

# Best Practice Approaches to Road Freight and Communities



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# The Austroads Research Report



**Best-Practice Approaches to Road Freight and Communities**

# Intent of Austroads Report

To develop guidelines for best practice strategies and supporting materials for jurisdictional and local government road managers to communicate the importance of freight with a particular focus on road freight.

This was undertaken within the concept of a ‘Social Licence to Operate’

This concept refers to the fostering and maintenance of community and stakeholder support for projects and operations.

## **Importance of social licence to operate in engaging communities**

- Growth in freight industry associated externalities
- Community engagement
- Community resistance
- The loss of community support.

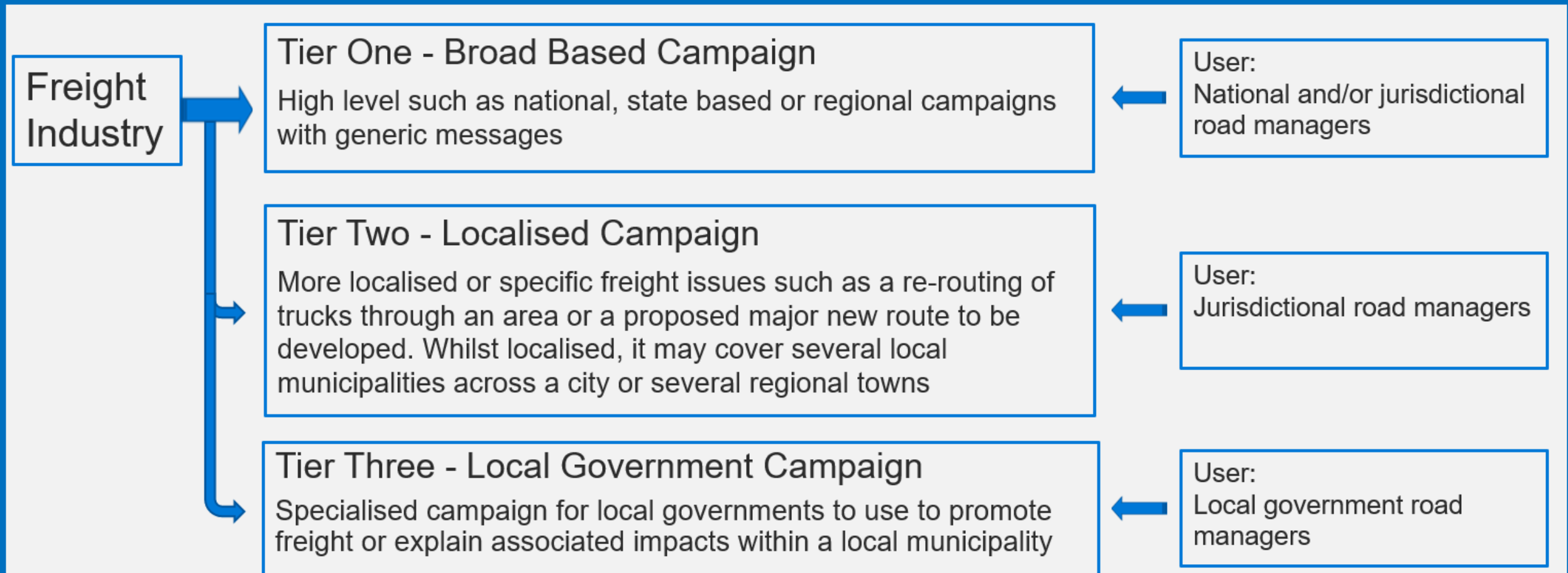
## **The impact of not having a social licence to operate to government and industry**

- Impact on infrastructure projects
- Impact on government decision making
- Impact on industry efficiency.



