relations, ensuring prompt and effective follow up work from each of the Gunns' representatives on the consultation team.

## **5.8 1800 Project Information Number**

A toll free 1800 number (1800 265297) was established in February 2005 to receive telephone enquiries about the pulp mill proposal. The 1800 number is directed to a designated member of the Gunns' Gunns team who is then responsible for following up the enquiry and documenting the management of the enquiry and the nature of the discussion in the Stakeholder Database.

Over one hundred calls were logged to this number, the majority being requests for further information and/or for a Gunns representative to deliver a pulp mill presentation at an upcoming meeting.

## **5.9 Community Presentations**

Key members of the Gunns Pulp Mill project team have been presenting an overview of the pulp mill proposal to community groups and organisations, such as local councils, Rotary, Probus, schools, political party meetings and those living in the area where the proposed mill may be built. The purpose of the presentations is to enable the community to learn more about the proposal and to ask questions, as well as to identify issues or concerns in an informal and interactive environment. A detailed PowerPoint presentation was developed for these presentations, which outlined the project timeline, approvals process, environmental considerations, social impacts, markets, general information regarding how a pulp mill operates and Gunns' contact details.

Some of the groups that have been visited include:

- ▶ Timber Communities Australia St Mary's Branch
- ▶ Timber Communities Australia Northern Meeting
- ▶ Tasmanian Agriculture and Produce Group
- ▶ Northern Midlands Business Association
- ▶ Manufacturing Industry Council
- ▶ Riverside Lions Club
- ▶ Tamar Valley Wine Route
- ▶ Spatial Sciences Institute (SSI) Tasmania
- ▶ Launceston Probus Club
- ▶ Liberal Party Hobart
- ▶ George Town Probus Club
- ▶ Northern Midlands Council

- ▶ Longford Probus Club
- ▶ Kings Meadows Rotary Club
- ▶ George Town Pulp Mill Consultative Committee
- ▶ Beauty Point Probus Club
- ▶ South George Town Primary School
- ▶ Scottsdale Rotary Club
- ▶ George Town Rotary Club
- ▶ Prospect Probus Club
- ▶ North-West Forest Industries Club
- ▶ Liberal Party's Bass Membership
- ▶ Women's Liberal Party East Tamar Branch
- ▶ Regional Investment Workshop
- ▶ Westbury Lions Club
- ▶ Young Liberals NSW Branch Conference in Sydney
- ▶ Glamorgan Spring Bay Council
- ▶ Sunrise Rotary Club
- ▶ North Launceston Rotary Club
- ▶ HIA (Home Improvements Association)
- ▶ Weymouth Progress Association
- ▶ Lulworth community members
- ▶ RACT - Nth Advisory Council
- ▶ Tasmanian Farmers and Graziers Association
- ▶ Vineyards Association of Tasmania
- ▶ Evandale Probus Club

Presentations were also given to employees of Gunns' operations throughout Tasmania.

The format of each of these presentations involved the delivery of a project overview, followed by questions from attendees and usually an informal morning or afternoon tea ensuring all participants were given an opportunity to ask further questions.

Fact sheets were given to each person who attended the presentations, as well as the 1800 number, website address, dedicated email address and other contact details to ensure further consultation could take place if desired.

Gunns has maintained a database of all presentations delivered by its Project Team, and will again contact each organisation once the draft IIS has been published. This will ensure that key community groups are given an opportunity to have the content of the IIS presented in simple terms.



Further details of the issues raised during the question and answer sessions of these presentations and meetings have been summarised in Appendix 11, Volume 8.

### **5.10 One-on-one Meetings**

The Gunns Project Team has been available to meet with individuals at mutually convenient times and locations during the IIS process. To date, this has included property owners living in the area of the pulp mill, local residents of George Town, health professionals, educators, local council representatives and others. These meetings have enabled detailed discussions on any specific issues or concerns.

These meetings have taken place at Gunns' head office, in private homes, or at other agreed locations. Some of the meetings involved the presentation of the PowerPoint display, others a discussion about key issues.

Gunns organised regular meetings with national, state and local government elected representatives to brief them on the project, ask for their perspective on the proposal's progress, and to seek their views on community interests and concerns. Meetings have also been held with representatives of key State agencies and their local counterparts.

Tourism industry representatives have also been consulted through briefings and meetings including the Vineyards Association of Tasmania, Tamar Valley Wine Route members, individual winery and cellardoor owners, bed and breakfast owners and other tourism operators.

Much of this communication is continuing with key stakeholders.

### **5.11 Interviews with Environmental and Community Groups**

To ensure that key stakeholders participated in the consultation program, and to address perceived concerns that some environmental and community groups may not wish to participate directly in consultation with Gunns, GHD was commissioned to undertake targeted interviews with a number of groups and individuals in order to receive comments on the project, and to report on those consultations. Those same groups requested that the outcomes of the interviews not be included as part of the Gunns consultation report. Therefore, these interviews have been reported separately as an Appendix to the IIS Consultation Report (Community and Environmental Group Interviews Report, GHD, 2006m). These reports are at Appendix 12, Volume 8.

Interviews were held with:

- ▶ The Wilderness Society;
- ▶ Doctors for Forests;
- ▶ The Tamar Residents Action Committee (TRAC);
- ▶ Launceston Environmental Centre;

- ▶ Tasmanian Greens Leader Peg Putt;
- ▶ Senator Christine Milne;
- ▶ Clean Air Society of Australia and New Zealand;
- ▶ University of Tasmania – Launceston Campus Environmental Group;
- ▶ University of Tasmania – Hobart Environmental Collective;
- ▶ Upper Meander Catchment Landcare Group;
- ▶ South East Forests Protection Group;
- ▶ Christopher Strong;
- ▶ Tasmania Fishing Industry Council; and
- ▶ Paul Smith.

