

Communication to build a social licence for water infrastructure



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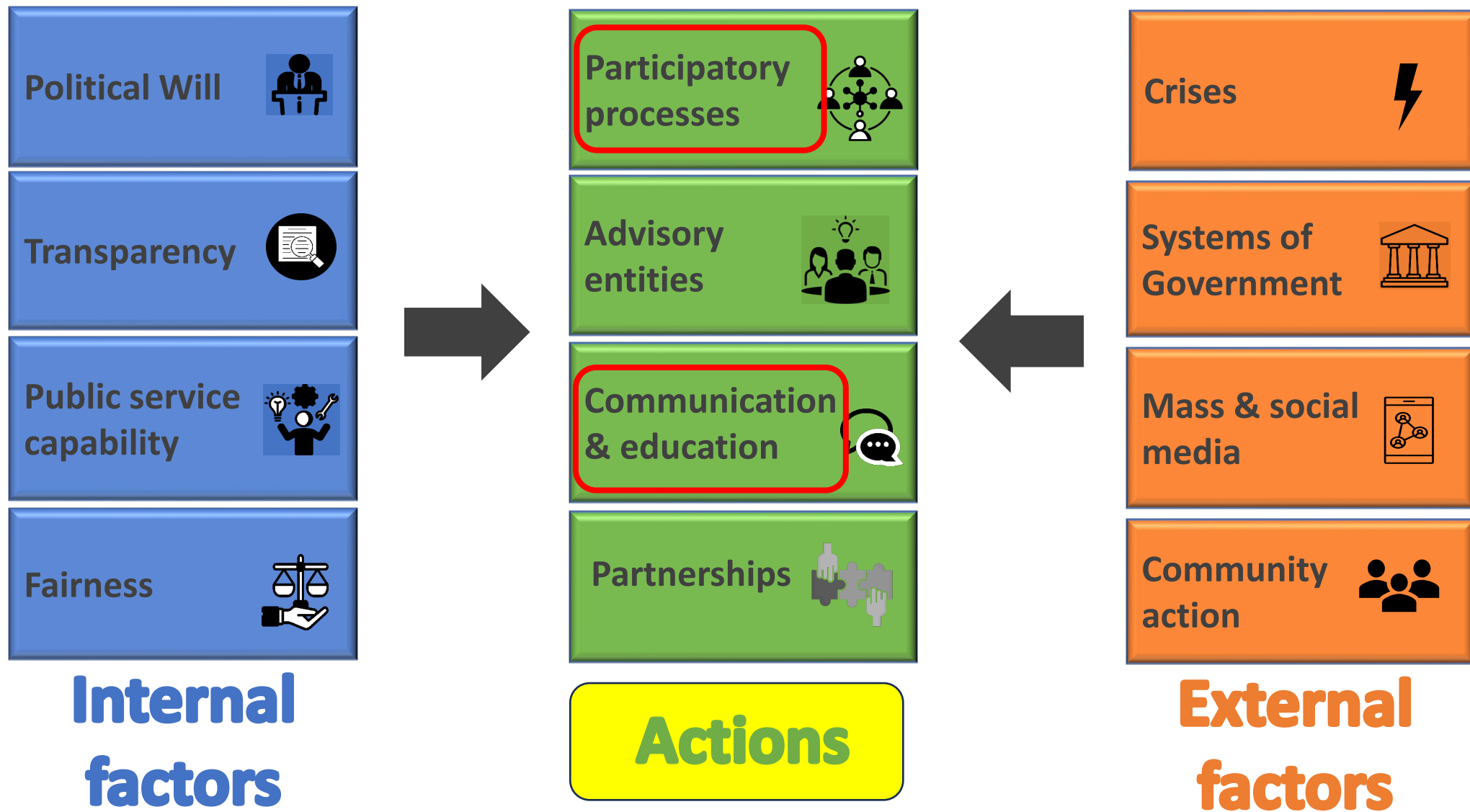


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Communication & engagement common actions for building SLO



