

Business Support Guidelines for Construction

The Business Support Guidelines for Construction are subject to the finalisation of the Metro Tunnel Environment Effects Statement (**EES**) process, Inquiry and Advisory Committee hearing, the Ministerial Assessment, the Planning Scheme Amendment.

1 Background

The Metro Tunnel will deliver a range of benefits for Melbourne, substantially increasing the capacity of the rail network and improving connectivity and accessibility of the city's key growth areas. By stimulating urban renewal in inner city areas and enhancing access to the CBD and Parkville, the Metro Tunnel will also create opportunities for new commercial development, jobs and housing close to the city centre.

Melbourne Metro Rail Authority (**MMRA**) recognises that while the Metro Tunnel will ultimately result in many benefits for businesses particularly in the vicinity of the proposed stations, the construction of the Metro Tunnel has the potential for adverse impacts of a temporary nature in areas close to construction activities. Impacts from Metro Tunnel works may include:

- changes to amenity such as noise, dust or vibration
- street closures and changes to traffic conditions
- loss of visibility due to hoardings or construction vehicles
- loss of customers such as passing pedestrian traffic due to restricted access (**Impacts**).

Due to the scale, duration and variable nature of the construction works proposed during the construction phase of the Metro Tunnel, and the need for construction work to be undertaken outside Normal Working Hours, residual impacts on businesses may occur.

These Guidelines have been developed to support the proposed Environmental Performance Requirements for the Metro Tunnel.

2 Purpose

These Guidelines outline the proactive measures and support services that MMRA and the appointed construction contractors may deliver to support businesses that experience Impacts during construction of the Metro Tunnel.

The Guidelines do not create entitlements for businesses affected by Metro Tunnel construction works. The purpose of this document is to provide a framework for Metro Tunnel contractors to address residual impacts on businesses so far as is reasonably practicable and appropriate. These Guidelines are intended to complement Construction Management Plans and Traffic Management Plans and other mitigation measures developed by the appointed contractors.

3 Scope

These Guidelines apply to businesses which are identified as being adversely impacted due to the proximity of Metro Tunnel construction works.

The Guidelines do not apply to non-commercial institutions (such as schools and hospitals) as such organisations are likely to require specific tailored measures which will be developed on a case by case basis. Major events, festivals and community-based events are not covered by these Guidelines and will be addressed through the development of a Major Events Strategy. Residential properties are similarly out of scope for these Guidelines and are covered in the Residential Impacts Mitigation Guidelines.

The Appendix to these Guidelines describes the process for implementing these Guidelines.

4 Eligibility

Business support measures will be offered to businesses across the Metro Tunnel alignment that are identified by MMRA and the appointed contractors as experiencing Impacts.

5 Engagement measures

The engagement measures to be applied under the Guidelines are described below:

- (a) **Works notifications** – used to disseminate advance information about the works to businesses and to provide early warning of high impact activities (notifications could be provided by email, SMS or letter drop).
- (b) **Individual briefing** – used to inform businesses personally about the predicted impacts and the mitigation measures that will be implemented.
- (c) **Phone calls** – used to inform businesses personally about the predicted impacts and the mitigation measures that will be implemented.
- (d) **Case management** – to provide an additional level of support for businesses that are significantly impacted over an extended period of time including a single point of contact and regular, tailored engagement.

6 Support measures

The support measures to be applied under the Guidelines are described below:

- (a) **Promotion** – a range of marketing and promotional activities could be implemented to encourage awareness and patronage of businesses located in proximity to construction sites. Examples include advertising, flyers, online and social media promotion, digital and physical way-finding, discounts and special offers.
- (b) **Activation** – activation of an area to create a unique experience could encourage patronage of businesses located in proximity to construction sites. Examples include mobile stores, pop-ups, street fairs, creative use of construction infrastructure and hoarding, leveraging existing festivals.
- (c) **Partnerships** – opportunities for the appointed contractor to partner with local councils, events, festivals and tourism organisations to raise awareness of businesses and encourage patronage, or encourage businesses to apply for grants. Examples of partner organisations include local councils, Visit Victoria and Small Business Victoria. Examples of organisations offering grants include Business Victoria Grow Your Business Grants and City of Melbourne Small Business Grants Program.
- (d) **Upskilling** – businesses could be provided with an opportunity to participate in educational programs run by organisations including Small Business Victoria and local councils that support businesses through skills development, such as online and digital commerce, business mentoring, succession planning and marketing.

