Gunns Limited

Draft Integrated Impact Statement
Consultation Report
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1. Background

1.1 Introduction

Gunns Limited (Gunns) propose to develop a Bleached Kraft Pulp Mill, with ancillary and off-site infrastructure, at the Bell Bay Industrial Estate near George Town, in northern Tasmania. The construction and operation of this proposed development requires environmental and planning approvals from the Commonwealth and Tasmanian governments. An Integrated Impact Statement (IIS) is being prepared as part of the assessment and approvals process. The IIS, when referring to a project of State significance, involves “a consideration of environmental, social, economic and community issues relevant to the project and other issues as may be prescribed”.\(^1\) As part of this process Gunns and GHD have managed a comprehensive consultation and communication process with the community\(^2\) and key stakeholder groups.\(^3\)

1.2 The Proposal

While the primary component of the proposal is the Bleached Kraft Pulp Mill, there is other significant infrastructure that needs to be constructed to support the development. These are:

- A wharf facility for the storage and transportation of the pulp;
- A landfill, quarry and water storage pond at Bell Bay;
- A water supply pipeline; and
- An effluent pipeline from the Pulp Mill to Five Mile Bluff and three kilometres offshore.

The Pulp Mill will produce a Kraft (strong) grade pulp for domestic and international markets. The associated infrastructure will supply services such as water and waste management resources used in the operation of the Pulp Mill. There will be other significant developments associated with the proposal including temporary workers accommodation on the periphery of George Town.

The overall objective of the Bleached Kraft Pulp Mill is to add further value to the Tasmanian pulpwood resource. At present, woodchips are exported to numerous international clients and then the pulping process takes place there. This proposal will allow the pulping process to take place in Tasmania and the export of a value added product to occur.

Gunns believes this would secure the potential for continued sustainable economic growth of the forestry industry in Tasmania.

Key objectives for the proposal have been defined as:

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\(^1\) Final Scope Guidelines for the Integrated Impact Statement (IIS), page 3

\(^2\) Community refers to interested members of the general public

\(^3\) Key Stakeholders refer to representatives of agencies or organisations with a specific interest in the proposal
To provide a Bleached Kraft Pulp Mill using the best available technology and best environmental practice;

To add value to the pulpwood resource, including plantation wood, therefore provide a product with increase revenue;

To continue to meet current and future demands of the national and international market; and

To provide infrastructure that may contribute to future growth in the forestry industry.

The duration of construction works is estimated to be 24 months. If Gunns is granted appropriate approvals, they intend to commence construction in 2006-07, with commissioning planned for 2008-09.

1.3 Gunns Limited

The Launceston-based company was founded in 1875 by brothers John and Thomas Gunn and is one of Australia’s oldest companies. In the early days, the basis of the business was building and construction.

Gradually between the two World Wars, sawmilling and timber processing for the local, interstate and overseas markets became even more important while building materials and hardware sectors, together with various offshoot activities, expanded to play a major role in the company’s success.

The company has experienced continued growth and diversification, and is now Australia’s largest hardwood forest products company employing more than 1600 people.

Gunns is a world leader in forestry certification. The Company has successfully implemented sustainable management practices, which have been independently audited, to achieve the Australian Forestry Standard (AFS), the international Programme for the Endorsement of Forest Certification scheme (PEFC), Chain of Custody and the international Environmental Standard ISO 14001.

Gunns is and has always been committed to the best use of the available resource. It is totally against Gunns’ operating philosophy to permit any timber processed by the company to be marketed short of its full potential.

Gunns owns more than 175,000 hectares of freehold land in Tasmania and manages more than 110,000 hectares of plantations.

Current manufacturing operations include six hardwood sawmilling operations in the state, three major timber processing centres, three veneer mills (two in Tasmania, one in New Zealand), a veneer panel plant in Launceston and four dedicated woodchip processing and export facilities in Tasmania.

On the retail front there are seven Mitre 10 outlets and two specialist timber stores in Tasmania with wholesale timber outlets in most Australian capital cities.

Gunns Limited also purchased Tamar Ridge Wines in 2003, which is internationally recognised for its premium cool-climate wines, and Coombend Wines on Tasmania’s East Coast in 2005.

To complete the picture there is a Tasmanian-based construction company, Hinman Wright and Manser.

One of the major steps in the history of Gunns Limited was the listing on the Australian Stock Exchange in 1986 – a move that has provided an opportunity for the public to invest in a growing business.
Strategic acquisitions in recent times have included Boral’s Tasmanian sawmilling operations in 1999 and the purchase of North Forest Products in 2001. These acquisitions have enabled Gunns to build an internationally competitive business.

Gunns also has a long history of involvement in the Tasmanian community, especially in the north of the state where the majority of their operations are located. Generally they have had a good relationship with interested stakeholders, although in recent times there has been increased exposure of conservation issues and the need to improve environmental standards. Gunns has addressed these concerns in the past few years by becoming the first company in the world to achieve the following four Australian and international accreditations – ISO 14001, the Australian Forestry Standard, the Programme for the Endorsement of Forest Certification scheme and Chain of Custody.

1.4 Final Scope Guidelines

The Draft Scope Guidelines for the IIS have been prepared by the Resource Planning and Development Commission (RPDC) to provide a framework for the development of the IIS. The Draft Scope Guidelines were prepared in consultation with State and Federal Government Agencies and with the assistance of independent consultant Beca AMEC Pty Ltd. The general public had an opportunity to comment on the Draft Scope Guidelines through a formal one-month exhibition period that concluded on the 9th of May 2005 and a second opportunity to comment on certain aspects in November 2005.

The Final Scope Guidelines were released on the 19th December 2005.

1.5 Gunns Consultation Approach

Gunns Project Scope, which was included in the Draft Scope Guidelines, outlined the community consultation activities that should be undertaken for the IIS process and these activities included:

- Comprehensive program of briefings for local government, community and political representatives;
- Presentations to industry groups, and individual companies, which could be expected to welcome the economic benefits to flow from the project;
- Community forums to which the public is invited to learn about the project and express views;
- Regular media briefings;
- Publicity events to explain significant elements of the project;
- Public presentations and displays;
- Specific topic information sheets on issues identified by research as being of prime public interest, eg. Mill Process, Emissions, Wood Supply, Industrial Relations, World Market Prospects, Development Guidelines, Employment and Economic Impact;
- Direct mail, facsimile, or E-Mail of information to a comprehensive database of key stakeholders;
- Establishment of a telephone hot line to answer public enquiries; and
- Production of a television “Pulp Mill Report” to convey general information to the public.
For the purpose of the IIS process, Gunns has managed a focused consultation program with community members and stakeholder groups. The Pulp Mill Task Force (PMTF) has undertaken further consultation. An overview of their role has been provided in Appendix A of this report.

In addition to the consultation activities undertaken by Gunns, GHD Pty Ltd has been engaged to undertake targeted consultation with key community and environmental groups and specific individuals. The results of this consultation process have been reported in the Community and Environmental Group Consultation Report (GHD, 2005).
2. Objectives of Consultation

Gunns has developed a series of integrated objectives to act as a framework for the consultation associated with the Pulp Mill proposal. Gunns has also developed the following “promise to the public” to underpin all consultation activities:

“To work directly with the community, affected residents and key stakeholder groups throughout the planning, design, construction and decision-making process for the Proposed Bell Bay Kraft Pulp Mill to ensure that public input, issues and concerns are understood and considered.”

Objectives for the community consultation process include:

- Encourage participation from the earliest planning stage;
- Provide people with accurate and easy to understand information about the benefits of the project and the potential versus the perceived impacts of the project;
- Give people clear information about the social, environmental and economic issues surrounding the project;
- Use existing networks to disseminate information;
- Provide the community with an opportunity to identify key environmental, social and economic issues and for these to be considered in the preparation of the IIS;
- Provide opportunities for the community to openly discuss their issues on the basis of information given;
- Gather perspectives and information from the community in relation to project impacts;
- Develop community ownership and support for the objectives of the project;
- Design suitable responses to identified project issues in partnership with the community;
- Build on existing relationships and help to build positive new relationships between Gunns and key stakeholders; and
- Enable any issues identified by the community to be addressed promptly and reduce the potential for any project delays.
3. Key Messages

To ensure accurate and consistent information is being disseminated to the community, Gunns prepared a series of integrated project ‘messages’ prior to implementing the consultation program for the IIS. These messages have formed the basis for the dissemination of information by Gunns to the community and other stakeholders during the consultation process that has been undertaken to date.

These messages are:

**Gunns Limited**
- Established in 1875 in Launceston and currently employs 1,600 staff
- Australia’s largest hardwood forest products company
- Australia’s largest hardwood sawmiller, largest producer of decorative sliced veneer and largest producer of hardwood export chips
- Produces premium cool climate wine, owns 10 hardware retail outlets and a construction business
- Gunns was listed on the ASX in 1986, and currently has about 4,500 shareholders

**Gunns Limited is a World Leader in Forestry Certification**
- Gunns Limited has ISO 14001 environmental accreditation
- Gunns was the first company to achieve the Australian Forestry Standard
- Gunns was the first Australian company to gain PEFC accreditation
- Gunns was the first Australian company to achieve Chain of Custody

**Bell Bay Pulp Mill project**
- An 800,000+ tonne pulp mill will be the biggest single private investment ever in Tasmania
- Finnish forestry consultants Jaakko Poyry concluded in the feasibility study that a pulp mill project could be viable in Tasmania

**Where now?**
- Gunns has appointed GHD to undertake a detailed Integrated Impact Statement focusing on environmental, social and economic factors
- This will be presented to the State Resource Planning and Development Commission after the guidelines are completed
- It is expected the RPDC will take at least six months to assess the IIS