Water reform in Sydney: the communication context

water inflows to dams is decreasing due to climate change

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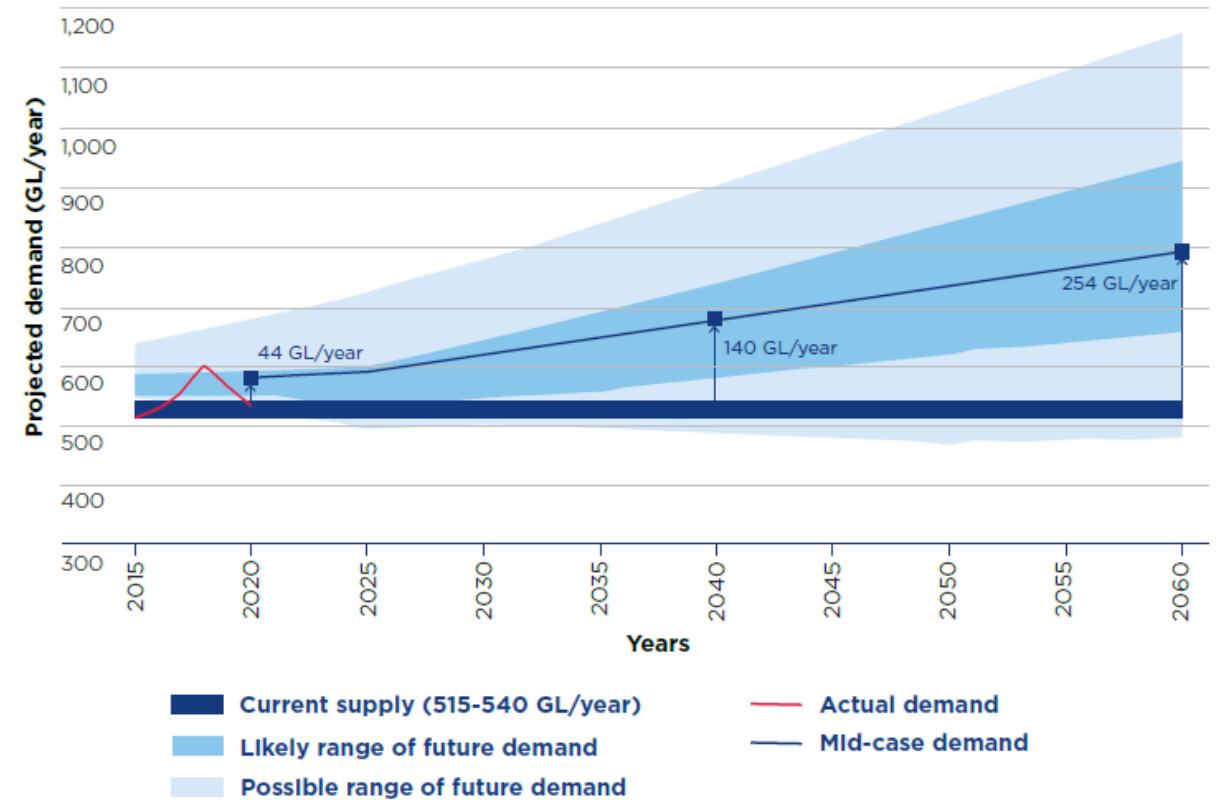
the population of Sydney is growing

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current demand for water exceeds forecast sustainable supply

Part of the solution: Purified Recycled Water (PRW)

Figure 11. Projected demand for water to 2060



From: Greater Sydney Water Strategy

Form of SLO: trust in delivery agency



1. Water agencies are acting in the **community's best interest** (via engagement and transparency)
2. **Competence** of agencies to deliver efficiently (action in line with community expectations)

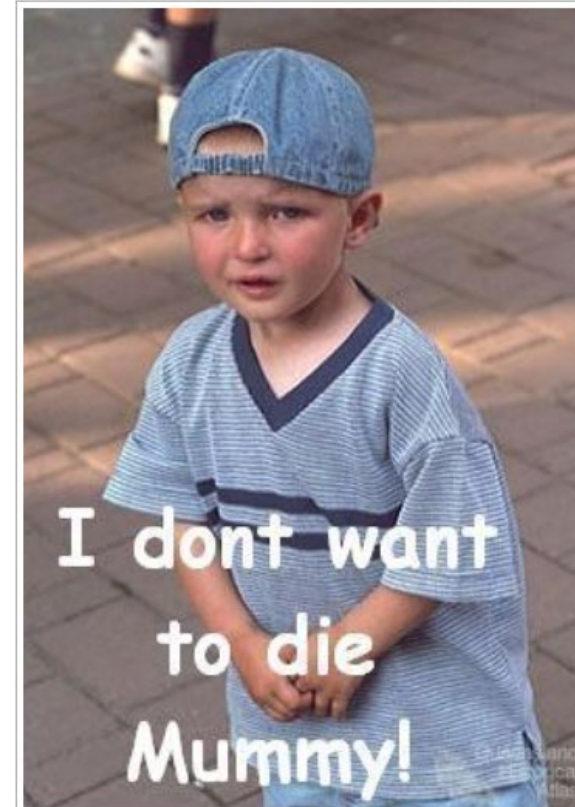
Loss of trust in 1 area of business can transfer across all

Communication goal: acceptance

What are we asking communities and stakeholders to accept?

- a) the need for change
- b) the cost of that change
- c) the proposed alternatives e.g. purified recycled water (PRW)
- d) the need for behaviour change

Anti-recycled water campaign, Toowoomba



Actions: communication & education

- **Communication:** regular consistent messaging over the policy cycle that incrementally socialises reform options.
- **Education:** Demonstrate competence and transparency. Noting: understanding $\neq$ acceptance



To conclude:

- Science communication underpins a social licence for new forms of infrastructure
- Critical for transparency in decision-making and building trust
- We need to be self-reflective on what we are asking communities to accept and what influence they have on project decisions to avoid tokenism and promote sustainable outcomes



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Let's continue the conversation!

Message me your questions or comments in the IAIA26 app.

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