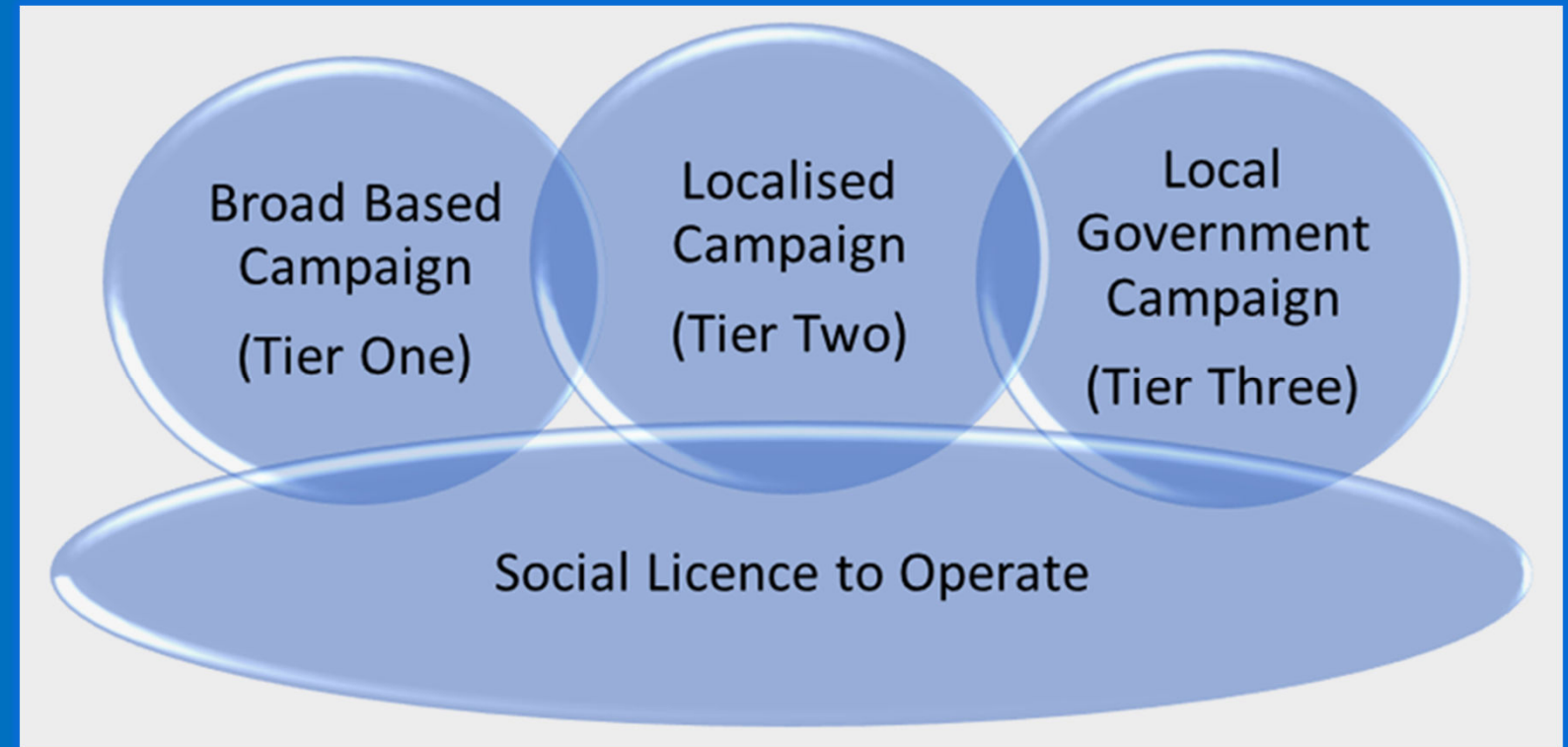
## Structure

Campaigns levels designed for national, jurisdictional and LG road managers but encourage collaboration with freight industry, particularly at Tier One campaign.



## Campaign relationship

All three levels have common themes and objectives yet different in delivery to meet the needs of the audience.



- Freight and Logistics Council WA – Social Licence to Operate
- Jandakot Airport Fly Neighbourly Protocol – Australia
- Campania Regional Metro System Project – Italy
- Social Licence to Operate – Mining industry
- Improving Airport Community Relations – USA
- Social Marketing Perspective on Road Freight Transportation of Fruit and Vegetables – Slovenia.



