



# WE'RE AN ACTIVE MEMBER OF NEWCASTLE & THE HUNTER REGION

*We care about our community and build genuine, reliable relationships to achieve shared outcomes*

Port Waratah has a proud history of actively engaging with our stakeholders, including our employees, our customers, the community and the environment. We take a proactive approach to open and timely engagement and strive to build strong relationships.

### Understanding our stakeholders and their interests

Understanding our stakeholders' expectations and delivering value back to the community is a key business priority for Port Waratah. A materiality assessment review process, conducted in August identified and validated the issues that are important to our stakeholders. Our strategy guides our engagement approach to effectively understand and address stakeholder issues, interests and concerns. The strategy emphasises the importance of recording outcomes and evaluating our performance in order to influence the context of future engagement.

Being part of the community involves advocating for Newcastle and the Hunter Region. One of the ways we do this is actively participating in regional advocacy. Our CEO, Hennie du Plooy, completed a second year as President of the Hunter Business Chamber and was re-elected for a further term as a Director. The Committee for the Hunter welcomed its first elected board of nine directors during the year, with Hennie maintaining his Director role. We look forward to progressing ongoing Regional conversations and participating in civic leadership in 2021.

### How we engage

We continue to use a variety of engagement methods to connect with and seek feedback from our stakeholders. Communicating openly and responding quickly to community concerns underpins our strategy. We appreciate that different engagement methods appeal to different stakeholders, and we continue to tailor our communication and engagement efforts to suit their needs, while at the same time meeting safety requirements in response to the COVID-19 pandemic.

Our Community Meeting Group met four times in 2020 and we continued to run a 24-hour community enquiry phone line and online enquiry form on our website. During this year, we received eight community enquiries, none of which Port Waratah was deemed accountable.

Our site tours programme continued in early 2020 until COVID-19 restrictions were implemented in March. A total of 32 tours were conducted, with 202 people visiting our operations. The programme recommenced in December. Tours provide a platform for us to engage with customers, industry delegations, social clubs, schools, educational groups and other interested members of the public.

We share information using a quarterly digital community dashboard and a quarterly community newsletter delivered to portside households, both are published on our

website. We also utilise local print and digital media, radio and television broadcasts, and news website updates. This multi-channel approach enables us to maintain a strong presence in traditional media while simultaneously enhancing information available via digital channels.

Our reach on social media remains steady, however, numbers are down on 2019 figures largely due to fewer posts and mentions during the COVID-19-impacted year. Social media platforms, including Facebook, Instagram and Twitter remained key channels for information sharing between Port Waratah and the community.

**1,951**  
SOCIAL MEDIA FOLLOWERS  
(12.5% INCREASE)

**60,000**  
COMMUNITY NEWSLETTERS

**8**  
COMMUNITY ENQUIRIES  
3 2 3  
DUST NOISE OTHER

**Local Voices**

Since the two-year Local Voices Community Survey engagement programme commenced in 2018, it has been a valuable tool for gathering information and listening to feedback from our community.

In 2020, a Pulse Survey was conducted in March, and a more in-depth Anchor Survey in September. Participation in the surveys increased to a total of 1,009, an increase of 31% compared to 2019. Respondents in 2020 comprised of 47% portside residents (38% in September Anchor Survey).

Survey responses highlight community views on local environmental and social issues, as well as factors most important for building trust and improving the community's acceptance of Port Waratah. This is an important way for us to identify where we need to focus our efforts to maintain and improve our relationships and reputation in the community.

Pleasingly, the community's trust in and acceptance of Port Waratah has remained steady and strong since 2018. The results of each survey are shared publicly on the Local Voices website to ensure transparency for survey participants and interested stakeholders.



**TRUST AND ACCEPTANCE OF PORT WARATAH REMAINS STRONG AND STEADY**

A SNAPSHOT OF HOW THE COMMUNITY FEELS ABOUT PORT WARATAH



The community's confidence in regulation to ensure businesses do the right thing, and businesses addressing community concerns both dipped in the March Pulse Survey but improved in the September Anchor.