**And then...**
- Gunns Limited Board will give final consideration to investing in the project
- Construction could start in late 2006 or early 2007
- Mill could start in late 2008 or early 2009
| Water | Modern pulp mills use 70% less water than those of 15 years ago due to best practice recycling technology  
After listening to stakeholder environmental and social concerns about the original Pipers River Dam proposal, Gunns searched for alternative water supply options and confirmed that the South Esk Catchment was a superior option  
26 GL water will be sourced from the Trevallyn Dam, 1% of all water that flows into the Dam  
Positive environmental and social impacts at Pipers River  
Positive benefits for Tasmania power grid  
Positive impact on environmental flows (and no impact on the Gorge)  
Pipeline will be built near the East Tamar Highway |
| Atmosphere | The Bell Bay pulp mill will have amongst the lowest emissions in terms of air quality and odour of any in the world  
Emissions to air will be predominantly water vapour and naturally occurring carbon dioxide  
A world-class three-tier odour abatement system is planned to capture all gases  
The mill will be greenhouse gas positive and produce green power eligible for renewable energy certificates |
| Effluent | No effluent will be released into the Tamar River (RPDC requirement)  
About 70% less effluent is released from modern pulp mills compared to those built 15 years ago  
Treated effluent will be released into the ocean up to 4km off shore after primary and secondary treatment  
Effluent contains naturally occurring inorganic salts (found in oceans) and organic wood constituents  
People fish, swim and holiday on rivers, lakes and oceans adjacent to modern pulp mills |
| Transport | The Bell Bay site has excellent access to a deep water port, road and rail  
Any extra wood brought into the region from catchments in the North – West or the South would most likely be transported by rail  
Other inputs will be mostly ocean freighted to the site  
Pulp will be exported by ship direct from the site |
### Visual and Landscape
- Architectural expertise has been engaged to minimise the visual impact of the mill
- Light emissions at night will be minimised
- Modern pulp mill designs have only one discharge stack which improves appearance

### Noise
- Little, if any, additional noise will be emitted from the site, compared to existing chip mill operations
- The noisiest component of a pulp mill is the wood yard and chipping facility, both of which have been successfully operating at Bell Bay since 1971

### Bleaching
- The mill will use best practice bleaching technology to whiten cellulose fibre for the production of premium pulp
- The bleaching technology will be elemental chlorine free (ECF) which uses chlorine dioxide. This modern process has replaced the use of elemental chlorine once linked to the potential production of toxic by-products
- Chlorine itself is not toxic and is commonly used as a purifying agent in food and drinking water. It is derived from table salt (NaCl)

### Monitoring
- The State Government has developed world-class environmental, social and economic guidelines for the development of a pulp mill in Tasmania, ensuring it is safe for the community and for the environment
- All emissions to air and water will be monitored and recorded continuously to ensure compliance with the stringent Tasmanian guidelines

### Net job effects
- About 4,000 construction jobs will be created on site and a further 4,000 off site, according to Monash University
- About 1,500 direct and indirect jobs will be created once the mill is operational

### China Market – a growth opportunity
- China consumes about 49 million tonnes of paper each year – the second largest consumption in the world
- China’s GDP growth has averaged more than 8% for the past 26 years (growth of paper consumption is correlated to GDP growth and has experienced the same growth)
- Imported pulp has been growing at 18% a year
- China’s per capita consumption of paper is about 35kg per person per year, compared to the average western nation of 280kg (Australia or Japan)

### Contacts
- Interested stakeholders are invited to visit Gunns’ pulp mill website at [www.gunnspulpmill.com.au](http://www.gunnspulpmill.com.au) or ring the toll free number 1800 265297 or email pulpmill@gunns.com.au
4. Consultation Approach

Gunns has implemented a range of consultation and communication activities to inform and engage the Tasmanian community and key stakeholder groups regarding the Pulp Mill proposal and IIS process. A number of communication channels were established to ensure that the community were able to obtain information about the Pulp Mill proposal and IIS as well as raise queries or concerns. The following section describes the communication tools that have been established and the consultation activities implemented.

The issues raised during consultation have been detailed in Section 5 and 6 how these issues have been considered by Gunns in the IIS process outlined in Section 7.

4.1 Bell Bay Pulp Mill Website

A website, http://www.gunnspulpmill.com.au, was developed as a key channel of communication to the community and all other stakeholders. It also provides a means of contact with Gunns for the community and stakeholders who may seek more specific project information.

The website address has been promoted on all project communication materials and the address has also been registered with major search engines. The website includes project overviews, fact sheets, scientific papers, media releases, related links and contact details.

The website has been regarded as a vital component of the consultation, ensuring the latest information about the project – as well as national and international scientific papers – are available for the public. The site is updated regularly to ensure it remains current as the project progresses and this includes updates to the fact sheets that are featured on the site as well as listing every media release that has been produced.

The design brief for the website was to keep it simple, easy to navigate, linked from the Gunns homepage, easily recognisable and consistent with all other marketing material.

The website will continue to be updated with the latest information for the duration of the project. Refer Appendix B of this report.

4.2 Project Email Address

A generic email address was established when the project was originally announced (pulpmill@gunns.com.au). All incoming emails are forwarded to relevant project team members for response. Gunns also has a comprehensive Stakeholder Database which records all incoming emails and the responses provided by the respective team members.

This has been a valuable communication tool, with many members of the public utilising the email address. Many of the emails originated from stakeholders and community groups who had received a pulp mill presentation from a Gunns representative. These emails centred around requests to be included on mailing lists, thanks for presentations, opportunities for future presentations and updates,
congratulations about the new water supply option and requests for further information on particular subjects.

Other emails focused on the difficulty experienced when trying to get positive letters about the pulp mill published in local papers, the frustration of mill supporters wanting Gunns to fight against misinformation being circulated, and requests by Green groups for Gunns to attend public meetings. Only one email received during the consultative period was classified as abusive. The remainder were rational and from both supporters and opponents.

Many of the emails focused on employment opportunities and the forwarding of CVs and company profiles for future consideration when tenders are opened.

This email address continues to be in operation and will remain so until the completion of the project. It also remains Gunns’ focus to answer each email in a timely manner with the most up to date information.

4.3 Stakeholder Database

The Stakeholder Database employed for this project has been used as a tracking system of all communications including telephone conversations, emails and face-to-face meetings. The database has been designed to record the names and addresses of stakeholders, identify their issues and determine the trends in issues arising in the community. It also records the person responsible for action that the caller may be referred to, follow up actions, how the ‘issue’ or information request has been resolved and a record of feedback.

This database continues to be an essential tool in the management of consultation and external relations, ensuring prompt and effective follow up work from each of the Gunns representatives on the consultation team.

4.4 1800 Project Information Number

A ‘toll free’ 1800 number (1800 265297) was established in February 2005 to receive telephone enquiries about the Pulp Mill proposal. The 1800 number is directed to a designated member of the Gunns team who is then responsible for following up the enquiry and documenting the management of the enquiry and the nature of the discussion in the Stakeholder Database.

Several hundred calls were logged to this number, the majority being requests for further information and/or for a Gunns representative to deliver a pulp mill presentation at an upcoming meeting.

4.5 Community Presentations

Key members of the Gunns Pulp Mill project team have been presenting an overview of the Pulp Mill proposal to community groups and organisations, such as local councils, Rotary, Probus, schools, political party meetings and those living in the area where the proposed mill may be built. The purpose of the presentations is to enable the community to learn more about the proposal and to ask questions, as well as to identify issues or concerns in an informal and interactive environment. A detailed PowerPoint presentation was developed for these presentations, which outlined the project timeline, approvals
process, environmental considerations, social impacts, markets, general information regarding how a pulp mill operates and Gunns’ contact details. Refer Appendix C of this report.

Some of the groups that have been visited in 2005 include:

- Timber Communities Australia St Mary's Branch
- Timber Communities Australia Northern Meeting
- Tasmanian Agriculture and Produce Group
- Northern Midlands Business Association
- Manufacturing Industry Council
- Riverside Lions Club
- Tamar Valley Wine Route
- Spatial Sciences Institute (SSI) Tasmania
- Launceston Probus Club
- Liberal Party Hobart
- George Town Probus Club
- Northern Midlands Council
- Longford Probus Club
- Kings Meadows Rotary Club
- George Town Pulp Mill Consultative Committee
- Beauty Point Probus Club
- South George Town Primary School
- Scottsdale Rotary Club
- George Town Rotary Club
- Prospect Probus Club
- North-West Forest Industries Club
- Liberal Party’s Bass Membership
- Womens Liberal Party East Tamar Branch
- Regional Investment Workshop
- Westbury Lions Club
- Young Liberals NSW Branch Conference in Sydney
- Glamorgan Spring Bay Council
- Sunrise Rotary Club
- North Launceston Rotary Club
- HIA (Home Improvements Association)
- Weymouth Progress Association
• Lulworth community members
• RACT - Nth Advisory Council
• Tasmanian Farmers and Graziers Association
• Vineyards Association of Tasmania
• Evandale Probus Club

Presentations were also given to employees of Gunns’ operations throughout Tasmania.

The format of each of these presentations involved the project overview Powerpoint being presented, followed by questions from the floor and usually an informal morning or afternoon tea ensuring all participants are given every opportunity to ask further questions.

All presenters handed a folder containing all fact sheets to each person attending a presentation, as well as the 1800 number, website, dedicated email address and other contact details to ensure further consultation could take place if required.

Gunns has maintained a full database of all presentations that have been delivered and will be again contacting each organisation once its Integrated Impact Statement has been released regarding the potential for a follow-up presentation. This will ensure that key community groups are given an opportunity to have the science of the IIS presented in simple terms.

Further details of the issues raised during the question and answer sessions of these presentations and meetings have been summarised in Sections 5 and 7.

4.6 One-on-one Meetings

The Gunns team has been available to meet with individuals at mutually convenient times and locations during the IIS process. To date, this has included property owners living in the area of the proposed pulp mill, local residents of George Town, health professionals, educators, local council representatives and others. These meetings enable detailed discussions on any specific issues or concerns.

Some of these meetings have taken place at Gunns’ head office, others in the home of the individual or at another agreed location. Some of these meetings involved the presentation of the Powerpoint display, others a discussion about key issues.

Gunns has also organised regular meetings to brief local Federal, state and local government elected representatives on the proposal’s progress and to determine their perspective on the community interests and concerns. Meetings have also been held with representatives from key State agencies and their local counterparts.

Tourism industry representatives have also been consulted through briefings and meetings including the Vineyards Association of Tasmania, Tamar Valley Wine Route members, individual winery and cellardoor owners, bed and breakfast owners and other tourism operators.