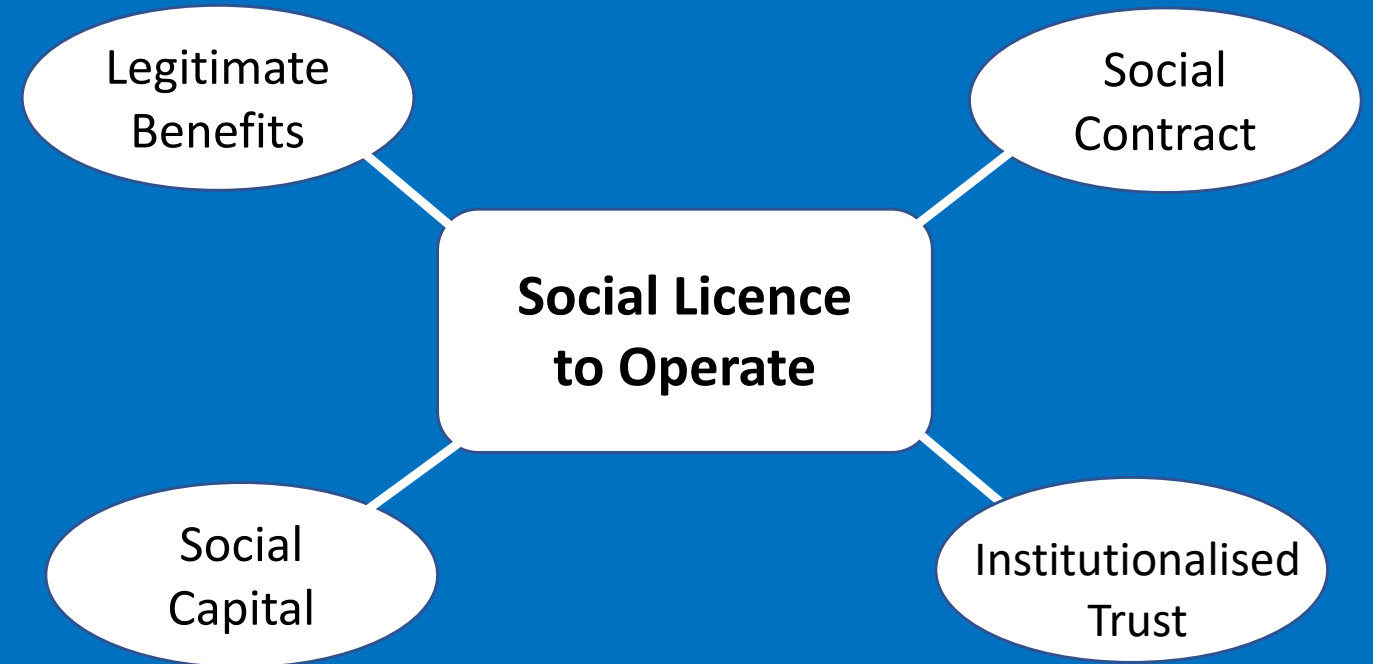
- Develop a campaign that acknowledges key concerns and demonstrates an action plan.
- Social licence to operate is essential to avoid community conflict.
- Early and on-going community involvement.
- Communication method: time-specific, place-specific, issue-specific, stakeholder-specific.
- Truthful and open about community impacts and externalities to avoid feeling of deceit.
- Leverage established relationships to engage in open discussion ahead of change.
- No one size fits all; at times, a combination of strategies is required.

## What is a social licence to operate?

The development and maintenance of community and stakeholder support for projects and operations.