### **5.12 George Town Pulp Mill Consultative Committee**

Gunns was invited to join the George Town Pulp Mill Consultative Committee, which was established by George Town Council in mid-2005 as a vehicle to keep key stakeholders informed about the project. Members of the committee include the George Town Mayor and Deputy Mayor, a representative from Landcare, the local police force, a local principal, a local doctor, a local farmer, the Pulp Mill Task Force and Gunns Limited. Regular meetings continue to take place with a variety of guest speakers.

Members of the Gunns Project Team briefed the group on the Bell Bay Pulp Mill proposal.

This forum examined a number of social, environmental and economic issues, such as the possible need for more police, teachers and hospital beds, any potential airshed impacts and the forecast economic growth for George Town.

This committee will continue to meet in the future as the IIS is assessed.

### **5.13 Project Displays**

GHD has prepared detailed posters outlining the Integrated Impact Statement process and timeline, as well as information about GHD and Gunns. These posters were distributed to a number of council chambers around Tasmania, including Launceston, George Town, Campbell Town, Hobart and Beaconsfield. .

The posters assisted visitors to local council chambers to gain a quick snapshot regarding the proposed Bell Bay Pulp Mill, as well as contact details to obtain further information. Feedback forms were also available at the public displays to enable

community members to document any issues or comment on the pulp mill proposal and send to the Gunns'Gunns team.

#### **5.14 Written Communication**

There has been regular written communication prepared and circulated by Gunns to the community in the form of newsletters and householder letters. The purpose of these materials was to initially inform the community of the commencement of the IIS process, and to continually update them on the proposal's status. These materials have been distributed as inserts in local newspapers and through Australia Post.

More than 6,200 copies of the pulp mill folder containing fact sheets on effluent, atmosphere, how a pulp mill works, transport, questions and answers, containment and other subjects, was mailed to all residents in the Tamar Valley in March 2005. This material gave residents an opportunity to learn about pulp mill best practice that Gunns would employ if developed and operated the mill.

A full-page advertisement was published in The Examiner, The Advocate and The Mercury in mid-2005, updating Tasmanians about the progress to date.

A four-page newsletter titled Pulp Mill Update was published in The Examiner (Launceston based), The Advocate (North-West Coast based) and The Mercury (Hobart based) in mid August 2005. This newsletter contained an overview letter from Gunns Limited Executive Chairman John Gay; the latest information about the South Esk Water supply option; an update on research for the IIS on air emissions.

A second four-page newsletter was published in The Examiner, The Advocate and The Mercury in mid December 2005. This newsletter contained an overview letter from Gunns' Executive Chairman John Gay; the latest information on the Ecotox report on pulp mill effluent; a fact box about the Bell Bay Pulp Mill project; an update on the timing of the IIS; and comments from key Launceston businesses that are already benefiting from the proposal.

Additional written communication was provided about the pulp mill project through Council information to residents and ratepayers.

Feedback forms were also attached to newsletters to enable community members to provide their comments and return to the Gunns'Gunns team.

#### **5.15 Aboriginal and Historic Heritage**

As part of technical investigations into Aboriginal and Historic Heritage issues relating to the project, Gunns undertook consultation with the following organisations:

##### ***Aboriginal Heritage:***

- ▶ Tasmanian Aboriginal Land and Sea Council
- ▶ Aboriginal Heritage Office – Department of Tourism, Arts and the Environment

- ▶ Office of Aboriginal Affairs – Department of Premier and Cabinet

***Historic Heritage:***

- ▶ Heritage Tasmania – Department of Tourism, Arts and the Environment

This consultation was undertaken in order to develop site specific management strategies and ongoing protocols for construction and operational phases of the project. These strategies include the development of a Cultural Heritage Management Plan prior to any construction activities.

### **5.16 Media Briefings**

Gunns has briefed the Tasmanian and national media about the pulp mill proposal and IIS process at key stages through conducting press conferences, issuing media releases, placing advertisements and arranging briefings for media organisations.

Liaison with local and national media has been an important means of communication with people about the project planning stages, the leading technology that Gunns plans to adopt and any potential construction impacts. Further details of media coverage and Gunns' media releases are outlined in Section 6.

### **5.17 Fact Sheets**

A range of fact sheets about the pulp mill proposal were prepared focusing on particular topics such as Water, Transport, Atmosphere, Effluent, Containment and Bleaching. These fact sheets provide a focused response to specific concerns raised during preliminary consultation with the community. The fact sheets were prepared and widely circulated and have also been available on the project website (Appendix 11, Volume 8).

### **5.18 Television Advertising**

Gunns has invested in two rounds of advertising on Southern Cross and WIN TV in Tasmania. The first centred on three Gunns Project Team members engaged to work on the IIS – Richard Fawkes, Sven Lundgren and Tuomo Niemi. Each told their story regarding a long involvement in best practice pulp mill development around the world, as well as environmental excellence.

The second television campaign focused on the economic benefits of the project, featuring Dr Tim Cory (President of the George Town Chamber of Commerce and Industry) and Mr Michael Kent (President of the Tasmanian Chamber of Commerce and Industry).

Further television advertising campaigns are planned for 2006.