Much of this communication is continuing with key stakeholders.
4.7 Interviews with Environmental and Community Groups

To ensure some key stakeholders participated in the consultation program, and to address some perceived concerns that certain environmental and community groups may not wish to participate in consultation programs directly with Gunns, GHD were commissioned to undertake targeted interviews with a number of groups and individuals in order to receive comments on the project. As a number of groups specifically requested that the outcomes of the interviews not be included as part of the Gunns consultation report, the minutes of these interviews have been reported separately in the Community and Environmental Group Interviews Report (GHD, 2005) which are appended to the Draft IIS. The outcomes of these interviews are presented in Section 5.

Interviews were held with:

- The Wilderness Society;
- Doctors for Forests;
- The Tamar residents Action Committee (TRAC);
- Launceston Environmental Centre;
- Tasmanian Greens Leader Peg Putt;
- Senator Christine Milne, Greens;
- Clean Air Society of Australia and New Zealand;
- University of Tasmania – Launceston Campus Environmental Group;
- University of Tasmania – Hobart Environmental Collective;
- Upper Meander Catchment Landcare Group;
- South East Forests Protection Group;
- Christopher Strong;
- Tasmania Fishing Industry Council; and
- Paul Smith.

4.8 George Town Pulp Mill Consultative Committee

Gunns was invited to join the George Town Pulp Mill Consultative Committee, which was established in mid-2005 as a vehicle to keep key stakeholders informed about the project. Members of the committee include the George Town Mayor and Deputy Mayor, a representative from Landcare, the local police force, a local principal, a local doctor, a local farmer, the Pulp Mill Task Force and Gunns Limited. Meetings continue to take place every month or two, with a variety of guest speakers and ample time for questions and updates.

Gunns’ Engineering Manager from Sweden briefed the group on his background and the Bell Bay Pulp Mill proposal at one of the first meetings.
This forum has examined a number of social, environmental and economic issues, such as the possible need for more police, teachers and hospital beds, any potential airshed impacts and the forecast economic growth for George Town.

It is likely that this committee will continue to meet in the future as the IIS is assessed.

4.9 Project Displays

GHD has prepared detailed posters outlining the Integrated Impact Statement process and timeline, as well as information about GHD and Gunns. These posters were distributed to a number of council chambers around Tasmania, including Launceston, George Town, Campbell Town, Hobart and Beaconsfield.

The visual posters assisted visitors to local council chambers to gain a quick snapshot regarding the proposed Bell Bay Pulp Mill, as well as contact details to obtain further information. Feedback forms were also available at the public displays to enable community members to document any issues or comment on the Pulp Mill proposal and send to the Gunns team.

4.10 Written Communication

There has been regular written communication prepared and circulated by Gunns to the community in the form of newsletters and householder letters. The purpose of these materials was to initially inform the community of the commencement of the IIS process, and to continually update them on the proposal’s status. These materials have been distributed as inserts in local newspapers and through Australia Post.

More than 6200 copies of the pulp mill folder containing fact sheets on effluent, atmosphere, how a pulp mill works, transport, questions and answers, containment and other subjects, was mailed to all residents in the Tamar Valley in March 2005. This material gave residents an opportunity to learn about the best practice methods Gunns would be employing during the IIS as it developed its project and the advances in technology associated with modern pulp mills.

A full-page advertisement was inserted into The Examiner, The Advocate and The Mercury mid year, updating Tasmanians about the progress to date.

A four-page newsletter titled Pulp Mill Update was inserted into The Examiner (Launceston based), The Advocate (North-West Coast based) and The Mercury (Hobart based) in mid August. This newsletter contained an overview letter from Gunns Limited Executive Chairman John Gay; the latest information about the South Esk Water supply option; an update on research for the IIS on air emissions; and profiles of three of the national and international experts working on the pulp mill project.

A second four-page newsletter was inserted into The Examiner, The Advocate and The Mercury in mid December. This newsletter contained an overview letter from Gunns Executive Chairman John Gay; the latest information on the Ecotox report on pulp mill effluent; a fact box about the Bell Bay Pulp Mill project; an update on the timing of the IIS; and comments from key Launceston businesses that are already benefiting from the proposal.

Additional written communication was provided about the Pulp Mill project through Council information to residents and ratepayers.
Feedback forms were also attached to newsletters to enable community members to provide their comments and return to the Gunns team.

4.11 Media Briefings

Gunns has briefed the Tasmanian and national media about the Pulp Mill proposal and IIS process at key stages through conducting press conferences, issuing media releases, placing advertisements and arranging off-the-record briefings for media organisations including journalists and producers.

Liaison with local and national media has been an important communication channel through which to notify people of the project planning stages, the leading technology that Gunns plans to adopt and any potential construction impacts. Further details of media coverage and Gunns’ media releases are outlined in Section 6.

4.12 Fact Sheets

A range of fact sheets about the Pulp Mill proposal were prepared focusing on particular topics such as Water, Transport, Atmosphere, Effluent, Containment and Bleaching. These fact sheets provide a focused response to specific concerns raised during preliminary consultation with the community. The fact sheets were prepared and widely circulated and have also been available on the project website. Refer Appendix D of this report.

4.13 Television Advertising

Gunns has invested in two rounds of advertising on Southern Cross and WIN TV in Tasmania. The first centred on three experts that have been engaged to work on the Integrated Impact Statement – Richard Fawkes, Sven Lundgren and Tuomo Niemi. Each told their story regarding a long involvement in best practice pulp mill development around the world, as well as environmental excellence.

The second television campaign focused on the economic benefits of the project, featuring Dr Tim Cory (President of the George Town Chamber of Commerce and Industry) and Mr Michael Kent (President of the Tasmanian Chamber of Commerce and Industry).

Further television advertising campaigns are planned for 2006.

4.14 Letterbox Drops

Gunns has produced and distributed two fact sheets addressing claims from opponents and providing facts on modern pulp mills to Launceston and Tamar Valley residents. Issues covered in the fact sheets included air, effluent, employment, odour, tourism, transport and export replacement.

The outcomes of these consultation and communication activities in regards to the issues or concerns raised by community groups, organisations and individuals has been detailed in the following Section 5.
4.15 Aboriginal and Historic Heritage

As part of technical investigations into Aboriginal and Historic Heritage issues relating to the project, Gunns undertook consultation with the following in order to develop site specific management strategies and ongoing protocols for construction and operational phases of the project. This will include the development of a Cultural Heritage Management Plan prior to any construction activities.

Aboriginal Heritage:
- Tasmanian Aboriginal Land and Sea Council
- Aboriginal Heritage Office – Department of Tourism, Arts and the Environment
- Office of Aboriginal Affairs – Department of Premier and Cabinet

Historic Heritage:
- Heritage Tasmania – Department of Tourism, Arts and the Environment
5. Consultation Activities

As part of the consultation process implemented by Gunns, there were a range of methods through which stakeholders and members of the broader community could communicate with the Gunns project team. This includes communications from and to stakeholders and the community. These methods included email, via telephone with a dedicated “free call” 1800 number, and via post and facsimile. In addition to these types of communication activities, Gunns also conducted group and individual meetings to facilitate more focused discussions on key project issues. Landowners along the proposed water supply and effluent pipelines were contacted by Gunns to explain the project and request access for technical assessment teams.

As shown in Table 1 there were a total of 230 communication activities up until the date of this report (April 2006). Each of these activities was recorded by Gunns in the Stakeholder Database, first established in February 2005.

Table 1 Summary Communication Activities

<table>
<thead>
<tr>
<th>Method of Contact</th>
<th>Number of activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Email</td>
<td>25</td>
</tr>
<tr>
<td>Telephone</td>
<td>141</td>
</tr>
<tr>
<td>Post</td>
<td>8</td>
</tr>
<tr>
<td>Facsimile</td>
<td>1</td>
</tr>
<tr>
<td>Meetings – Group</td>
<td>42</td>
</tr>
<tr>
<td>- Individual</td>
<td>13</td>
</tr>
<tr>
<td>Total Activities</td>
<td>230</td>
</tr>
</tbody>
</table>

The communication activities have been analysed and aggregated into different broad issue categories, essentially describing the reason for the communication. These categories are:

- General Information Request
- Project Overview
- Employment Opportunities
- Environment Considerations (including emissions, noise, air quality and water supply)
- Traffic/Transport
- Visual impacts
- Land Access (particularly for water supply pipelines)
5.1 Email

There were 25 communication enquiries made via email. Of these activities, five were for prospective Employment Opportunities; eight for General Information; eight for Environmental Considerations; and one for issues associated with community consultation. The email activities requesting General Information also included specific information on the approvals process, work hours and to provide positive feedback on work undertaken to date. Environmental Considerations included impacts on the outfall area at Five Mile Bluff, noise during construction, emissions and water supply issues.

Table 2 outlines the breakdown of issues raised in email communication.

<table>
<thead>
<tr>
<th>Issue/Reason for Contact</th>
<th>Number of Communication activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Opportunities</td>
<td>5</td>
</tr>
<tr>
<td>General Information</td>
<td>8</td>
</tr>
<tr>
<td>Environmental Issues</td>
<td>8</td>
</tr>
<tr>
<td>Access</td>
<td>1</td>
</tr>
<tr>
<td>Other</td>
<td>3</td>
</tr>
<tr>
<td><strong>Total activities</strong></td>
<td><strong>25</strong></td>
</tr>
</tbody>
</table>

5.2 Telephone

There were 141 contacts made via telephone (to the 1800 number that has been established for the project) and by Gunns. Of these enquiries, 56 were for Land Access purposes, consisting generally of landowners responding to Gunns’ request for access to their land for surveying or other IIS investigation purposes. A number of these Land Access communications were also callers enquiring about the water supply pipeline options, with regard to whether their land would be impacted.

Sixteen of the telephone activities were for environmental issues and were generally members of the public raising concerns regarding specific environmental issues, or requesting further information on environmental issues. These specific issues included questions on air monitoring and air emissions, impacts from water supply options and noise.

There were 16 activities requesting general information, in particular requests for project overviews, information packs and water supply options. Also included in the telephone category of communications were activities regarding media releases, requests for meetings, traffic/transport issues and generally supportive comments of the proposal.