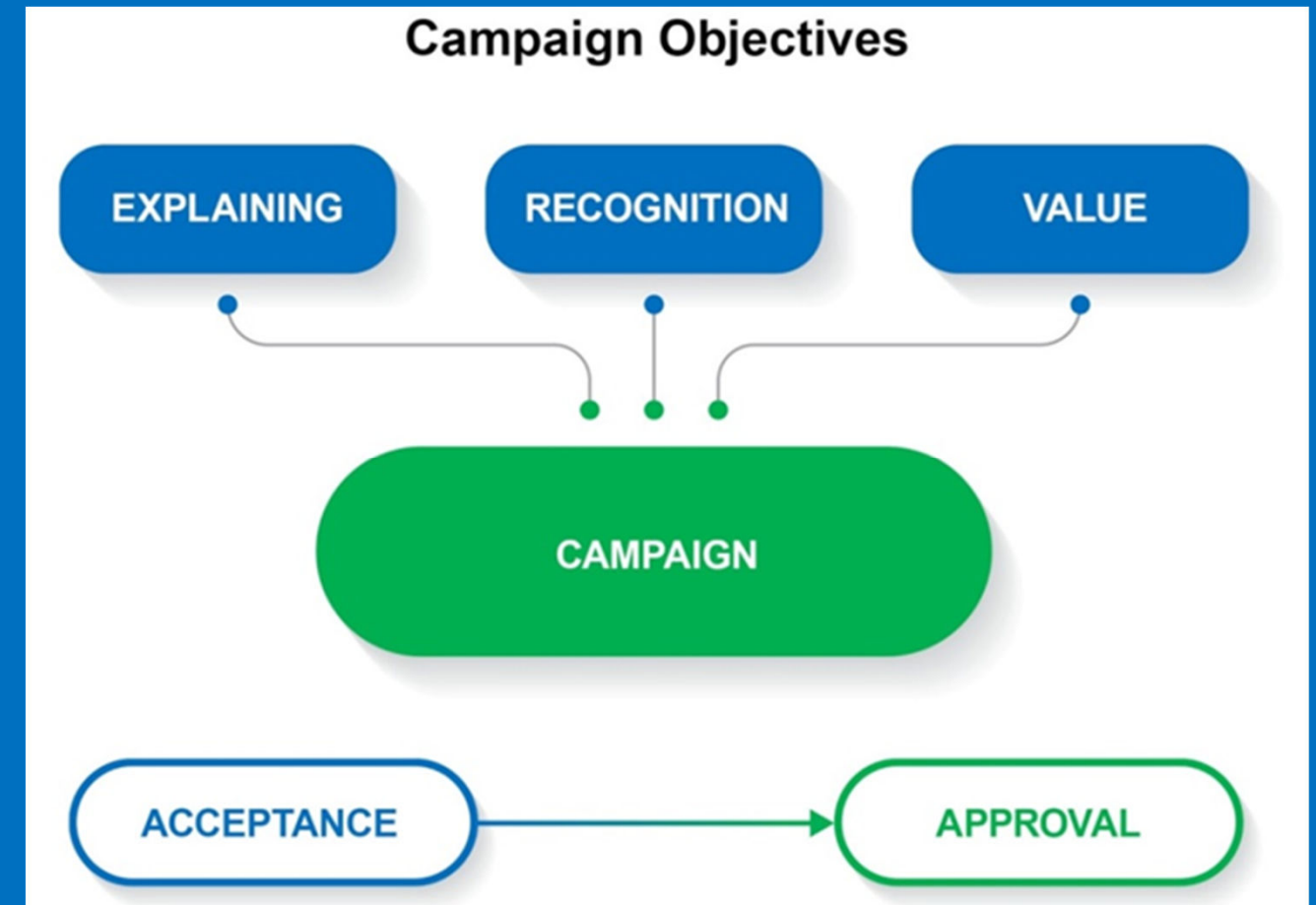
### Four key elements:

- Legitimate Benefits
- Social Contract
- Social Capital
- Institutionalised Trust



