



# Digital media in stakeholder engagement

IAIA 2015 CONFERENCE - FLORENCE

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# Stakeholders





# Information processing styles



Auditory



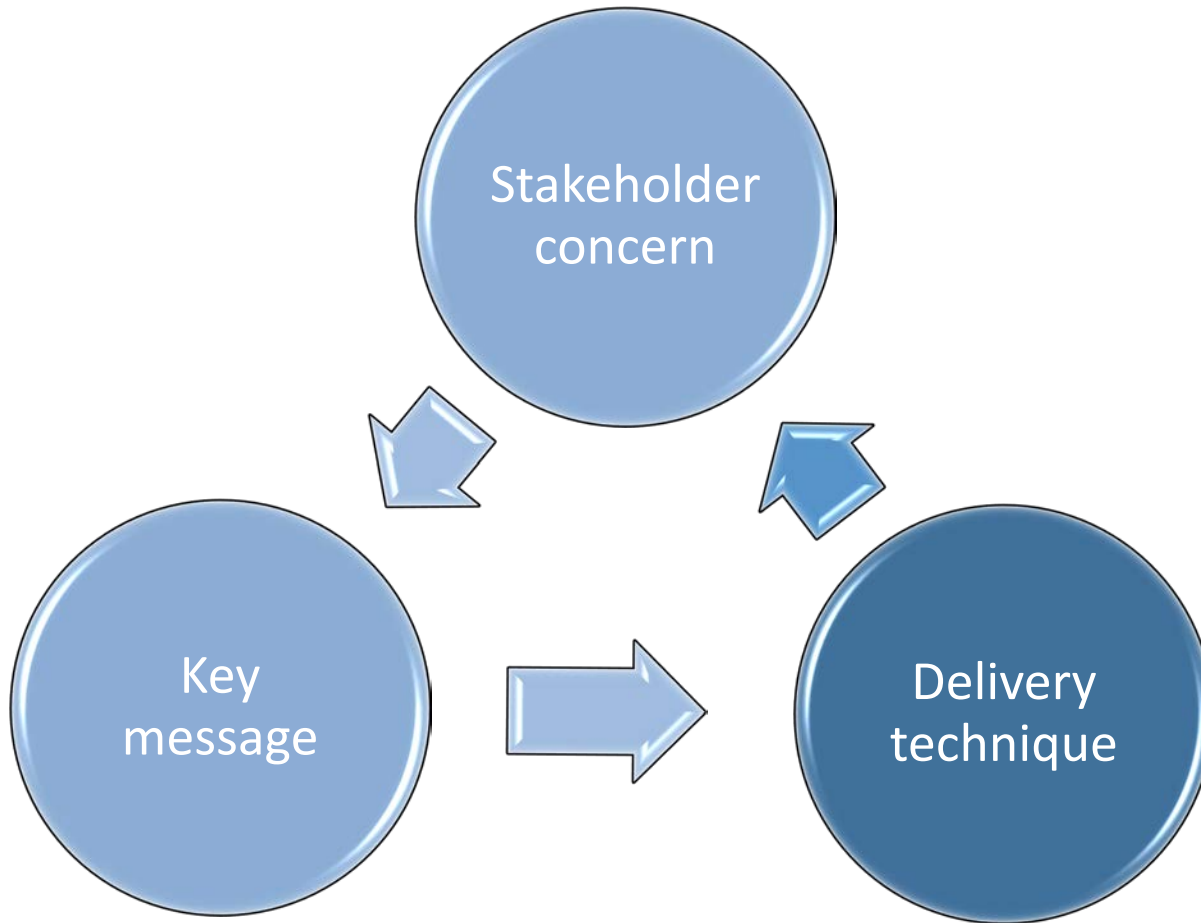
Kinesthetic



Visual



# How we deliver information is important



# Traditional delivery of information



# No frills digital delivery of information



# Central Eyre Iron Project





# Stakeholder engagement strategy



Who/Audience.	Other EA Miners	What/Issues	How/tools
Directly affected /h		-ve Farm <sup>5ve</sup> purchase/access... legal.	Newspaper, Mags, Newsletter
In " " "		Jobs from existing bus. <sup>radio</sup>	Ec Case studies / examples
Wuliana Council / Farmers / Bus		Greenhouse	Tech reports.
Worambo " " "		Camps in towns <b>Post mining</b>	Public mtgs / groups Media packs.
Pt Neill " " "		Visual	Website Business Expo.
Tumby Bay " " "		Traffic <b>Social</b> - safety	Factsheet / Q&As / Poster
Cleve " " "		G/W - reliability = crime	Branding - logo, taglines, <b>Quality</b>
Corridor " " "		Noise = crime	Isometric - static Social media.
State Govt / Fed		Dust = culture	Animations - 3D movies / 2D maps
SOS (EPCMPCC) / CLSA		Gas. <sup>Increasing costs - land</sup>	- cut / ways
Dan (movie <u>wanker</u> ) Monceaux		Gas. <sup>housing</sup>	- before / afters / staging
P. Teale S. MP		Gas. <sup>Abus. sinking?</sup>	- immersions / virtual reality
R. Ramsay F. MP		Gas. <sup>Monoculture</sup>	- augmented reality
CCC WW		Gas. <sup>zotups</sup>	Kiosk / touchscreen
TB + PN CCC		Ec Economic diversification	Phone apps / QR code
GRAIN Assoc / Bus		Jobs - Bringing them Home! S	Holographic
FISHERIES Assoc.		Business opportunity - local.	Audio - ? train noise
		Infra upgrades / unlocking potential.	Strategic partnerships <sup>Env. Economic Education fund</sup>
		Services maintenance / upgrade	Benchmarking Physical models
		SEB - <b>big bang</b> <b>football</b>	Site visits - 3D printing
		Grain.	Events. Talking Head.
		Best Port <b>brand</b>	
		Electricity	
		Water - no mains, 1 desal	



# Use of animations - rehabilitation

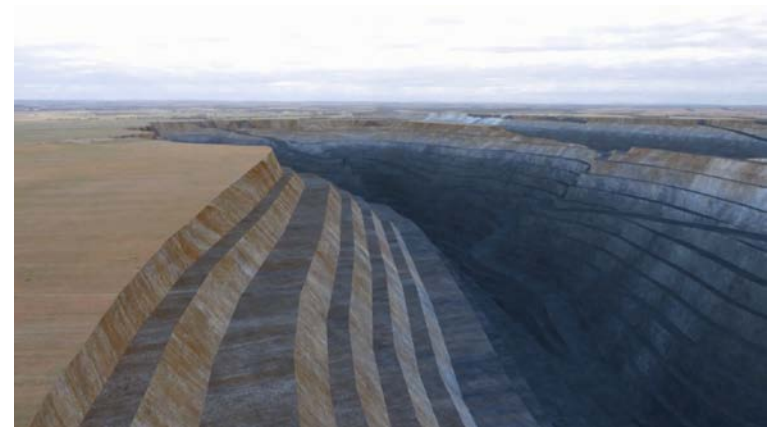


Combined Waste Rock & Tailings

# Engaging community in rehabilitation options



# Combining drone video with 3D mine plan





# Other techniques



- Films
- Virtual reality
- Holograms
- 3D printing
- Immersion
- Augmented reality



# The multimedia EIS





# Summary



- Digital EIS, not a digitised one
- Key messages

If stakeholders don't understand the issues, they can't effectively engage!



# Contact

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