Table 3 outlines the breakdown of issues or reasons for contact obtained regarding telephone communication activities.
Table 3  Telephone Communication

<table>
<thead>
<tr>
<th>Issue/Reason for Contact</th>
<th>Number of Communication activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Opportunities</td>
<td>0</td>
</tr>
<tr>
<td>General Information</td>
<td>52</td>
</tr>
<tr>
<td>Land Access</td>
<td>56</td>
</tr>
<tr>
<td>Environmental Issues</td>
<td>16</td>
</tr>
<tr>
<td>Other</td>
<td>17</td>
</tr>
<tr>
<td>Total activities</td>
<td>141</td>
</tr>
</tbody>
</table>

5.3  Postal

There were 12 enquiries by mail. Three of these were about Employment Opportunities, three relating to General Information, three in regards to Land Access, two on issues surrounding Land Values and general Quality of Life. One letter raised environmental issues, in particular emissions and visual impact of the Pulp Mill.

 Shortly after Gunns announced the preferred site at Bell Bay, more than 6800 pulp mill folders containing all fact sheets and project overviews were posted to every household along both banks of the Tamar River through to the coast.

 Table 4 shows the breakdown of issues or reasons for contact obtained regarding postal communication activities.

Table 4  Postal Communication

<table>
<thead>
<tr>
<th>Issue/Reason for Contact</th>
<th>Number of Communication activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Opportunities</td>
<td>0</td>
</tr>
<tr>
<td>General Information</td>
<td>1</td>
</tr>
<tr>
<td>Land Access</td>
<td>4</td>
</tr>
<tr>
<td>Environmental Issues</td>
<td>2</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
<tr>
<td>Total activities</td>
<td>8</td>
</tr>
</tbody>
</table>

5.4  Facsimile

There was one communication activity via facsimile. This was in regard to provision of accommodation for construction workers.
5.5 Community Meetings

Gunns has attended and presented at 75 meetings during the period from February 2005 to April 2006. Of these, 52 presentations were made to groups by a Gunns representative providing an overview of the project. It should be noted that a number of these presentations involved more focused information on traffic and transport. In addition, one group meeting focused on marine ecosystems and impacts surrounding effluent discharge to marine environments. These sessions also included time for questions to allow the audience to have their queries addressed immediately.

Generally Gunns approached the community groups and offered to provide a project presentation. In some instances groups contacted Gunns directly to arrange a presentation. The type of groups included government agencies, community groups, political groups, industry groups and employees of Gunns, in both Tasmania and wider Australia, and ranged in size from 15 to 80 people.

Meetings were organised for 23 individuals, all located in the northern areas of Tasmania. The issues covered at these meetings included project overview, environmental issues, noise and visual impacts to local landowners and two specifically involving issues with landowners living in the area where the proposed pulp mill may be built.

5.6 Environmental and Community Group Interviews

Targeted interviews were undertaken with a number of environmental and community groups to ensure the full spectrum of stakeholders were included in the consultation program.

Thirty-seven (37) organisations and individuals were invited to participate in the supplementary consultation process. The majority of these groups were identified in consultation with The Wilderness Society, while the remainder were identified by organisations and individuals originally contacted by the GHD Consultation Team.

The following organisations and individuals were invited to participate:

<table>
<thead>
<tr>
<th>Organisation/Individual</th>
<th>Accepted</th>
<th>Declined</th>
<th>No Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Wilderness Society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Conservation Foundation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenpeace</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tarkine National Coalition</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Friends of the Blue Tier</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reedy Marsh Forest Protection Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tasmanian National Parks Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Mount Arthur Environment Management Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tasmanian Conservation Trust</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Doctors for Forest</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Beaconsfield Action Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tasmanian Clean Water Network</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Organisation/Individual</td>
<td>Accepted</td>
<td>Declined</td>
<td>No Response</td>
</tr>
<tr>
<td>-------------------------------------------------------------</td>
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<td>-------------</td>
</tr>
<tr>
<td>Landcare</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Maritime College</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Launceston Water Catchment Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tasmanian Beekeepers Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Weymouth Progress Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian Branch of Medical Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Womens Health Network Tasmania</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamar Valley Semaphone Association</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Recherche Bay Protection Group</td>
<td>**</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tamar Valley Residents Action Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Launceston Environment Centre</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Great Western Tiers National Park Campaign</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Tasmanian Greens – Peg Putt</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>The Tasmanian Greens – Senator Christine Milne</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>The Tasmanian Greens – Senator Bob Brown</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Australian and New Zealand Clean Air Society</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Environment Tasmania</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Tasmania - Launceston Environment Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Tasmania - Hobart Environment Committee</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Golden Valley Community</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South Sister</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>South East Forests Protection Group</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Christopher Strong</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tasmanian Fishing Industry Council</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>University of Tasmania – Paul Smith</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* The letter to the Tamar Valley Semaphone Association was misplaced and a response was not forwarded to GHD until after the consultation process was closed.

** The Recherche Bay Protection Group accepted the invitation to participate in the consultation process but were unavailable at the time agreed time.

Each interview was focused on specific issues and opportunities associated with the proposal. Each interview had a duration of approximately one hour and was conducted at a mutually convenient location between the 29th of August and the 9th of September 2005. The purpose of the interviews was to document the perspectives of a broad range of interest groups and to include this information in the Draft IIS. Typical questions asked at the interviews included:
1. What does your organisation believe to be the unique environmental qualities of Northern Tasmania?

2. Does your organisation have an opinion or any comments you would like to make on Gunns Limited and their operations?

3. Does your organisation support or not support the proposed Pulp Mill and why?

4. What does your organisation understand to be the advantages of the proposed Pulp Mill?

5. What does your organisation understand to be the disadvantages of the proposed Pulp Mill?

6. What does your organisation consider to be the environmental issues or risks associated with the proposal?

7. Does your organisation have any recommendations as to how the current Pulp Mill proposal could be improved?

No information on the pulp mill project was disseminated at the interviews.

Key issues identified during the interviews related to:
- Tasmanian Forestry Issues
- Wood Resources for the Pulp Mill
- Waterways
- Wastes
- Tourism and other Lifestyle Impacts
- Flora, Fauna and Biodiversity Impacts
- Air Quality
- Marine / Aquatic Ecosystems
- Effluent Ocean Outfall
- Industrial Process (including Bleaching and use of Chlorine)
- Transport, Roads and Traffic
- Alternative Site / Bell Bay Site Issues
- Water Consumption and Supply
- Employment Opportunities / Issues
- Information and Propaganda
- Consultation Process
- Changes in the Proposal
- IIS Process
- Tasmanian Government Role
- Tasmania’s Strategic Direction
- Economic Impacts / International Sales / Trends
- Gunns Social Responsibilities
- Community Services / Social Issues
- Pulp Mill Design Issues

A number of those interviewed expressed that they were not opposed to a pulp mill project per se, however the location and/or technology proposed for the project caused concern.

Summaries of all interviews are included as an Appendix to the Draft IIS.

5.7 Summary

To date, the primary reason for communication between Gunns and community and stakeholder groups has been to provide General Information (primarily through meetings) and to discuss access with landowners. These made up 74% of all activities from February 2005 to April 2006 while environmental issues (13%) made up a large amount of the remaining communication activities.

Table 5 shows the total breakdown of issues or reasons for contact for consolidated communication types. This information is also represented in Figure 1.

Table 5 Summary Issues

<table>
<thead>
<tr>
<th>Issue/Reason for Contact</th>
<th>Number of Communication activities</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Employment Opportunities</td>
<td>8</td>
<td>3.5%</td>
</tr>
<tr>
<td>General Information</td>
<td>20</td>
<td>8.7%</td>
</tr>
<tr>
<td>Meetings/Project Overviews</td>
<td>75</td>
<td>32.6%</td>
</tr>
<tr>
<td>Land Access</td>
<td>75</td>
<td>32.6%</td>
</tr>
<tr>
<td>Environmental Issues</td>
<td>29</td>
<td>12.6%</td>
</tr>
<tr>
<td>Other</td>
<td>23</td>
<td>10.0%</td>
</tr>
<tr>
<td>Total activities</td>
<td>230</td>
<td>100%</td>
</tr>
</tbody>
</table>
Figure 1  Primary Reason for Communications
6. Media Reporting

6.1 Introduction

The following section outlines the media coverage regarding the Bell Bay Pulp Mill proposal with an analysis of media coverage from the start of June 2005 to August 2005 and the inclusion of all Gunns media releases to December 2005.

The media reports have been obtained through the media monitoring service Rehame and are predominantly drawn from print media organisations in Tasmania with some interstate and national coverage. One radio transcription has also been included.

6.2 Media Organisations

The majority of the media outlets reporting the Bell Bay Pulp Mill proposal have, as expected, been Tasmanian.

Of the 68 media reports documented by Rehame during June – August, 78% were reported in the Tasmanian newspapers of Launceston’s The Examiner, Hobart’s The Mercury and north west/western Tasmania’s The Advocate.

The Examiner has a daily circulation of approximately 35,000 in Launceston and is second to The Mercury in Hobart (circulation approximately 51,000) as the State’s main newspapers. The Advocate, distributing in towns such as Burnie and Devonport has a circulation of approximately 24,000.

Other media reports focusing on, or containing information about, the Pulp Mill proposal were included in The Sunday Tasmanian in August and Tasmania Business in June. Interstate or national media reporting regarding the Pulp Mill proposal appeared in The Sydney Morning Herald, The Australian, The Australian Financial Review, The Canberra Times as well as regional media of NSW’s The Northern Daily Leader, Ballarat’s The Courier and Sydney daily newspaper MX.

The pulp mill was regularly featured on Tasmanian radio, especially on ABC talkback and news.

The following table provides a breakdown of the media reports contained in the various media during the June – August 2005 period.
6.3 Media Sections

Coverage of the Pulp Mill proposal was included in the general news and business sections of newspapers as well as the Letters to the Editor. The following table provides a breakdown of the sections of the publications where reports referred to the Pulp Mill proposal and/or Gunns operations.

Of the 68 media items, 50 per cent of those were in the Letters to the Editor section of the newspapers, 45 per cent in the general news section and the remaining five per cent in other opinion sections (or was a radio transcript).

<table>
<thead>
<tr>
<th>General News Section</th>
<th>Number of Items</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pages 1 – 4</td>
<td>5</td>
</tr>
<tr>
<td>Pages 5 – 9</td>
<td>15</td>
</tr>
<tr>
<td>Pages 10 –14</td>
<td>4</td>
</tr>
<tr>
<td>Pages 15 – 19</td>
<td>3</td>
</tr>
<tr>
<td>Pages 20 – 24 (Business sections)</td>
<td>3</td>
</tr>
<tr>
<td>Other: Page 57</td>
<td>1</td>
</tr>
</tbody>
</table>
### Letters to the Editor

Of the Letters to the Editor during the June – August 2005 period, the following were the locations of the authors of the letter or the group represented. The table records the number of letters published however this also includes writers who wrote several letters during the period or had their letter published in more than one publication.