## **5.19 Letterbox Drops**

Gunns has produced and distributed two fact sheets addressing claims from opponents and providing facts on modern pulp mills to Launceston and Tamar Valley residents. Issues covered in the fact sheets included air, effluent, employment, odour, tourism, transport and export replacement.

## **5.20 Media Reporting**

### **5.20.1 Introduction**

An analysis of media coverage regarding the Bell Bay Pulp Mill from the start of June 2005 to August 2005 and Gunns' media releases to December 2005 was conducted.

The media reports were obtained through the media monitoring service Rehame and are predominantly drawn from print media organisations in Tasmania with some interstate and national coverage. One radio transcription has also been included.

### **5.20.2 Media Organisations**

The majority of the media outlets reporting the Bell Bay Pulp Mill proposal have been Tasmanian.

Of the 68 media reports documented by Rehame during June – August, 78 % were reported in Tasmanian newspapers: Launceston's The Examiner, Hobart's The Mercury and north west/western Tasmania's The Advocate.

The Examiner has a daily circulation of approximately 35,000 in Launceston and is second to The Mercury in Hobart (circulation approximately 51,000) as the State's main newspaper. The Advocate, distributing in towns such as Burnie and Devonport has a circulation of approximately 24,000.

Other media reports focusing on, or containing information about, the pulp mill proposal were included in The Sunday Tasmanian in August 2005 and Tasmania Business in June 2005. Interstate or national media reporting regarding the pulp mill proposal appeared in The Sydney Morning Herald, The Australian, The Australian Financial Review, The Canberra Times as well as regional media of NSW's The Northern Daily Leader, Ballarat's The Courier and Sydney daily newspaper MX.

The pulp mill was regularly featured on Tasmanian radio, especially on ABC talkback and news.

### **5.20.3 Issues**

A number of issues or announcements were covered in State and national media during the June – August 2005 period.

### ***Project of Significance***

Media coverage of the pulp mill proposal at the start of June 2005 concerned the announcement that the Federal Government had declared it a project of national significance. This was reported in some local media as meaning that the proposal would receive Federal support during the approvals process while headlines in other local and interstate media interpreted this as the process could now be hastened ("Federal help to speed up mill" The Mercury, "Pulp mill fast tracked" The Sydney Morning Herald, 2 June 2005).

The Mercury's report quoted Federal Industry Minister Ian MacFarlane outlining the economic benefits of the pulp mill and its value-adding potential as well as providing an update of the IIS process. The Examiner headlined the announcement as "Pulp mill a priority" and quoted the Federal government's investment agency, Invest Australia, as saying while officers working on the project would understand the proposal is a priority, the stringent environmental guidelines would not be compromised. The Advocate quoted Tasmanian Economic Development Minister Lara Giddings as saying the announcement would not affect the RPDC assessment process.

Reaction to the announcement was reported by The Canberra Times in a brief story, quoting the Wilderness Society as saying the move was "highly precipitous" while The Ballarat Courier also reported the same Wilderness Society quote as well as a response from the Tasmanian Greens.

### ***Pulp Mill Task Force and Information Bus***

The role of the Pulp Mill Task Force was the subject of many letters in June 2005 and the following months while the information bus was a topic of a number of Letters to the Editor in Tasmanian newspapers during June 2005.

The Pulp Mill Task Force Executive Director Bob Gordon, in a letter to The Mercury on 4 June 2005, said that public response to the information bus had been "overwhelmingly positive" with 10,000 people having visited the bus to date in Tasmania.

Further comments on the information released about the pulp mill proposal were highlighted in a letter to The Examiner on 24 August 2005 with the writer saying he had researched the proposal but requested information to back up the claim by TRAC that it would be a 'dirty mill'. Another letter on the same day to The Examiner supported TRAC's information on its website and said the truth about the proposal "will prevail".

### ***Pulp Mill Poll***

The Examiner reported on 11 June 2005 that a telephone poll of Launceston and Tamar Valley was being conducted by a market research firm regarding the pulp mill proposal but that the client commissioning the poll wanted to remain confidential. TRAC spokesman Les Rochester was quoted as saying the poll's questions were "loaded" while the State Government denied they had commissioned the poll. Gunns

confirmed to the media that it had not commissioned the poll and was unaware who had done so.

### ***Proposal Revisions***

The announcement of the revised scope for the pulp mill proposal received Tasmanian and interstate/national media coverage on 21 June 2005 with information on the proposed changes, quotes from Gunns' Executive Chairman John Gay and reaction from the Tasmanian Greens, Federal and State government and TRAC.

The Mercury reported the changes to the pulp mill proposal as front page news on 21 June 2005 ("Pulp Mill Plans Grow"), The Examiner ran the story on page five ("650 ha pulp mill site proposed") while The Advocate's story took a more negative tone ("Gunns slammed over mill changes") on page three.

The Mercury story quoted Mr Gay as saying it was usual for projects of this magnitude to have variations. Tasmanian Greens leader Peg Putt responded that the changed project scope included significant differences and people may want to have a say. Comments by Premier Paul Lennon, TRAC co-ordinator Les Rochester and Wilderness Society forest campaigner Vica Bayley were also included in the report. The Australian newspaper included the story on page seven in its first edition on 21 June 2005 ("Pulp plan pulped as Gunns upsizes") and a shorter version in the second edition. The Australian's story drew comments from TRAC's Les Rochester and a spokeswoman for federal Environment Minister Ian Campbell.

Other comments on the proposal revision included a letter in the 'Hot Topic' section of The Mercury on 21 June 2005 and a 'Your Voice' cartoon.