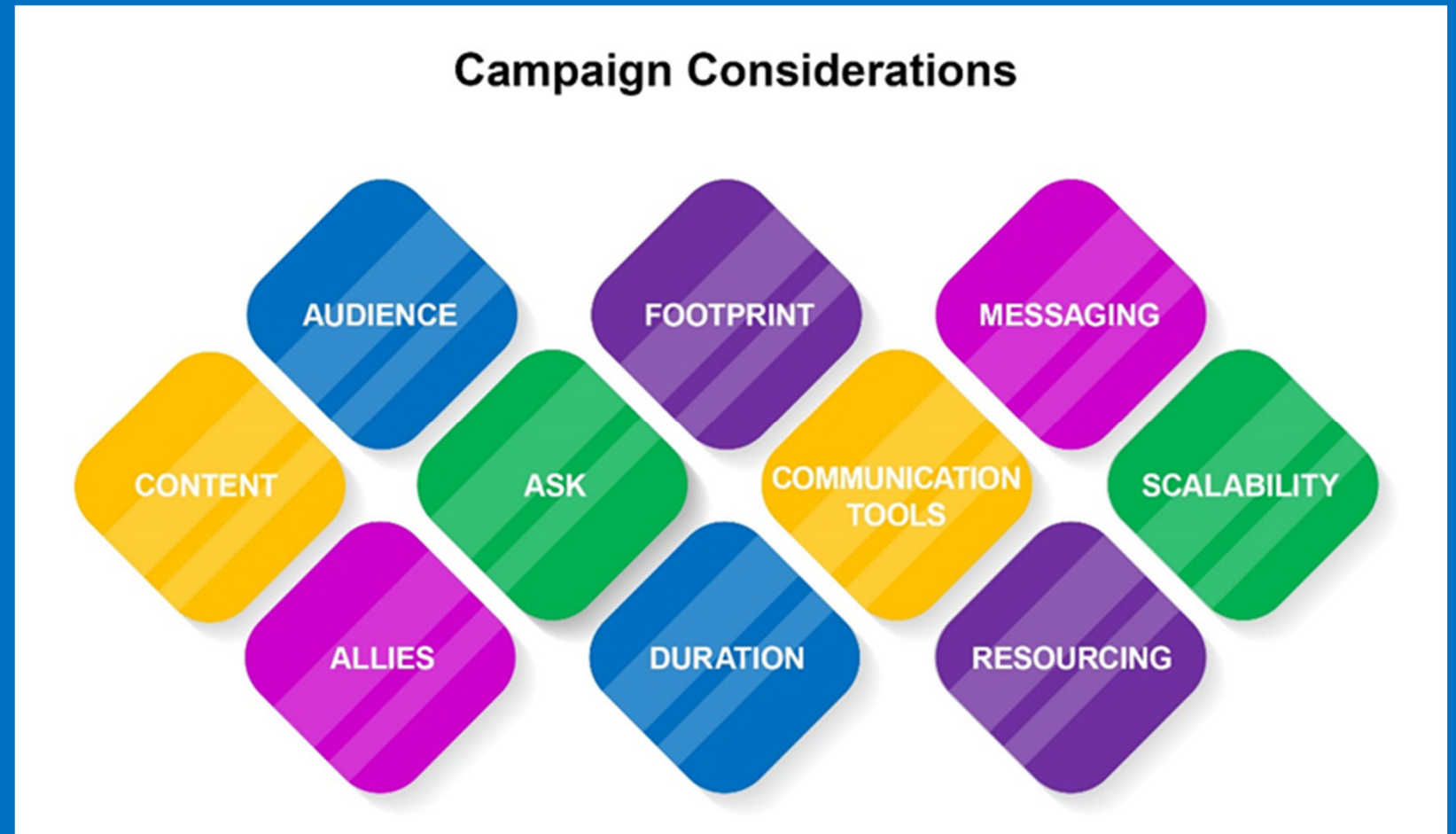
Based on the social licence to operate concept, develop a communications strategy that:

- establishes and demonstrates the economic benefits of the freight industry
- builds high-level trust with communities
- shows the social and broader benefits of freight
- build the legitimacy required for stakeholders to actively approve the freight industry.



# Campaign approach considerations

A campaign plan should be developed that addresses each of these 10 considerations.





## Tier One messages

- Our first priority is safety.
- The supply chain is a chain.
- Freight is the lifeblood of the economy.
- Trade begins with consumables to our door.
- Our future is green.



# Tier 2 and Tier 3 campaign steps

To assist with implementation, a seven-step process was developed for Tier 2 and Tier 3 campaigns.