<table>
<thead>
<tr>
<th>Location: Northern Tasmania</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Launceston</td>
<td>5</td>
</tr>
<tr>
<td>South Launceston</td>
<td>1</td>
</tr>
<tr>
<td>Newstead</td>
<td>2</td>
</tr>
<tr>
<td>Riverside</td>
<td>3</td>
</tr>
<tr>
<td>George Town</td>
<td>1</td>
</tr>
<tr>
<td>Kayena</td>
<td>6</td>
</tr>
<tr>
<td>Deloraine</td>
<td>1</td>
</tr>
<tr>
<td>Beauty Point</td>
<td>3</td>
</tr>
<tr>
<td>Exeter</td>
<td>1</td>
</tr>
<tr>
<td>Grindelwald</td>
<td>1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Location: Southern Tasmania</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Hobart</td>
<td>2</td>
</tr>
<tr>
<td>North Hobart</td>
<td>1</td>
</tr>
<tr>
<td>South Hobart</td>
<td>2</td>
</tr>
<tr>
<td>Blackmans Bay</td>
<td>1</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Group Representatives</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>TRAC</td>
<td>2</td>
</tr>
<tr>
<td>Wilderness Society</td>
<td>1</td>
</tr>
<tr>
<td>Pulp Mill Task Force</td>
<td>1</td>
</tr>
</tbody>
</table>

| Total                 | 34 |
6.5 Issues

The following section summarises the issues or announcements covered in State and national media during the June – August period.

6.5.1 Project of Significance

Media coverage of the Pulp Mill proposal at the start of June concerned the announcement that the Federal Government had declared it a project of national significance. This was reported in some local media as meaning that the proposal would receive Federal support during the approvals process while headlines in other local and interstate media interpreted this as the process could now be hastened (“Federal help to speed up mill” The Mercury, “Pulp mill fast tracked” The Sydney Morning Herald, June 2nd).

The Mercury’s report quoted Federal Industry Minister Ian MacFarlane outlining the economic benefits of the Pulp Mill and its value-adding potential as well as providing an update of the IIS process. The Examiner headlined the announcement as “Pulp mill a priority” and quoted the Federal government’s investment agency, Invest Australia, as saying while officers working on the project would understand the proposal is a priority, the stringent environmental guidelines would not be compromised. The Advocate quoted Tasmanian Economic Development Minister Lara Giddings as saying the announcement would not affect the RPDC assessment process.

Reaction to the announcement was reported by The Canberra Times in a brief story, quoting the Wilderness Society as saying the move was “highly precipitous” while The Ballarat Courier also reported the same Wilderness Society quote as well as a response from the Tasmanian Greens.

6.5.2 Pulp Mill Task Force and Information Bus

The role of the Pulp Mill Task Force was the subject of many letters in June and the following months while the information bus was a topic of a number of Letters to the Editor in Tasmanian newspapers during June.

The Pulp Mill Task Force executive director Bob Gordon, in a letter to The Mercury on June 4, said that public response to the information bus had been "overwhelmingly positive" with 10,000 people having visited the bus to date in Tasmania.

Further comments on the information released about the Pulp Mill proposal were highlighted in a letter to The Examiner on August 24th with the writer saying he had researched the proposal but requested information to back up the claim by TRAC that it would be a ‘dirty mill’. Another letter on the same day to The Examiner supported TRAC’s information on its website and said the truth about the proposal “will prevail”.

6.5.3 Pulp Mill Poll

The Examiner reported on June 11th that a telephone poll of Launceston and Tamar Valley was being conducted by a market research firm regarding the Pulp Mill proposal but that the client commissioning the poll wanted to remain confidential. TRAC spokesman Les Rochester was quoted as saying the poll’s
questions were “loaded” while the State Government denied they had commissioned the poll. Gunns confirmed to the media that it had not commissioned the poll and was unaware who had done so.

6.5.4 Proposal Revisions

The announcement of the revised scope for the Pulp Mill proposal received Tasmanian and interstate/national media coverage on June 21st with information on the proposed changes, quotes from Gunns Executive Chairman John Gay and reaction from the Tasmanian Greens, Federal and State government and TRAC.

The Mercury reported the changes to the Pulp Mill proposal as front page news on June 21st (“Pulp Mill Plans Grow”), The Examiner ran the story on page five (“650 ha pulp mill site proposed”) while The Advocate’s story took a more negative tone (“Gunns slammed over mill changes”) on page three.

The Mercury story quoted Mr Gay as saying it was usual for projects of this magnitude to have variations. Tasmanian Greens leader Peg Putt responded that the changed project scope included significant differences and people may want to have a say. Comments by Premier Paul Lennon, TRAC co-ordinator Les Rochester and Wilderness Society forest campaigner Vica Bayley were also included in the report. The Australian newspaper included the story on page seven in its first edition on June 21st (“Pulp plan pulped as Gunns upsizes”) and a shorter version in the second edition. The Australian’s story drew comments from TRAC’s Les Rochester and a spokeswoman for federal Environment Minister Ian Campbell.

Other comments on the proposal revision included a letter in the ‘Hot Topic’ section of The Mercury on June 21st and a ‘Your Voice’ cartoon.

The revised project proposal received media coverage in mid to late August with Gunns issuing a media release on August 12th unveiling a photomontage of the proposed pulp mill and providing more details of the site’s infrastructure (Media Release #6: August 12, 2005, “World-class Bell Bay Pulp Mill unveiled”). The photomontage appeared on the front page of The Examiner, accompanied by a positive story about the proposed mill.

This was followed four days later by a Gunns media release announcing a revised referral under the Environment Protection and Biodiversity Conservation Act had been submitted to the Federal Department of the Environment and Heritage.

The Sydney Morning Herald reported the changes to the pulp mill proposal on August 16th in the Business section as well as including responses from TRAC and the Wilderness Society (“Gunns tweaks plans for Tasmanian mill”).

The issue regarding the revised proposal continued to receive media coverage with The Wilderness Society calling for the Federal Government to reconsider the impact of the pulp mill (August 19th “New mill anger” in MX newspaper and “Govt urged to reconsider pulp mill” in NSW’s Northern Daily Leader”).

Gunns issued a media release on August 19th (“Pulp mill needs science – not scuttlebutt”) with Executive Chairman John Gay saying he was “fed up” with the ongoing campaign by “ill-informed” opponents to deliberately mislead the public regarding the Bell Bay Pulp Mill. He also rejected the recent claims that the mill would expel toxic substances and that there were higher concentrations of organochlorines in red
wine than pulp mill effluent. (Refer Section 6.5.7). These comments were reported in The Examiner on August 20th (“Gay speaks out over pulp claims”).

Tasmanian newspapers reported further reaction to the revised proposal and John Gay’s comments on August 20th with Greens senator Christine Milne quoted as saying the State government has to “defend the indefensible” (“Stoush over new pulp mill proposal” in The Advocate and “Milne on attack over pulp mill plan” AAP report in The Mercury).

6.5.5 Impact on Water and Marine Environments

Concerns about low water levels and the impact of the Pulp Mill’s water use on the water storage system were raised as an issue in a letter to The Examiner (June 21st). The Mercury’s Hot Topic section (June 14th) included a letter expressing concern at the initial proposal to access water for the Pulp Mill from the Pipers River and that the mill’s water use was unsustainable as well as saying the proposed amount of effluent to be discharged would adversely affect the marine environment and Bass Strait. This letter was repeated in The Advocate on June 15th.

A June 10th letter to The Australian newspaper highlighted current drought conditions and questioned the pulp mill’s proposed water use. The writer queried how Tasmania could sign the federal water policy strategy.

6.5.6 Pulp Mill Siting and Amenity

Letters to local newspapers were also concerned about the siting of the Pulp Mill in the Tamar Valley as well as the impact on air quality and residents’ amenity and health.

- **Odour** – A letter to The Mercury (June 20th) made reference to a kraft pulp mill in Chile that was meant to be “state of the art” but the writer claims there has been a nauseous smell from the mill and health problems for locals.

- **Air Quality** – The Examiner included two letters focusing on the impact of the Pulp Mill on air quality (June 14th). A writer representing TRAC noting Federal government funding to boost Launceston’s air quality while $5 million in funding was given to the Pulp Mill proposal that would be sited in the same airshed it wanted to clean up. The letter also claimed industrial plumes from the Pulp Mill site would travel up the Tamar Valley to Launceston and beyond.

- **Site** – A letter to The Examiner (June 21st) raised concerns about the siting of the Pulp Mill at Bell Bay and that Hampshire would be more suitable as well as criticising Forestry Tasmania and Gunns for inadequate research. A similar letter by the same writer also appeared in The Mercury on June 21st questioning the impact of the Pulp Mill on Tasmanian forests and suggested Hampshire as a more suitable site, being closer to existing plantations.

6.5.7 Effluent

On August 19th, Gunns’ spokesperson Les Baker was interviewed by ABC Hobart and discussed the IIS process, ECF technology and use of organochlorines. He also rejected the claim that the Pulp Mill would have a toxic waste dump but that it would require a solid waste disposal site for non-toxic waste.
A Gunns media release on August 19th also addressed the issue of the pulp mill effluent, highlighting that many mills overseas were built near lakes, rivers and oceans and co-existed harmoniously with surrounding industry and communities.

A letter to The Examiner on August 23rd expressed disbelief at the reference to organochlorines in red wine and said these comments would have a negative impact on Tamar area wines and their marketing of a 'green' image overseas. A letter to The Examiner on August 26th responding to the August 23rd letter said if it is a scientific fact that red wines do contain more organochlorines then John Gay “should be applauded not criticised” for conveying that information to the public.

In December Gunns released the findings of a report by Ecotox Services Australia which involved pulp mill effluent from a mill in Thailand (similar to the ECF Bleached Kraft mill proposed by Gunns) tested against a range of specified species at a range of concentrations. This story was reported positively on ABC Radio, on page 21 of The Examiner and page 20 of The Mercury. Further details are provided in Section 6.6 and Section 7 of this Report.