The revised project proposal received media coverage in mid to late August with Gunns issuing a media release on 12 August 2005 unveiling a photomontage of the pulp mill and providing more details of the site's infrastructure (Media Release #6: 12 August 2005, "World-class Bell Bay Pulp Mill unveiled"). The photomontage appeared on the front page of The Examiner, accompanied by a positive story about the proposed mill.

This was followed four days later by a Gunns' media release announcing a revised referral under the Environment Protection and Biodiversity Conservation Act had been submitted to the Federal Department of the Environment and Heritage.

The Sydney Morning Herald reported the changes to the pulp mill proposal on 16 August 2005 in the Business section as well as including responses from TRAC and the Wilderness Society ("Gunns tweaks plans for Tasmanian mill").

The issue regarding the revised proposal continued to receive media coverage with The Wilderness Society calling for the Federal Government to reconsider the impact of the pulp mill (19 August 2005 "New mill anger" in MX newspaper and "Govt urged to reconsider pulp mill" in NSW's Northern Daily Leader").

Gunns issued a media release on 19 August 2005 (“Pulp mill needs science – not scuttlebutt”) with Executive Chairman John Gay saying he was “fed up” with the ongoing campaign by “ill-informed” opponents to deliberately mislead the public regarding the Bell Bay Pulp Mill. He also rejected the recent claims that the mill would expel toxic substances and that there were higher concentrations of organochlorines in red wine than pulp mill effluent. (Refer Section 6.5.7). These comments were reported in The Examiner on 20 August 2005 (“Gay speaks out over pulp claims”).

Tasmanian newspapers reported further reaction to the revised proposal and John Gay’s comments on 20 August 2005 with Greens senator Christine Milne quoted as saying the State government has to “defend the indefensible” (“Stoush over new pulp mill proposal” in The Advocate and “Milne on attack over pulp mill plan” AAP report in The Mercury).

### ***Impact On Water and Marine Environments***

Concerns about low water levels and the impact of the pulp mill’s water use on the water storage system were raised as an issue in a letter to The Examiner (21 June 2005). The Mercury’s Hot Topic section (14 June 2005) included a letter expressing concern at the initial proposal to access water for the pulp mill from the Pipers River and that the mill’s water use was unsustainable as well as saying the proposed amount of effluent to be discharged would adversely affect the marine environment and Bass Strait. This letter was repeated in The Advocate on 15 June 2005.

A 10 June 2005 letter to The Australian newspaper highlighted current drought conditions and questioned the pulp mill’s proposed water use. The writer queried how Tasmania could sign the federal water policy strategy.

### ***Pulp Mill Siting and Amenity***

Letters to local newspapers were also concerned about the siting of the pulp mill in the Tamar Valley as well as the impact on air quality and residents’ amenity and health.

- ▶ **Odour** – A letter to The Mercury (June 20<sup>th</sup>) made reference to a Kraft pulp mill in Chile that was meant to be “state of the art” but the writer claims there has been a nauseous smell from the mill and health problems for locals.
- ▶ **Air Quality** – The Examiner included two letters focusing on the impact of the pulp mill on air quality (June 14<sup>th</sup>). A writer representing TRAC noting Federal government funding to boost Launceston’s air quality while \$5 million in funding was given to the pulp mill proposal that would be sited in the same airshed it wanted to clean up. The letter also claimed industrial plumes from the pulp mill site would travel up the Tamar Valley to Launceston and beyond.
- ▶ **Site** – A letter to The Examiner (June 21<sup>st</sup>) raised concerns about the siting of the pulp mill at Bell Bay and that Hampshire would be more suitable as well as criticising Forestry Tasmania and Gunns for inadequate research. A similar letter by the same writer also appeared in The Mercury on June 21<sup>st</sup> questioning the impact



of the pulp mill on Tasmanian forests and suggested Hampshire as a more suitable site, being closer to existing plantations.

### ***Effluent***

On August 19<sup>th</sup>, Gunns' spokesperson Les Baker was interviewed by ABC Hobart and discussed the IIS process, ECF technology and use of organochlorines. He also rejected the claim that the pulp mill would have a toxic waste dump but that it would require a solid waste disposal site for non-toxic waste.

A Gunns' media release on August 19<sup>th</sup> also addressed the issue of the pulp mill effluent, highlighting that many mills overseas were built near lakes, rivers and oceans and co-existed harmoniously with surrounding industry and communities.

A letter to The Examiner on August 23<sup>rd</sup> expressed disbelief at the reference to organochlorines in red wine and said these comments would have a negative impact on Tamar area wines and their marketing of a 'green' image overseas. A letter to The Examiner on August 26<sup>th</sup> responding to the August 23<sup>rd</sup> letter said if it is a scientific fact that red wines do contain more organochlorines then John Gay "should be applauded not criticised" for conveying that information to the public.

In December Gunns released the findings of a report by Ecotox Services Australia which involved pulp mill effluent from a mill in Thailand (similar to the ECF Bleached Kraft mill proposed by Gunns) tested against a range of specified species at a range of concentrations. This story was reported positively on ABC Radio, on page 21 of The Examiner and page 20 of The Mercury. Further details are provided in Section 6.6 and Section 7 of this Report.

### ***Pulp Mill and State Government Involvement***

Premier Lennon was reported in early June by The Examiner as saying the pulp mill would pass guidelines necessary to become a reality ("Pulp mill 'will pass' guidelines" June 2<sup>nd</sup>).

