



Adelaide Brighton Cement Ltd

an ADBRI company

Adelaide Brighton Cement

BIRKENHEAD PLANT

COMMUNITY ENGAGEMENT PLAN
2023 - 2028 (U-1552)

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Glossary

Stakeholder	Residents, community groups and businesses impacted by Adelaide Brighton Cement Ltd.'s manufacturing facility, City of Port Adelaide Enfield, local MPs, Environment Protection Authority SA
EPA	The Environment Protection Authority South Australia
Neighbours	Residents living in and businesses and community groups operating in close proximity to Adelaide Brighton Cement's operations at Birkenhead
Alternative Fuels	Fuel to replace fossil fuels, including Refuse Derived Fuel
ABC / Adbri	Adelaide Brighton Cement Ltd
CLG	Community Liaison Group
PAREPEG	Port Adelaide Residents Environment Protection Group
EIP	Environmental Improvement Plan
MP	Member of Parliament
NZE	Net Zero Emissions
SA	South Australia

Purpose

The purpose of the Adelaide Brighton Cement (ABC) Community Engagement Plan ('the Plan') is to provide a structured approach to engaging with key stakeholders and the local community (*our neighbours*¹) in Birkenhead and the adjacent region.

The Plan outlines the following:

- Our strategy
- Engagement and communication platforms
- Key stakeholders and target audience
- Monitoring and evaluating

The Community Engagement Plan meets the requirements of Birkenhead's EPA Licence 1126 condition 3.4 (U – 1552).

Background

Adelaide Brighton Cement (ABC) is owned by national listed company, Adbri, and is one of South Australia's biggest manufacturers with operations at locations including Birkenhead, Moculta, Blanchetown, Birdwood, Angaston in the Barossa Valley and Klein Point on the Yorke Peninsula.

ABC's world class cement and clinker manufacturing plant at Birkenhead has been a part of Port Adelaide and South Australia for more than 100 years. The plant produces approximately 1.6 million tonnes of cement annually.

As a fully integrated cement making facility, the Birkenhead Plant adds value to the mining of South Australian resources – limestone and shale, which are manufactured into clinker and then ground into cement.

In addition to the Birkenhead Plant's supply to the South Australian market, ABC also exports cement to Victoria to service the Melbourne metropolitan market.

Adbri's goal is to be Australia's lowest carbon local cement manufacturer, with net zero emissions by 2050.

Adbri has been contributing to sustainability and the circular economy by using alternative fuel to replace fossil fuel at our Birkenhead manufacturing facility for more than 18 years. This is where we make Australia's lowest embodied carbon Type GP cement.

This plan incorporates feedback provided to ABC by CLG members.

With a more than 140-year history, Adbri is one of SA's longest-standing and largest manufacturers:

- spending \$302.3 million directly pa in SA
- employing 473 SA employees directly and 2069 indirectly and
- contributing \$626.4 million pa in gross value add to the SA economy.

Due to its metropolitan location and proximity to residential areas, ABC's Birkenhead manufacturing facility places a high priority on working with local communities and key stakeholders.

Our Guiding Principles

- Listen to stakeholder issues and concerns and understand what is important to them
- Ensure stakeholder communications are regular, transparent and inclusive by promptly posting about environmental and other issues (such as trials of process improvements, EPA licence renewal) on the community website and other communications with stakeholders
- Ensure stakeholders are responded to in a timely manner
- Endeavour to be as open as possible with neighbours and other stakeholders
- Use terminology and language in communications such as the community website, mail-outs and newsletters that is simple, avoiding jargon and complex terms – use visuals where possible to explain information and concepts

Our Commitment

ABC is committed to conducting its business responsibly and in a manner designed to protect our natural environment, adjacent communities and employees.

To make our community engagement plan effective, our focus is on timely and transparent communication and continued investment in our community. We will achieve this through our values and behaviours of trust, transparency and integrity. We will measure our success through the following actions:

ADVANCING PARTNERSHIPS	COMMUNICATION	COMMUNITY INVESTMENT
Trust	Transparency	Integrity
Number of stakeholder briefings held across 12 months.	Improved access and timeliness of reports through online services.	Active education awareness program.
Proactive community engagement activities and programs.	Increased education about site operational activities to all stakeholders.	Community Investment Program.
Reduction in the number of complaints received from stakeholders and community.		Stakeholder surveys.