6.5.8 Pulp Mill and State Government Involvement

Premier Lennon was reported in early June by The Examiner as saying the Pulp Mill would pass guidelines necessary to become a reality (“Pulp mill ‘will pass’ guidelines” June 2nd).

A letter to the editor on June 13th to the same newspaper raised concerns about the Premier’s apparent certainty that the Pulp Mill will proceed and that she still needed to be convinced that it had not been a “fait accompli” from the beginning.

Another letter to The Mercury on June 14th was critical of recent media reporting, claiming it focused on ‘when’ rather than ‘if’ the Pulp Mill goes ahead. The writer also emphasised the democratic right of citizens to appeal against proposals on grounds of health and environment. A letter to The Examiner on June 3rd was of a similar vein, saying that Tasmania should preserve its uniqueness through appropriate development, citizens had a right to protest and rejecting a claim from an earlier letter to the newspaper that all protesters of the proposed Pulp Mill were living off taxpayer handouts.

Another letter on June 3rd in The Examiner was critical of State government "obeisance" with Gunns and Forestry Tasmania and commented that “corporate greed” dominated society and with that a complete disregard of the environment.

Other news with a State government angle that mentioned the Pulp Mill proposal involved Premier Lennon on a visit to George Town ("Study to look at George Town service needs", June 21st). The Examiner reported that the government was looking at infrastructure needs in the town such as new schools, roads and health services as part of the planning process for the proposed pulp mill.

A June 21st letter to The Mercury’s Hot Topic section suggested that with elections coming up, the result could be decided by voters against the Pulp Mill and perhaps a major party might gain from suggesting the Pulp Mill be moved to Hampshire.
6.5.9 Economic Impacts

The benefits of the proposed Pulp Mill through economic growth and job creation have been a key aspect of the information provided to the public by the proponent, Gunns and the State government. Letters to the Editor over the June - August period raised issues or provided comments in relation to both the positive and negative economic impacts of the proposed Pulp Mill.

A letter in The Examiner on June 11th welcomed the increase in job numbers through the pulp mill construction but also queried where the workers would be sourced from and what would happen to those construction workers when the project moved into the operations phase.

Another letter on June 20th to the same newspaper also highlighted the benefits of sourcing and skilling workers for the Pulp Mill. This provided the opportunity for hundreds of workers to use new skills on other projects or start their own businesses as opposed to being unemployed.

In response to a comment from the Tasmanian Greens regarding greater expenditure required for public infrastructure than investing in a Pulp Mill, a letter to The Mercury on July 15th argued that economic activity such as investment in a Pulp Mill was needed to then be able to spend on infrastructure such as hospitals, transport etc.

An August 25th letter to The Examiner rejected the claim that the Pulp Mill would create a toxic waste dump as “absurd” and that the pulp mill would be good for jobs and economic growth.

6.5.10 Tasmanian Business

Executive Chairman John Gay was reported in early June as warning coastal engineering businesses not to regard the proposed Pulp Mill as their saviour or ticket to expansion and that they should also be looking after existing clients. Mr Gay was speaking at a Burnie business function and reported in The Advocate on page 7 on June 3rd ("Pulp mill not engineering saviour: Gay").

The monthly Tasmanian Business featured a story that included the Pulp Mill proposal on its front page on June 7th, with Tasmanian Economic Development Minister Lara Giddings announcing $2 million in government funds to assist Tasmanian businesses become “Pulp mill ready”. Alstom’s Roger Hurd was also quoted as saying the opportunities provided by projects such as the Pulp Mill were significant for its business future and welcomed support in realising Tasmanian business involvement during the construction and operation of the project.

6.5.11 Photomontage

Gunns released a photomontage of its proposed pulp mill on August 12th at a press conference in Launceston. The image gave the public an opportunity to visualise the mill and the specific design factors that had been incorporated, such as the colour, the use of only one stack, the integration of buildings and the blending with the natural environment.

The Examiner ran the image of the photomontage on page one of its Saturday edition, which has the highest circulation. The Advocate and The Mercury also gave the story prominence in their Saturday editions, as well as Southern Cross, WIN TV and the ABC news broadcasts. The image has since been utilised for publication in a range of newsletters and posters.
6.6 Media Releases

Gunns has released nine media statements regarding the proposed Pulp Mill from June 2004 to December 2005 and these are summarised below. The media releases during the June – December 2005 period have been noted in Section 6.5 where they have resulted in media coverage.

Media Release #1: June 25, 2004, “Gunns to investigate pulp mill potential in Tasmania”

Gunns announces it is about to conduct a feasibility study to determine the viability of constructing a “world-class pulp mill” in Tasmania. The feasibility study would be a six month process with an Environmental Impact Study commencing should the project be viable. The media release outlines the benefits to the Tasmanian economy from a pulp mill, it will be constructed to the “best international pulp mill environmental standards” and the pulp sold to domestic and international markets.


Gunns will conduct an Environmental Impact Study into the construction of a pulp mill in Tasmania following the results of a feasibility study by Finnish consultants, which concluded it could be commercially viable.

Executive Chairman John Gay said on the basis of the consultants’ advice, the Gunns Limited’s board would advise the State Government of their intention to initiate a detailed EIS, expected to take about 12 months to complete.

Media Release #3: February 24, 2005, “Pulp mill study to focus on Bell Bay”

The company announces that the environmental, economic and social impact study will focus on Bell Bay as the location for the proposed pulp mill.

Gunns Limited said it considered both Hampshire and Bell Bay as locations but that Bell Bay was considered as the most cost effective and economical in terms of the wood supply capacity as well as supporting infrastructure (road, rail, power, gas and port access). The media release also announces GHD Pty Ltd will undertake the Integrated Impact Statement, reiterates the employment and economic growth resulting from the pulp mill to Tasmania as well as announcing a number of communication channels for those requiring more information (1800 number, email and website).


The company states that it is committed to building a low impact pulp mill that sets new benchmarks of “environmental, social and economic excellence” and ensuring the latest and greenest technology is used.

Executive Chairman John Gay said there had been huge advances in technology in the past decade including the bleaching process to whiten pulp. Mr Gay said Gunns has had no intention of using elemental chlorine in the proposed pulp mill, noting also that the independent Resource and Planning Development Commission makes no distinction between Elemental Chlorine Free and Total Chlorine Free technologies.
Media Release #5: July 22, 2005, “Gunns Limited considers new water option”

Gunns announces a new water supply strategy for the proposed pulp mill is being considered that sources water from the South Esk Catchment rather than Pipers River. Executive Chairman John Gay said the new strategy would cost an extra $30 million but that it would also protect several threatened species discovered at Pipers River and alleviate landowner concerns in that catchment.

The water could be sourced from that destined for the Trevallyn Power Station. This option is also expected to produce enough power to operate the mill as well as an extra 30 mega watts for the Tasmanian power grid. The company would draw less than one per cent of all water that flows into Trevallyn Dam and will not take any water required for environmental flows down the Gorge. The water will be purchased from Hydro Tasmania at commercial rates.


Gunns unveiled a photomontage of the proposed Pulp Mill following extensive consultation with design and engineering experts.

Leading design elements were the green cladding on structures, a wood fibre conveyor that blended into the background, a single stack and the concentration of buildings. Other features of the mill are outlined and John Gay said the pulp mill would feature the most advanced systems in the world to manage effluent, odour, atmospheric emissions and green energy production. Jaakko Poyry’s Tuomo Niemi is also quoted as saying that he had no doubt the Bell Bay Pulp Mill would be the best designed in the world.

Media Release #7: August 16, 2005, “Pulp mill referral submitted to DEH”

Gunns said it has submitted a revised referral for the Bell Bay Pulp Mill under the Environment Protection and Biodiversity Conservation Act to the Federal Department of the Environment and Heritage.

The referral included the previously announced water supply option as well as further detail on a deep water port to be constructed and the provision of a potential back-up water supply option for Curries River Dam.

Executive Chairman John Gay said the development of an IIS was an evolutionary process and that the detail would be included in the draft IIS when it is handed to the RPDC later this year.

Media Release #8: August 19, 2005, “Pulp mill needs science – not scuttlebutt”

Gunns Executive Chairman John Gay said he was “fed up” with the ongoing campaign by “ill-informed” opponents to deliberately mislead the public regarding the Bell Bay Pulp Mill. He was shocked and appalled at recent media coverage and said leading experts in the pulping area were working on the proposal to ensure it is international best practice. Mr Gay rejected recent claims by Christine Milne (Greens Senator), Peg Putt (Tasmania Greens Leader) and Les Rochester (TRAC spokesperson) that the mill would expel toxic substances and noted that there were higher concentrations of organocholorines in red wine than pulp mill effluent.

The media release also responded to recent issues raised regarding the EPBC referral, effluent and impact on marine environments, consultation process and the solid waste disposal area (not a toxic waste disposal).
Mr Gay said further detailed analysis would be publicly released when it was finalised and Gunns were happy to take on board constructive ideas. However he said the “blatant lies and emotional hysteria” were not assisting with communication to the public, which was an essential element to the project’s development.

**Media Release #9: December 2nd 2005, “Mill Will Meet Rigorous RPDC Effluent Limits”**

The proposed Bell Bay Pulp Mill will meet the stringent guidelines for effluent emission limits, according to new scientific testing from Sydney-based expert marine toxicology consultants Ecotox Services Australia.

The report, Toxicity Assessment of Pulp Mill Effluent for the Proposed Tasmanian Pulp Mill, is based on the testing of effluent from an ECF Kraft Eucalypt pulp mill in Thailand - similar to that proposed by Gunns – on a range of marine organisms specified under the ANZECC water quality guidelines at a range of concentrations.

Tests were conducted on the eggs, larvae and juveniles on a range of species, such as bacteria, algae, invertebrates and fish, at concentrations of 0.3%, 1% (the concentration of effluent at the edge of the mixing zone in Bass Strait) and 10% revealed no acute or short-term effect.

The media release quoted Gunns Pulp Mill Project Manager Les Baker as saying the results highlighted that pulp mill effluent at a concentration more than 10 times of that at the edge of the mixing zone would not have any toxic impact on key species, such as scallops, striped trumpeter, sea urchins, amphipods, seaweed and others.

“The tests demonstrate conclusively that our pulp mill will easily meet the stringent requirements of the Resource Planning and Development Commission,” Mr Baker said in the media release.