PE tools	Public engagement levels				
	Stakeholder identification	Listening and stakeholder management	Information communication and consulting	Information communication	Consulting and participation
<b>Printed Materials</b>					
Letter			xxx		
Poster			xxx		
Brochure and newsletter			xxx		
Technical reports			xxx		
<b>Telephone and media</b>					
Telephone		xx	xxx		xxx
Radio and TV shows		xx	xxx		
<b>Surveys</b>					
Questionnaire		xx		xxx	
Direct surveys	xxx	xxx		xx	
<b>Information events</b>					
Exhibition			xxx		
Public meetings	xx	xxx	xxx		
<b>Stakeholders group engagement</b>					
Focus group		xxx		xxxx	
Technical tables		xxx		xxxx	
<b>Wider stakeholders group engagement</b>					
Stakeholders conference		xxxx	xxx	xx	xxx
Citizen's jury					xxx
Referendum					xxx

# Engagement and Information



Iconography



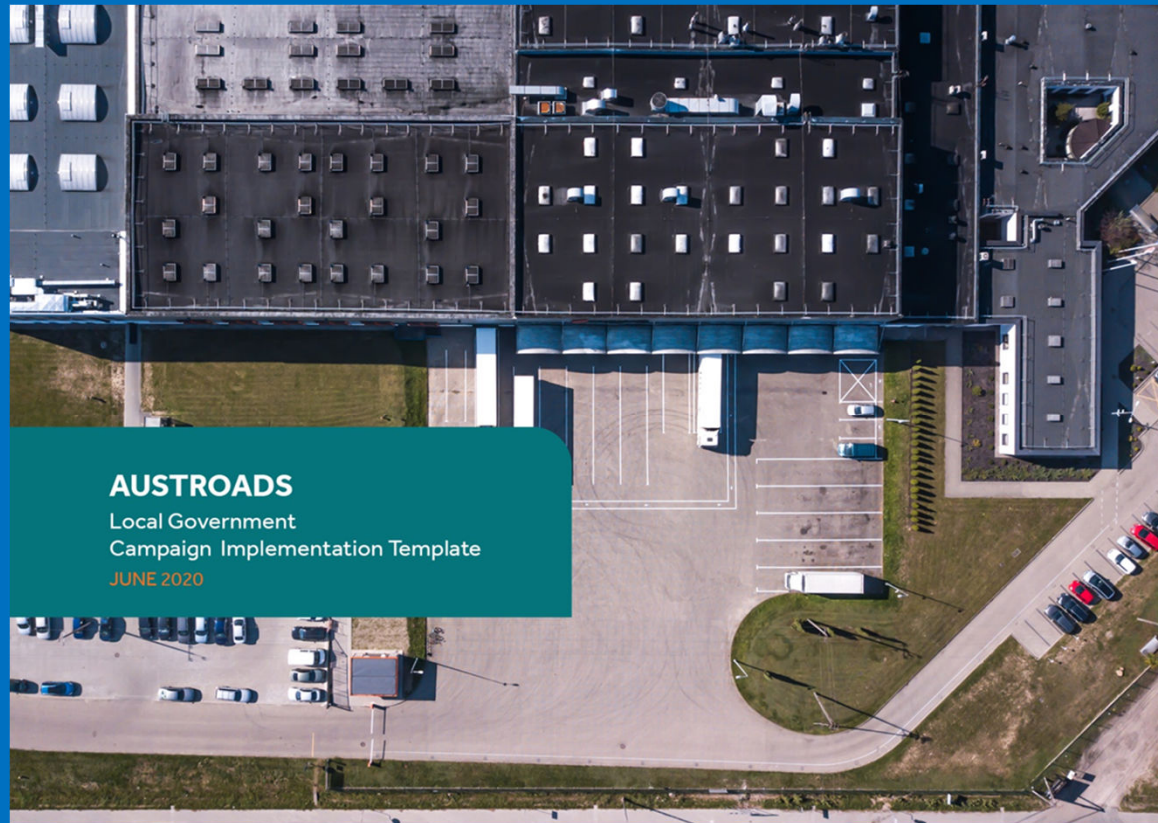
Public Relations

Marketing





# Local Government Template



The Local Government Campaign Template provides practical guidance to implementing a campaign based on a hypothetical scenario.

## Scenario

- a new distribution center established in a local area
- increased freight traffic on surrounding roads
- increased activity during construction
- capacity to double in size in future.



**Whilst the template is specific to one scenario, it has the flexibility to be applied to any campaign and can be scaled up or down.**

# Thank you



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