



# Community Relations

Planning for 2009-10

**Worsley Alumina**



**bhpbilliton**  
resourcing the future

# Planning and research

BHP Billiton has reviewed its approach to community relations.

All sites are required to adopt a standard approach.

To meet this requirement Worsley conducted a number of studies and reviews prior to June 30, 2009.

These studies provided:

- A review of Community Research and Community Relations practice;
- Development of measurement indicators for Community Relations activity;
- A Human Rights Assessment; and
- A risk-based stakeholder analysis.

# Key issues

The risk-based analysis identified a number of key issues and opportunities. The relevant issues for 2009-10 are:

- The management of social impacts from mining and construction activities at Boddington;
- Growing public interest and scrutiny about climate change;
- Road safety; and
- Short-term positive and negative impacts from the Efficiency and Growth expansion project.

At the same time there are issues which present opportunities for Worsley to leverage its reputation in a positive way. These are:

- Local employment opportunities;
- Local business opportunities;
- Community support; and
- Engagement of employees.

# Communication plan

## Meetings, presentations and site visits

Stakeholder	Description	Schedule	2009-10 Target
<b>Refinery CLC</b>	Community based group with independent chair to act as conduit of information between Worsley and wider community	Bi-monthly	Five meetings
<b>Friends of Worsley</b>	Local landowners and neighbours close to the refinery	Bi-monthly	Five meetings including Christmas function
<b>Local Governments</b>	Business and project updates to Shires of Boddington and Collie Business and project updates to other local governments as required	Annual As required	Annual presentations to Boddington and Collie
<b>Government Agencies</b>	Business and project updates to Government agencies and other regulatory authorities	As required	
<b>Industry, community Groups and NGOs</b>	Presentations to industry, Community Groups and NGOs	As required	
<b>Host Communities</b>	Business and project updates. Community campaigns including road safety	As required	
<b>Individuals</b>	Response to community concerns	As required	
<b>All stakeholders</b>	Tours and visits to refinery, mine and port	As requested	

# Communication plan

## Publications

Activity	Description	Schedule	2009-10 Target
<b>Stakeholder newsletter</b>	Monthly e-newsletter sent to key external stakeholders for interest. Managed through subscription	To begin Q3 2009	Six newsletters
<b>Media releases</b>	Proactive local media releases to promote achievements, milestones and special projects	Monthly	12 releases
<b>Monthly advertisements</b>	Monthly newspaper advertisement to promote project progress as well as general Worsley information	Month	11 advertisements
<b>Conveyor magazine</b>	Employee magazine circulated on site and externally every two months	Frequency subject to review	Four editions
<b>Advertisements</b>	Opportunistic publications including business directories and support for community events and organisations	As required	
<b>Web site</b>	Information about Worsley is included on BHP Billiton corporate web site	Under review	
<b>Publications</b>	Corporate brochures	As required	
<b>Annual HSEC Report</b>	Annual report to host communities and employees	Annually	December 2009

# Community investment focus

## Community support

**AIM:** To provide support to organisations and individuals who aspire to improve community well being, lifestyle experiences and economic opportunities for people living in South West communities.

Focus area	Major projects and events – 2009-10	2009-10 Budget
Community Welfare	Smith Family in Collie	\$40,000
	Youth Focus – youth suicide counsellor	\$25,000
	Red Cross Soup Patrol	\$20,000
Arts	Bunbury Regional Art Galleries	\$4000
	Bunbury Entertainment Centre	\$5000
	City of Bunbury Biennale	\$3000
Sport and Recreation	South West Sports Academy	\$30,000
Health and Safety	Driver Reviver road safety campaigns for employees	\$15,000

## Community infrastructure

**AIM:** To participate in partnerships with local, State and Federal Government and established organisations to provide community infrastructure to build and expand community facilities in the region.

Focus area	Major projects and events – 2009-10	2009-10 Budget
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# Community investment focus

## Education and training

**AIM:** To provide funding for facilities and other resources that promote high education standards, industry skills, training opportunities and leadership development for people living in the South West. Worsley will also seek to encourage scientific endeavour and industry research.

Focus area	Major projects and events – 2009-10	2009-10 Budget
Schools	Collie Senior High School Engineering Trades Program	\$15,000
	Boddington SHS Academic Excellence MOU	\$10,000
	Engineers Australia Science and Engineering Challenge	\$6000
Universities	University of WA Business School	\$50,000
	Curtin University Chemistry Research Precinct	\$50,000

## Indigenous Relations

**AIM:** To respect the dignity of the traditional owners of the land, value cultural heritage and support economic and social enhancement of the wider indigenous community.

Focus area	Major projects and events – 2009-10	2009-10 Budget
	Bunbury Regional Art Galleries (annual Noongar Exhibition and workshops in Collie and Boddington)	\$6000

# Other initiatives

## Local business support

Community research consistently reports that support for local businesses is a major reputation driver.

The Community Relations Department will work with the Commercial Department to give effect to the HSEC Management Standard requirement to include consideration for local businesses in contract and supply decisions.

## Matched Giving Program

Employees play a critical role as ambassadors for the company within the communities in which they live.

The Matched Giving Program, introduced at Worsley three years ago, has quickly grown in popularity. In 2008-09 about 300 employees involved raised \$355,000 through voluntary work, fundraising and donations.

# Measures of success

Strategic Theme	Measures of Success
<b>Community planning</b>	<ul style="list-style-type: none"> <li>▪ Community Relations Plan in place</li> <li>▪ Stakeholder issues tracked</li> </ul>
<b>Stakeholder engagement</b>	<ul style="list-style-type: none"> <li>▪ Stakeholder Contact Plan executed                             <ul style="list-style-type: none"> <li>▪ Refinery/expansion</li> <li>▪ BBM/expansion</li> </ul> </li> <li>▪ Community contacts &gt; 500</li> <li>▪ Road Safety Plan executed &gt; 90 per cent</li> <li>▪ Media releases &gt; 12</li> </ul>
<b>Community Investment</b>	<ul style="list-style-type: none"> <li>▪ Minimum 0.8% of EBIT allocated to Community Investment (5yr average)</li> <li>▪ Matched Giving Program &gt; 14 per cent employee participation</li> <li>▪ Online sponsorship applications &gt; 90 per cent</li> </ul>
<b>Human Rights</b>	<ul style="list-style-type: none"> <li>▪ Human Rights assessment complete</li> </ul>
<b>Performance monitoring</b>	<ul style="list-style-type: none"> <li>▪ Annual HSEC report</li> </ul>



*Thank you*