A letter to the editor on June 13<sup>th</sup> to the same newspaper raised concerns about the Premier's apparent certainty that the pulp mill will proceed and that she still needed to be convinced that it had not been a "fait accompli" from the beginning.

Another letter to The Mercury on June 14<sup>th</sup> was critical of recent media reporting, claiming it focused on 'when' rather than 'if' the pulp mill goes ahead. The writer also emphasised the democratic right of citizens to appeal against proposals on grounds of health and environment. A letter to The Examiner on June 3<sup>rd</sup> was of a similar vein, saying that Tasmania should preserve its uniqueness through appropriate development, citizens had a right to protest and rejecting a claim from an earlier letter to the newspaper that all protesters of the pulp mill were living off taxpayer handouts.

Another letter on June 3<sup>rd</sup> in The Examiner was critical of State government "obedience" with Gunns and Forestry Tasmania and commented that "corporate greed" dominated society and with that a complete disregard of the environment.

Other news with a State government angle that mentioned the pulp mill proposal involved Premier Lennon on a visit to George Town (“Study to look at George Town service needs”, June 21<sup>st</sup>). The Examiner reported that the government was looking at infrastructure needs in the town such as new schools, roads and health services as part of the planning process for the pulp mill.

A June 21<sup>st</sup> letter to The Mercury’s Hot Topic section suggested that with elections coming up, the result could be decided by voters against the pulp mill and perhaps a major party might gain from suggesting the pulp mill be moved to Hampshire.

### ***Economic Impacts***

The benefits of the pulp mill through economic growth and job creation have been a key aspect of the information provided to the public by the proponent, Gunns and the State government. Letters to the Editor over the June - August 2005 period raised issues or provided comments in relation to both the positive and negative economic impacts of the pulp mill.

A letter in The Examiner on June 11<sup>th</sup> welcomed the increase in job numbers through the pulp mill construction but also queried where the workers would be sourced from and what would happen to those construction workers when the project moved into the operations phase.

Another letter on June 20<sup>th</sup> to the same newspaper also highlighted the benefits of sourcing and skilling workers for the pulp mill. This provided the opportunity for hundreds of workers to use new skills on other projects or start their own businesses as opposed to being unemployed.

In response to a comment from the Tasmanian Greens regarding greater expenditure required for public infrastructure than investing in a pulp mill, a letter to The Mercury on July 15<sup>th</sup> argued that economic activity such as investment in a pulp mill was needed to then be able to spend on infrastructure such as hospitals, transport etc.

An August 25<sup>th</sup> letter to The Examiner rejected the claim that the pulp mill would create a toxic waste dump as “absurd” and that the pulp mill would be good for jobs and economic growth.

### ***Tasmanian Business***

Executive Chairman John Gay was reported in early June as warning coastal engineering businesses not to regard the pulp mill as their saviour or ticket to expansion and that they should also be looking after existing clients. Mr Gay was speaking at a Burnie business function and reported in The Advocate on page 7 on June 3<sup>rd</sup> (“Pulp mill not engineering saviour: Gay”).

The monthly Tasmanian Business featured a story that included the pulp mill proposal on its front page on June 7<sup>th</sup>, with Tasmanian Economic Development Minister Lara Giddings announcing \$2 million in government funds to assist Tasmanian businesses become “Pulp mill ready”. Alstom’s Roger Hurd was also quoted as saying the

opportunities provided by projects such as the pulp mill were significant for its business future and welcomed support in realising Tasmanian business involvement during the construction and operation of the project.

### ***Photomontage***

Gunns released a photomontage of its pulp mill on August 12<sup>th</sup> at a press conference in Launceston. The image gave the public an opportunity to visualise the mill and the specific design factors that had been incorporated, such as the colour, the use of only one stack, the integration of buildings and the blending with the natural environment.

The Examiner ran the image of the photomontage on page one of its Saturday edition, which has the highest circulation. The Advocate and The Mercury also gave the story prominence in their Saturday editions, as well as Southern Cross, WIN TV and the ABC news broadcasts. The image has since been utilised for publication in a range of newsletters and posters.

#### **5.20.4 Media Releases**

Gunns has released nine media statements regarding the pulp mill from June 2004 to December 2005 and these are summarised below. The media releases during the June – December 2005 period have been noted in Section 6.5 where they have resulted in media coverage.

##### **Media Release #1: June 25, 2004, “Gunns to investigate pulp mill potential in Tasmania”**

Gunns announces it is about to conduct a feasibility study to determine the viability of constructing a “world-class pulp mill” in Tasmania. The feasibility study would be a six-month process with an Environmental Impact Study commencing should the project be viable. The media release outlines the benefits to the Tasmanian economy from a pulp mill, it will be constructed to the “best international pulp mill environmental standards” and the pulp sold to domestic and international markets.

##### **Media Release #2: October 28, 2004, “Pulp Mill Environmental Impact Study to Proceed”**

Gunns will conduct an Environmental Impact Study into the construction of a pulp mill in Tasmania following the results of a feasibility study by Finnish consultants, which concluded it could be commercially viable.

Executive Chairman John Gay said on the basis of the consultants’ advice, the Gunns Limited’s board would advise the State Government of their intention to initiate a detailed EIS, expected to take about 12 months to complete.

##### **Media Release #3: February 24, 2005, “Pulp mill study to focus on Bell Bay”**

The company announces that the environmental, economic and social impact study will focus on Bell Bay as the location for the pulp mill.