MMRA expects the appointed contractors to undertake regular inspections of works to assess the effectiveness of mitigation measures in place and determine whether further mitigation or support measures are required for affected businesses.

7 Implementation overview

Tenderers for each of the Metro Tunnel work packages will be required to outline their approach to implementing the requirements of the Guidelines as part of their proposed approach to managing disruption to business.

Metro Tunnel contractors will be responsible for implementing the support measures in accordance with the criteria set out in these Guidelines. Minimum requirements regarding processes to be used in implementing support measures based on those set out in the Appendix to the Guidelines shall also apply.

Appendix - Implementation process

This Appendix sets out the processes to be used in the implementation of the proactive measures and support services discussed in the Guidelines. Metro Tunnel contractors are responsible for the implementation of the support measures and these requirements shall be incorporated into the technical requirements of relevant contracts. Contractors will be required to develop and implement a business disruption plan which includes measures to support businesses during construction and engage with businesses throughout construction of the project.

1 **Connecting and communicating with businesses**

MMRA and the appointed contractors will be required to engage with businesses across the alignment throughout the planning and delivery of the Metro Tunnel. To facilitate this, MMRA has established, and will continue to engage with businesses, via the following communication channels:

- dedicated MMRA Business Support Services free-call telephone line
- dedicated MMRA Manager, Landowner and Business Support Services position as a single point of contact
- direct communication via email, phone, letter drops and face-to-face meetings
- regular Metro Tunnel project eNews and hard copy newsletters
- access to business associations and groups via local council networks

In addition, the appointed contractors will be required to:

- provide case management support to work with businesses likely to be significantly impacted
- provide advanced notice of upcoming works to businesses within set timeframes
- provide on the ground staff to engage with businesses on construction progress and likely impacts
- establish relationships with local councils and other relevant organisations to deliver initiatives to support businesses during construction, and
- leverage existing communications channels to effectively engage with businesses during construction.

2 **Prior to construction**

As part of the ongoing preparation for the project there are opportunities for MMRA and the appointed contractors to assess potential disruption for businesses and implement design solutions to reduce the impact of works, or to offset the impact of construction prior to construction commencing.

MMRA will undertake surveys and interviews with businesses in proximity to the proposed construction sites likely to experience Impacts to better understand their individual circumstances, identify opportunities to reduce the impact of construction and identify support measures that best suit their business needs. This information will also be communicated to the appointed construction contractors to inform their Community and Business Involvement Plan and business disruption plan.

Prior to commencing the relevant work, Metro Tunnel contractors will also assess the businesses that are likely to experience Impacts. This assessment is likely to include an analysis of the proposed construction works and methodology, time of day and duration of works.

The contractor will engage with businesses in the area in advance of the works commencing to outline the works and expected Impacts, and offer support in accordance with the Guidelines. Businesses will also be notified about the works and expected Impacts in advance of works commencing in line with specified notification timeframes.

Contact details for the contractor (including a project information line) must be provided in the notification so that businesses can make contact with the contractor in advance of the works commencing, or at any time during the specified works period, to accept the support measures on offer and make appropriate arrangements.

3 During construction

During Metro Tunnel construction, contractors must continue to monitor the impacts of construction and offer support measures to businesses.

Businesses that have not received support measures prior to the relevant work commencing but that believe their business is experiencing Impacts which has adversely affected their businesses may apply to Metro Tunnel contractors for support. If applicants are eligible, or can demonstrate other special circumstances, appropriate support measures will be offered.

DRAFT