Target audience and stakeholders

ABC recognises there are many interested parties in the operation of the Birkenhead Plant. Our target audience of stakeholders includes but is not limited to the group set out below:

Key Stakeholders & Community	
STATE AND FEDERAL GOVERNMENT	Environmental Protection Authority
	Federal and State Members of Parliament
BROADER COMMUNITIES	Property owners and occupiers impacted by movement of materials to and from the manufacturing facility
	General South Australian public (SA Manufacturing)
	Other industries (e.g. Flinders Port)
NEIGHBOURS	Property owners and occupiers, residents and businesses within the vicinity of ABC operations (including residents, businesses and industry)
	Schools and education facilities in the vicinity of ABC operations
	Local community groups (e.g. Resident Associations, Neighbourhood Watch groups, historical societies, community centres etc)
LOCAL COUNCILS PORT ADELAIDE ENFIELD COUNCIL	Council administration
	Elected Members
COMMUNITY GROUPS	Community Liaison Group (CLG)
	Port Adelaide Residents Environmental Protection Group (PAREPG)
MEDIA	The Advertiser and Sunday Mail
	Adelaide metropolitan TV and Radio
OTHER	Unions
	Real Estate Agents
	Flinders Ports

Channels of communication and engagement

To deliver key messages across the wider community, a variety of communication and engagement methods will be used. These channels may include;

- Community Liaison Group
- One on one meetings
- Direct communication on environmental issues (e.g., emissions, trials, noise, traffic, the annual maintenance Shutdown) and community issues (promoting the good work of community groups) with stakeholders e.g., the City of Port Adelaide Enfield, local MPs, the EPA
- Adelaide Brighton Community Website – posts at least monthly and more frequently (on average weekly) at key times such as the annual Maintenance Shutdown
- Community newsletter
- Community feedback hotline
- Birkenhead Plant site tours
- Q&A Information fact sheets
- Education programs
- Tailored letters

Community Investment Program

ABC is committed to helping build strong communities in the areas where we operate by investing in the local community, financially and through other forms of support such as attending and promoting community events to ensure that valued community initiatives in the adjoining local area are sustained.

We will continue to invest in a range of community activities through partnerships, sponsorships and donations. ABC receives regular requests from local community groups for sponsorships and assesses these sponsorships in a timely manner. ABC contributes to specialised programs at local schools, sporting clubs, care agencies and other important community services. We promote their services and activities through the Adelaide Brighton Community website and through internal social media and other forms of communication to ABC employees.

We are committed to investing in the future workforce of South Australia by supporting and facilitating the development of programs that link industry, local schools and universities.

We will continue to support the development of facilities for the community's enjoyment, for example, the Adelaide Brighton Cement Dog Park on the corner of Alfred and Hargraves Street, Birkenhead. Sporting groups supported by ABC include basketball, cricket, football, baseball. ABC also supports special events such as local festivals.

Environment Improvement Program

Environment Improvement Programs (EIPs) are regulatory tools provided for under section 54 of the Environment Protection Act 1993 (the Act) and are attached to environmental authorisations issued under the Act. An EIP provides clear and demonstrable scheduling of the improvements to be undertaken by a licensee to enable them to meet the general environmental duty or other provisions of the Act.

A key outcome of this community engagement process is the completion of an ongoing EIP. The development of our EIP is formulated in consultation with Community Liaison Group resident members and via residents' feedback facilitated through subcommittees, public meetings and feedback. The major focus of the EIP is to produce a targeted, measurable and outcome-based program aimed at further enhancing our environmental performance and continually improving our local environment.

The Environment Protection Authority approved EIP can be found on our community website [here](#).

Monitoring and evaluation

Adelaide Brighton Cement's data management system captures data from neighbourhood feedback that is used as a tool to identify areas for improvement across the operations. All community feedback is reported at the quarterly CLG meetings, which is attended by representatives of the EPA and the City of Port Adelaide Enfield. Community feedback is essential for ongoing EPA checking of ABC's compliance with its operating licence and assessing any ABC proposals to change the conditions of its licence.

In order to ensure that our community engagement plan is effective in reaching key stakeholders and that key messages are being understood, reporting at the quarterly CLG meetings includes updates on community communications actions. If further details are required, ABC senior officers can provide further verbal updates at CLG meetings, with follow-up written communications when necessary.

We will adjust this community engagement plan should stakeholder feedback indicate it is required and actions flowing from the plan will be reviewed at the quarterly CLG meetings and the plan will be updated as necessary to improve engagement outcomes.

A copy of this plan will be available on ABC's [community website](#).

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