Gunns Limited said it considered both Hampshire and Bell Bay as locations but that Bell Bay was considered as the most cost effective and economical in terms of the wood supply capacity as well as supporting infrastructure (road, rail, power, gas and port access). The media release also announces GHD Pty Ltd will undertake the Integrated Impact Statement, reiterates the employment and economic growth resulting from the pulp mill to Tasmania as well as announcing a number of communication channels for those requiring more information (1800 number, email and website).

**Media Release #4: February 25, 2005, “Environmental Best Practice Guaranteed by Gunns”**

The company states that it is committed to building a low impact pulp mill that sets new benchmarks of “environmental, social and economic excellence” and ensuring the latest and greenest technology is used.

Executive Chairman John Gay said there had been huge advances in technology in the past decade including the bleaching process to whiten pulp. Mr Gay said Gunns has had no intention of using elemental chlorine in the pulp mill, noting also that the independent Resource and Planning Development Commission makes no distinction between Elemental Chlorine Free and Total Chlorine Free technologies.

**Media Release #5: July 22, 2005, “Gunns Limited considers new water option”**

Gunns announces a new water supply strategy for the pulp mill is being considered that sources water from the South Esk Catchment rather than Pipers River. Executive Chairman John Gay said the new strategy would cost an extra \$30 million but that it would also protect several threatened species discovered at Pipers River and alleviate landowner concerns in that catchment.

The water could be sourced from that destined for the Trevallyn Power Station. This option is also expected to produce enough power to operate the mill as well as an extra 30 mega watts for the Tasmanian power grid. The company would draw less than one per cent of all water that flows into Trevallyn Dam and will not take any water required for environmental flows down the Gorge. The water will be purchased from Hydro Tasmania at commercial rates.

**Media Release #6: August 12, 2005, “World-class Bell Bay Pulp Mill unveiled”**

Gunns unveiled a photomontage of the pulp mill following extensive consultation with design and engineering experts.

Leading design elements were the green cladding on structures, a wood fibre conveyor that blended into the background, a single stack and the concentration of buildings. Other features of the mill are outlined and John Gay said the pulp mill would feature the most advanced systems in the world to manage effluent, odour, atmospheric emissions and green energy production. Jaakko Pöyry’s Tuomo Niemi is also quoted as saying that he had no doubt the Bell Bay Pulp Mill would be the best designed in the world.

### **Media Release #7: August 16, 2005, “Pulp mill referral submitted to DEH”**

Gunns said it has submitted a revised referral for the Bell Bay Pulp Mill under the Environment Protection and Biodiversity Conservation Act to the Federal Department of the Environment and Heritage.

The referral included the previously announced water supply option as well as further detail on a deep water port to be constructed and the provision of a potential back-up water supply option for Curries River Dam.

Executive Chairman John Gay said the development of an IIS was an evolutionary process and that the detail would be included in the draft IIS when it is handed to the RPDC later this year.

### **Media Release #8: August 19, 2005, “Pulp mill needs science – not scuttlebutt”**

Gunns' Executive Chairman John Gay said he was “fed up” with the ongoing campaign by “ill-informed” opponents to deliberately mislead the public regarding the Bell Bay Pulp Mill. He was shocked and appalled at recent media coverage and said leading experts in the pulping area were working on the proposal to ensure it is international best practice. Mr Gay rejected recent claims by Christine Milne (Greens Senator), Peg Putt (Tasmania Greens Leader) and Les Rochester (TRAC spokesperson) that the mill would expel toxic substances and noted that there were higher concentrations of organochlorines in red wine than pulp mill effluent.

The media release also responded to recent issues raised regarding the EPBC referral, effluent and impact on marine environments, consultation process and the solid waste disposal area (not a toxic waste disposal).

Mr Gay said further detailed analysis would be publicly released when it was finalised and Gunns were happy to take on board constructive ideas. However he said the “blatant lies and emotional hysteria” were not assisting with communication to the public, which was an essential element to the project's development.

### **Media Release #9: December 2<sup>nd</sup> 2005, “Mill Will Meet Rigorous RPDC Effluent Limits”**

The proposed Bell Bay Pulp Mill will meet the stringent guidelines for effluent emission limits, according to new scientific testing from Sydney-based expert marine toxicology consultants Ecotox Services Australia.

The report, Toxicity Assessment of Pulp Mill Effluent for the Proposed Tasmanian Pulp Mill, is based on the testing of effluent from an ECF Kraft Hardwood pulp mill in Thailand - similar to that proposed by Gunns – on a range of marine organisms specified under the ANZECC water quality guidelines at a range of concentrations.

Tests were conducted on the eggs, larvae and juveniles on a range of species, such as bacteria, algae, invertebrates and fish, at concentrations of 0.3 %, 1 % (the concentration of effluent at the edge of the mixing zone in Bass Strait) and 10 % revealed no acute or short-term effect.

The media release quoted Gunns' Gunns pulp mill Project Manager Les Baker as saying the results highlighted that pulp mill effluent at a concentration more than 10 times of that at the edge of the mixing zone would not have any toxic impact on key species, such as scallops, striped trumpeter, sea urchins, amphipods, seaweed and others.

"The tests demonstrate conclusively that our pulp mill will easily meet the stringent requirements of the Resource Planning and Development Commission," Mr Baker said in the media release.

### ***Distribution of Media Releases***

Gunns' media releases have been distributed by email to all national media (a total of 80 contacts at media organisations) and Tasmanian media (a total of 63 contacts at media organisations).