**6.6.1 Distribution of Media Releases**

Gunns’ media releases have been distributed via email to all national media (a total of 80 contacts at media organisations) and Tasmanian media (a total of 63 contacts at media organisations).
7. Community Issues and Gunns Response

The consultation process for the Pulp Mill proposal has featured a large number of presentations to community groups, local organisations, businesses and individuals. The information provided by Gunns at these meetings and presentations has outlined details of the Pulp Mill proposal, the IIS process and the various guidelines that Gunns would follow during the construction and operation of the Pulp Mill. These public presentations and meetings involved a question and answer session, providing an opportunity for attendees to raise any issues or concerns. It also provided the Gunns team with an understanding of what the key community issues were and to consider how these issues could be (or were being) addressed in the planning process.

Many of these questions asked for clarity or further information about certain aspects of the Pulp Mill such as air emissions, water supply and effluent disposal. Specific issues relating to land access, visual amenity and noise were raised by landowners living near the proposed site for the Pulp Mill.

The Gunns team’s approach was to address as many of these concerns at these meetings and if this was not possible, to arrange follow up meetings or forward relevant information as soon as possible. Similarly, the Gunns team met with individuals when this was requested through the various communication channels. The majority of these one-on-one meetings related to landowners living near the proposed site or those adjacent to the proposed water or effluent pipeline route.

These face-to-face activities have been an important part of establishing communication links with groups and individuals. All attendees received the Project Information folders and were encouraged to contact the Gunns team with any issue or question.

Follow up meetings and contact is planned as part of the consultation strategy to be adopted for the IIS (see Section 8).

The following section highlights the key issues or concerns raised by community stakeholders, how these issues have been responded to by Gunns and the changes made during the planning process.

Other issues highlighted by individuals or groups that Gunns regard as being adequately addressed by the IIS process have also been included.

7.1 Water Supply Options

**Issue:** The original proposal to source a water supply for the Pulp Mill through the construction of a dam at Pipers River was one of the key issues raised by the community in mid 2005. In terms of communication activities, water supply was included in the category of environmental issues for this Report, which consisted of 12% of the issues or reasons for contact (see Section 5.6). Letters to the Editor in June 2005 raised concerns about low water levels and the impact of the Pulp Mill’s water use on the storage system (see Section 6.5.5).

**Gunns Response:** Community and stakeholder concerns about the environmental and social impacts of the Pipers River Dam was one of the main considerations in Gunns’ decision to investigate alternative water supply options for the Pulp Mill. Gunns announced an improved water strategy on July 22nd 2005 with the decision to utilise water from Trevallyn Dam in the South Esk catchment.
A media conference was held and a media release distributed to all Tasmanian and national media. The Gunns team also contacted relevant stakeholders, including farmer representatives in the South Esk catchment to explain the new water supply option. The general response to this decision was positive from those stakeholders contacted.

7.2 Effluent and Marine Environments

**Issue:** The discharge of effluent from the Pulp Mill's operations and impact on marine environments of the Bass Strait was raised as a concern at presentations and meetings attended by the Gunns team as well as in Letters to the Editor in the June-August 2005 review of media coverage (see Section 6.5.7). It was also a topic addressed by Gunns in a media release (August 18th) to counter some of those involved in the public debate saying that the mill would expel toxic substances.

**Gunns Response:** Gunns Executive Chairman John Gay outlined that further detailed analysis would be publicly released once finalised and that the misinformation was not assisting with a key part of the project's development which was communication with the public.

To provide further clarity in relation to the issue of effluent and impact on marine environments, Gunns engaged marine toxicology consultants Ecotox Services Australia to test the effluent from a similar Thai Pulp Mill on a range of marine organisms specified under the ANZECC water quality guidelines at a range of concentrations. While this testing was part of Gunns' response to meeting the RPDC guidelines, engaging Ecotox to provide this analysis has also contributed to the information provided to the community about the impact of the Pulp Mill effluent and possibly mitigating concerns they may have.

Dr Roger Drew was also engaged to examine bio-accumulation.

7.3 Visual Impact of the Pulp Mill

**Issue:** The appearance of the Pulp Mill was highlighted as a concern particularly by landowners located a short distance from the proposed site at Bell Bay. Three communication activities focused on the visual impacts as an issue.

**Gunns Response:** A photomontage of the proposed pulp mill was released by Gunns on August 12th and received strong media coverage. The image gave the public an opportunity to visualise the mill. In developing the design for the Pulp Mill and associated infrastructure, Gunns incorporated specific design aspects. These were aimed at blending the buildings as much as possible with the natural environment and included colour (use of green cladding for the building); compacted building location; and the decision to follow modern pulp mill design through having only one discharge stack thereby improving appearance.

The photomontage has been included in various information materials associated with the proposal including newsletters.

7.4 Air Emissions and Odour

**Issue:** Questions about the affects or impact of the Pulp Mill air emissions were raised at community meetings and briefings as well as communication activities (part of the Environmental Issues category of
this report consisting of 12% of consolidated issues raised). Concerns by community members regarded
the impact of the Pulp Mill’s emissions on air quality and whether the air shed could accommodate
another emission source. One concern raised in a Letter to the Editor was how these emissions would
travel from the Tamar Valley to other areas such as Launceston, linking it to the longer running issue
about Launceston’s air quality.

Community questions about odour were usually asked in conjunction with air emissions and examples
from pulp mills in other parts of the world were cited. Air and odour were particular issues raised in the
context of tourism and the wine industry at a meeting of the Tamar Valley Wine Route.

**Gunns Response:** Gunns considers that the air emission and odour issues will be addressed as part of
the IIS with the decision that the Bell Bay pulp mill will have amongst the lowest emissions in terms of air
quality and odour. A three-tier odour abatement system is planned to capture all gases.

Gunns will continue to inform those concerned about odour and air emissions of the project’s
developments and how emissions will be managed and mitigated.

### 7.5 Health Impacts

**Issue:** In connection with emissions have been questions about the impact of the Pulp Mill on the health
of mill workers or those living in vicinity of the mill. While this issue has not been raised as often during
the consultation process in comparison to other issues such as water supply and emissions, it has the
potential to cause significant concern if there is incorrect information or a lack of information in the
community as to possible health impacts.

**Gunns Response:** Gunns engaged Dr Roger Drew to analyse potential health effects of Pulp Mill
workers and nearby residents. While this was not a requirement of the RPDC, Gunns wanted to allay any
community concerns about health issues and clarify any misinformation that may have arisen through
examining examples of pulp mills in other countries.

### 7.6 Pipeline Route

**Issue:** Landowners raised specific issues in July 2005 regarding the impact on their land of the proposed
water pipeline route as a result of a letter sent by Gunns requesting access to their land for assessment
work. Issues included how the pipeline would affect future plans to subdivide land; and the route of the
pipeline through properties.

**Gunns Response:** Individual meetings were organised or contact made with landowners by telephone
to explain the assessment work requirements and address any concerns through further information.

The Gunns team has consulted with landowners directly affected by the Pulp Mill proposal either through
their proximity to the proposed site or pipeline routes on a one-on-one basis in order to address specific
questions.
7.7 Other Issues

The following issues were raised by individuals and Gunns considers that these queries or issues have been addressed in the planning process. Therefore the response has been the provision of additional information.

Table 6 Other Community Issues

<table>
<thead>
<tr>
<th>Issue</th>
<th>Gunns Response</th>
</tr>
</thead>
<tbody>
<tr>
<td>One community member was concerned about the level of chlorine contained in the Pulp Mill’s emissions and effluent.</td>
<td>There will be no chlorine emitted from the stack and under the RPDC’s guidelines, no effluent can be discharged into the Tamar River. Therefore no chlorine will be discharged into the Tamar River.</td>
</tr>
<tr>
<td>Local business representatives expressed concern that Tasmanian businesses be given the opportunity to be involved in contracting and supplying services and products during the construction and operation of the Pulp Mill.</td>
<td>The Industry Capability Network will assist the Pulp Mill project in terms of the goods and services required for the project to facilitate local business involvement.</td>
</tr>
<tr>
<td>However another concern was the strain on labour supply in Tasmania as a result of the requirements of the Pulp Mill for employees during construction in particular.</td>
<td></td>
</tr>
<tr>
<td>Issues were raised in relation to transport requirements and road versus rail as well as the impact of construction traffic on roads and road safety</td>
<td>The Bell Bay site has access to a deep water port, road and rail and additional wood brought into the region will most likely be transported by rail. The impact on roads will also be minimised through ocean freighting other inputs to the site and the pulp being exported directly by ship. The Gunns team also reiterated that road safety protocols would be introduced for contractors and Gunns would liaise with the Government regarding road upgrades where possible. The transport impacts have also been identified as part of the IIS process.</td>
</tr>
<tr>
<td>Specific transport issues were the potential of resurrecting the Launceston ring road including a bypass of Dilston and the potential of a slip lane for residents in the Dilston area.</td>
<td>These issues were noted by the Gunns team but considered outside the scope of the Pulp Mill proposal and IIS process.</td>
</tr>
<tr>
<td>Issue</td>
<td>Gunns Response</td>
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<tr>
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</tr>
<tr>
<td>Whether there would be underwater blasting in the Tamar River during the construction of the wharf.</td>
<td>Gunns are committed to drilling the pillon holes and will not conduct underwater blasting.</td>
</tr>
<tr>
<td>Another issue related to sedimentation during the reclaim.</td>
<td>Tidal flows and curtaining techniques will minimise this impact.</td>
</tr>
</tbody>
</table>
8. Future Consultation and Communication

Gunns Limited is continuing its comprehensive consultation program, ensuring any person wishing to acquire further information about the Bell Bay Pulp Mill proposal can do so. The ongoing information dissemination program includes:

- Continuation of the toll free 1800 number
- Continuation of the pulpmill@gunns.com.au email address
- Ongoing updates of the www.gunnspulpmill.com.au website
- Ongoing presentations to community groups and key stakeholders
- Further newsletters inserted into the three Tasmanian newspapers
- Articles prepared for in-house and external newsletters
- Ongoing media campaign involving the coordination of press conferences, distribution of media releases, live radio updates, writing letters to the editor and briefing journalists
- New Advertisements in print and television will be utilised
- Briefings to interest groups that both support and oppose the mill

8.1 Consultation Strategy for the Draft IIS

Gunns is preparing a detailed consultation strategy for the launch of the Draft Integrated Impact Statement. The aim of this round of consultation is to ensure that the science contained in the Integrated Impact Statement is understood by all sections of the community, creating an atmosphere of confidence in a world-class project being realised for Tasmania. The consultation strategy will also include consultation activities to provide the opportunity for community members and other stakeholders to discuss the contents of the IIS and provide comments or feedback. Community feedback will be documented and considered by Gunns as part of the future planning for the construction and operation of the Pulp Mill.