## **5.21 Community Issues and Gunns' Response**

The consultation process for the pulp mill proposal has featured a large number of presentations to community groups, local organisations, businesses and individuals. The information provided by Gunns at these meetings and presentations has outlined details of the pulp mill proposal, the IIS process and the various guidelines that Gunns would follow during the construction and operation of the pulp mill. These public presentations and meetings involved a question and answer session, providing an opportunity for attendees to raise any issues or concerns. It also provided the Gunns' Gunns team with an understanding of what the key community issues were and to consider how these issues could be (or were being) addressed in the planning process.

Many of these questions asked for clarity or further information about certain aspects of the pulp mill such as air emissions, water supply and effluent disposal. Specific issues relating to land access, visual amenity and noise were raised by landowners living near the proposed site for the pulp mill.

The Gunns team's approach was to address as many of these concerns at these meetings and if this was not possible, to arrange follow up meetings or forward relevant information as soon as possible. Similarly, the Gunns' team met with individuals when this was requested through the various communication channels. The majority of these one-on-one meetings related to landowners living near the proposed site or those adjacent to the proposed water or effluent pipeline route.

These face-to-face activities have been an important part of establishing communication links with groups and individuals. All attendees received the Project Information folders and were encouraged to contact the Gunns' team with any issue or question.

Follow up meetings and contact is planned as part of the consultation strategy to be adopted for the IIS (see Section 5.22).

The following sections highlights the key issues or concerns raised by community stakeholders, how these issues have been responded to by Gunns and the changes made during the planning process.

Other issues highlighted by individuals or groups that Gunns regard as being adequately addressed by the IIS process have also been included. Further details are provided in Appendix 11, Volume 8.

### **5.21.1 Water Supply Options**

**Issue:** The original proposal to source a water supply for the pulp mill through the construction of a dam at Pipers River was one of the key issues raised by the community in mid 2005. In terms of communication activities, water supply was included in the category of environmental issues for this Report, which consisted of 12 % of the issues or reasons for contact. Letters to the Editor in June 2005 raised concerns about low water levels and the impact of the pulp mill's water use on the storage system.

**Gunns' Response:** Community and stakeholder concerns about the environmental and social impacts of the Pipers River Dam was one of the main considerations in Gunns' decision to investigate alternative water supply options for the pulp mill. Gunns announced an improved water strategy on July 22<sup>nd</sup> 2005 with the decision to utilise water from Trevallyn Dam in the South Esk catchment.

A media conference was held and a media release distributed to all Tasmanian and national media. The Gunns team also contacted relevant stakeholders, including farmer representatives in the South Esk catchment to explain the new water supply option. The general response to this decision was positive from those stakeholders contacted.

### **5.21.2 Effluent and Marine Environments**

**Issue:** The discharge of effluent from the pulp mill's operations and impact on marine environments of the Bass Strait was raised as a concern at presentations and meetings attended by the Gunns team as well as in Letters to the Editor in the June-August 2005 review of media coverage. It was also a topic addressed by Gunns in a media release (August 18<sup>th</sup> 2005) to counter some of those involved in the public debate saying that the mill would expel toxic substances.

**Gunns' Response:** Gunns' Executive Chairman John Gay outlined that further detailed analysis would be publicly released once finalised and that the misinformation was not assisting with a key part of the project's development which was communication with the public.

To provide further clarity in relation to the issue of effluent and impact on marine environments, Gunns engaged marine toxicology consultants Ecotox Services Australia to test the effluent from a similar Thai pulp mill on a range of marine

organisms specified under the ANZECC water quality guidelines at a range of concentrations. While this testing was part of Gunns' response to meeting the Emission Limit Guidelines, engaging Ecotox to provide this analysis has also contributed to the information provided to the community about the impact of the pulp mill effluent and possibly mitigating concerns they may have.

Dr Roger Drew was also engaged to examine bio-accumulation.

### **5.21.3 Visual Impact of the Pulp Mill**

**Issue:** The appearance of the pulp mill was highlighted as a concern particularly by landowners located a short distance from the proposed site at Bell Bay. Three communication activities focused on the visual impacts as an issue.

**Gunns' Response:** A photomontage of the pulp mill was released by Gunns on August 12<sup>th</sup> 2005 and received strong media coverage. The image gave the public an opportunity to visualise the mill. In developing the design for the pulp mill and associated infrastructure, Gunns incorporated specific design aspects. These were aimed at blending the buildings as much as possible with the natural environment and included colour (use of green cladding for the building); compacted building location; and the decision to follow modern pulp mill design through having only one discharge stack thereby improving appearance.

The photomontage has been included in various information materials associated with the proposal including newsletters.

### **5.21.4 Air Emissions and Odour**

**Issue:** Questions about the affects or impact of the pulp mill air emissions were raised at community meetings and briefings as well as communication activities (part of the Environmental Issues category of this report consisting of 13 % of consolidated issues raised). Concerns by community members regarded the impact of the pulp mill's emissions on air quality and whether the air shed could accommodate another emission source. One concern raised in a Letter to the Editor was how these emissions would travel from the Tamar Valley to other areas such as Launceston, linking it to the longer running issue about Launceston's air quality.

Community questions about odour were usually asked in conjunction with air emissions and examples from pulp mills in other parts of the world were cited. Air and odour were particular issues raised in the context of tourism and the wine industry at a meeting of the Tamar Valley Wine Route.

**Gunns' Response:** Gunns considers that the air emission and odour issues will be addressed as part of the IIS with the decision that the Bell Bay pulp mill will have amongst the lowest emissions in terms of air quality and odour. A three-tier odour abatement system is planned to capture all gases.



Gunns will continue to inform those concerned about odour and air emissions of the project's developments and how emissions will be managed and mitigated.

#### **5.21.5 Health Impacts**

**Issue:** In connection with emissions have been questions about the impact of the pulp mill on the health of mill workers or those living in vicinity of the mill. While this issue has not been raised as often during the consultation process in comparison to other issues such as water supply and emissions, it has the potential to cause significant concern if there is incorrect information or a lack of information in the community as to possible health impacts.

**Gunns' Response:** Gunns engaged Dr Roger Drew to analyse potential health effects of pulp mill workers and nearby residents. While this was not a requirement of the RPDC, Gunns wanted to allay any community concerns about health issues and clarify any misinformation that may have arisen through examining examples of pulp mills in other countries.

#### **5.21.6 Pipeline Route**

**Issue:** Landowners raised specific issues in July 2005 regarding the impact on their land of the proposed water pipeline route as a result of a letter sent by Gunns requesting access to their land for assessment work. Issues included how the pipeline would affect future plans to subdivide land, and the route of the pipeline through properties.

**Gunns' Response:** Individual meetings were organised or contact made with landowners by telephone to explain the assessment work requirements and address any concerns through further information.

The Gunns team has consulted with landowners directly affected by the pulp mill proposal either through their proximity to the proposed site or pipeline routes on a one-on-one basis in order to address specific questions.

#### **5.21.7 Other Issues**

The following issues were raised by individuals and Gunns considers that these queries or issues have been addressed in the planning process. Therefore the response has been the provision of additional information.

**Table 5-1 Other Community Issues**

<b>Issue</b>	<b>Gunns' Response</b>
<p>One community member was concerned about the level of chlorine contained in the pulp mill's emissions and effluent.</p>	<p>There will be no chlorine emitted from the stack and under the Emission Guidelines, no effluent can be discharged into the Tamar River. Therefore no chlorine will be discharged into the Tamar River.</p>
<p>Local business representatives expressed concern that Tasmanian businesses be given the opportunity to be involved in contracting and supplying services and products during the construction and operation of the pulp mill.</p> <p>However another concern was the strain on labour supply in Tasmania as a result of the requirements of the pulp mill for employees during construction in particular.</p>	<p>The Industry Capability Network will assist the pulp mill project in terms of the goods and services required for the project to facilitate local business involvement.</p>
<p>Issues were raised in relation to transport requirements and road versus rail as well as the impact of construction traffic on roads and road safety</p>	<p>The Bell Bay site has access to a deep-water port, road and rail and additional wood brought into the region will most likely be transported by rail. The impact on roads will also be minimised through ocean freighting other inputs to the site and the pulp being exported directly by ship.</p> <p>The Gunns team also reiterated that road safety protocols would be introduced for contractors and Gunns would liaise with the Government regarding road upgrades where possible.</p> <p>The transport impacts have also been identified as part of the IIS process.</p>
<p>Specific transport issues were the potential of resurrecting the Launceston ring road including a bypass of Dilston and the potential of a slip lane for residents in the Dilston area.</p>	<p>These issues were noted by the Gunns team but considered outside the scope of the pulp mill proposal and IIS process.</p>
<p>Whether there would be underwater blasting in the Tamar River during the construction of the wharf.</p> <p>Another issue related to sedimentation during the reclaim.</p>	<p>Gunns are committed to drilling the pillion holes and will not conduct underwater blasting.</p> <p>Tidal flows and curtaining techniques will minimise this impact.</p>

## **5.22 Future Consultation**

Gunns Limited is continuing its comprehensive consultation program, ensuring any person wishing to acquire further information about the Bell Bay Pulp Mill proposal can do so. The ongoing information dissemination program includes:

- ▶ Continuation of the toll free 1800 number
- ▶ Continuation of the [pulpmill@gunns.com.au](mailto:pulpmill@gunns.com.au) email address
- ▶ Ongoing updates of the [www.gunnspulpmill.com.au](http://www.gunnspulpmill.com.au) website
- ▶ Ongoing presentations to community groups and key stakeholders
- ▶ Further newsletters inserted into the three Tasmanian newspapers
- ▶ Articles prepared for in-house and external newsletters
- ▶ Ongoing media campaign involving the coordination of press conferences, distribution of media releases, live radio updates, writing letters to the editor and briefing journalists
- ▶ New Advertisements in print and television will be utilised
- ▶ Briefings to interest groups that both support and oppose the mill

### **5.22.1 Consultation Strategy for the Draft IIS**

Gunns is preparing a detailed consultation strategy for the launch of the Draft IIS. The aim of this round of consultation is to ensure that the science contained in the IIS is understood by all sections of the community, creating an atmosphere of confidence in a world-class project being realised for Tasmania. The consultation strategy will also include consultation activities to provide the opportunity for community members and other stakeholders to discuss the contents of the IIS and provide comments or feedback. Community feedback will be documented and considered by Gunns as part of the future planning for the construction and operation of the pulp mill.

In supporting this strategy and facilitating community understanding of the IIS, Gunns will produce new fact sheets and project summaries which will be made available in hard copies and on the website. A series of press conferences will also be scheduled to inform the media, and thus the wider community of the IIS and progress of the Proposal.

All individuals and groups that received the initial project overview presentation from Gunns will be contacted again regarding any interest in the detail contained in the Draft Integrated Impact Statement.

# Information on the Project