In supporting this strategy and facilitating community understanding of the IIS, Gunns will produce new fact sheets and project summaries which will be made available in hard copies and on the website. A series of press conferences will also be scheduled to inform the media, and thus the wider community of the IIS and progress of the Proposal.

All individuals and groups that received the initial project overview presentation from Gunns will be contacted again regarding any interest in the detail contained in the Integrated Impact Statement.
Pulp Mill Task Force

Introduction

The Tasmanian Cabinet established the Pulp Mill Task Force (PMTF) in September 2004 to undertake investment attraction initiatives with the goal of identifying a proponent for the establishment of a Pulp Mill in Tasmania. The following month Gunns Limited was identified as the proponent and at this time the role of the PMTF changed to facilitating a whole of government approach to the development needs of a Pulp Mill. A secondary role of the Task Force is to provide the public with information on key elements of the Pulp Mill project including emission standards, the approval process, and employment opportunities. The PMTF is administered through the Tasmania, Department of Economic Development.

Strategic Role

It should be noted that while the project is being assessed by the independent Resource Planning and Development Commission, the PMTF is examining how to maximise the economic and employment benefits should the proposal be approved. The PMTF is therefore working with other groups within the Department of Economic Development and external agencies to identify business opportunities, skills and training requirements and infrastructure issues.

Projects currently underway include:

- Skills and training needs;
- Strengthening business capacity to respond to opportunities;
- Facilitating access to information about opportunities;
- Housing options and impacts; and
- Other infrastructure impacts such as road and rail.

Members of PMTF

The PMTF is headed up by Executive Director, Bob Gordon, who is on secondment from Forestry Tasmania. Mr Gordon has 30 years experience in the forest industry as well as in finance and industrial relations areas. He has broad experience in international timber and timber product markets, particularly the pulp market. In addition there are two Project Directors, one administration/ executive manager and an office assistant. The PMTF enlists the services of other specialists and consultants on a needs basis.

Consultation Activities

The PMTF has implemented a range of consultation activities to inform and engage the community. The activities include the use of print media, briefings, presentations and one-on-one interviews. The PMTF created a website www.pulpmill.tas.gov.au to provide information to the public on the Pulp Mill proposal. Regular newsletters distributed either electronically or by mail have been produced outlining key aspects of the proposal including progress, emissions and processes. The website also provides information sheets and other literature relating to the pulp mill technology and to the pulp-mill-related strategies that government is pursuing.
Interface with Gunns

The PMTF facilitates interaction between Gunns and the various government agencies on a range of technical and social aspects of the project. Generally, the PMTF maintains regular contact with Gunns on project aspects and coordinates regular briefings and discussions between Gunns and the key government agencies to ensure that a flow of information is maintained on the progress of the project.

The Pulp Mill Task Force does not have a role in the IIS approvals process.
Appendix A

Project Website
media releases

**EPBC Referral** - 16 August 2005
Gunns Limited has submitted a revised referral for its proposed Bell Bay Pulp Mill...

**World-Class Bell Bay Pulp Mill Unveiled** - 12 August 2005
Gunns Limited has today unveiled a photomontage of its proposed Bell Bay Pulp Mill...

**Gunns Limited considers New Water Option** - 22 July 2005
A new water supply strategy for the proposed Bell Bay Pulp Mill is being considered by Gunns Limited...

**No major changes to Pulp Mill plans** - 22 June 2005
Gunns Limited is committed to building a world-class pulp mill at Bell Bay to add value to Tasmania's forest resource...

**Environmental Best Practice Guaranteed by Gunns** - 25 February 2005
Gunns Limited is committed to building a low impact pulp mill that sets new benchmarks of environmental, social and economic excellence, ensuring the latest and greenest technology...

**Pulp Mill Study to focus on Bell Bay** - 24 February 2005
Gunns Limited today announced it will conduct a comprehensive environmental, economic and social impact study on the development of a pulp mill to be located at Bell Bay. The mill proposal...
links

Gunns Limited
www.gunns.com.au

Tasmanian Pulp Mill Task Force
www.pulpmill.tas.gov.au

GHD – Conducting the integrated impact statement on behalf of Gunns Limited
www.ghd.com.au

Jaakko Poyry – Global leader in Forest Industry Consulting and Engineering that conducted the feasibility study on behalf of Gunns Limited
www.poyry.com/en

Resource and Planning Development Commission
www.rpdc.tas.gov.au
the world's greenest pulp mill

As part of its commitment to value adding and international best practice, Gunns Limited is proposing the development of a pulp mill in Tasmania utilising the best global technology.
frequently asked questions

**What is a pulp mill?**
A pulp mill is a manufacturing facility that dissolves the ligins (the natural gluing agents in wood), leaving cellulose fibre for the production of paper. Pulp is the intermediate stage between wood fibre and paper.

**How is pulp made?**
Woodchips are cooked in the mill and the cellulose fibre is separated, washed and brightened to the color of paper. The pulp is dried and baled for on-sale to paper manufacturers.

**What are the benefits of a pulp mill in Tasmania?**
The Monash University's Centre of Policy Studies conducted a study into the economic impacts of a new mill. It concluded a new mill alone would add two per cent ($597.8 million to $637 million in annual production) to economic growth in Tasmania.

**How many jobs could be created?**
According to Monash University, at least 4,000 direct jobs will be generated during the construction phase, as well as an additional 4,000 indirect jobs. About 320 full-time permanent positions will be created in the mill and an additional 1,200 jobs around the state.

**What sort of jobs could be created?**
The positions will require significant skills, training and education. Successful applicants will be highly paid for the highly skilled work.

**How much will the pulp mill cost?**
It will cost between A$1 billion and A$1.5 billion.

**Does a pulp mill produce paper?**
No. A paper mill is a separate factory that utilises pulp produced in a pulp mill.

**Will a paper mill be built?**
A pulp mill alone is a huge investment and its capacity must be sufficient to be globally competitive. A paper mill may follow in the future to further value add.

**What sort of paper will be manufactured from the pulp?**
High quality printing and writing papers.

**Why has this site been selected?**
The site has been selected because of a number of factors, including wood supply, proximity to loading facilities at two deep water ports, access to labor, environmental benefits and transport costs. The site is already zoned for heavy industry, has an existing woodchip processing facility and all required infrastructure, such as gas, power, road and rail, are accessible.

**When will the pulp mill be operational?**
If forecast timelines are met, production will commence in early 2008.

**What happens between now and 2008?**
Gunns Limited has appointed GHD to undertake a detailed Integrated Impact Assessment focusing on environmental, social and economic factors. This will be presented to the Resource Planning and Development Commission by July and the approvals process will continue into 2006. The Gunns Limited Board will then give final consideration to investing in the project. It would take about two years to construct a mill.

**Is the pulp mill environmentally friendly?**
The Tasmanian Government has insisted that a pulp mill will meet the most stringent environmental requirements in the world. Modern pulp mills no longer use elemental chlorine, which means toxins such as dioxin and furans are at levels no greater than what occurs naturally in water and wood. Chemicals and water will be recycled and reused through the adoption of sophisticated technology.
What will be emitted from the pulp mill?
Emissions from a modern pulp mill are negligible compared with those of 15 years ago. Predominantly natural-occurring substances will be emitted into the ocean. In fact, people fish, swim and holiday on pristine rivers, lakes and oceans adjacent to modern pulp mills around the world.

How many tonnes of wood will be processed each year?
The mill will initially use about three million tonnes of wood a year.

How many tonnes of pulp will be produced each year?
The mill would be designed to initially produce about 800,000 tonnes of pulp a year.

Will the pulp be exported?
Up to 20 per cent of production could meet domestic demand and the remainder will be exported, predominantly to Asian countries.

What type of timber will be used in the mill?
The pulp mill will use both plantation and native forest in accordance with the Regional Forest Agreement.

Will the mill exclusively use Tasmanian timber?
Most likely.

Will more trees need to be cut down?
The pulp mill will not change the world-class forest management practices currently adopted in Tasmania. Woodchips that were exported will now be processed within Tasmania to produce pulp. All timber harvesting will be conducted in accordance with the strict guidelines of the Regional Forest Agreement and the Tasmanian Forest Practices Code.

Will there be more log trucks on the road?
Any extra wood brought into the region from catchments in the North-West or the south will most likely be transported by rail.

Will recycled paper go through the mill?
No. This mill will focus on processing wood to produce pulp which will in most cases be blended with recycled paper at a paper mill.
fact sheets

Download Fact Sheets (PDF Format)

- Atmosphere
- Containment
- Effluent
- How a Pulp Mill works
- Transport
- Bleaching
- The Facts

More Information (PDF Format)

- Letter to Tasmanians
- Revised Project Scope
- Bleaching by CSIRO
- GHD - Integrated Impact Statement
- GHD - Proposed Pulp Mill at Bell Bay
Gunns Limited is a world leader in forest management and forestry certification

Gunns Limited is committed to value adding the forest resource

The State Government has encouraged Gunns Limited to invest in value adding in this State

A Tasmanian pulp mill would create 8000 direct and indirect jobs during construction and more than 1500 direct and indirect jobs once operating

70 per cent less water is required for modern pulp mills compared to those built 15 years ago.

70 per cent less effluent is released from modern pulp mills compared to those built 15 years ago.

People fish, swim and holiday on pristine rivers, lakes and oceans adjacent to modern pulp mills around the world

A Tasmanian pulp mill would be greenhouse gas positive and produce green power to be eligible for renewable energy certificates

Gunns Limited is committed to environmental best practice and constructing the world’s greenest pulp mill that will establish new global benchmarks of excellence
contact us

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Appendix B
Project Presentation
Gunns Limited - Who are we?

- Established in 1875 in Launceston and currently employs 1,600 staff
- Australia's largest hardwood forest products company
- Australia's largest hardwood sawmill, largest producer of decorative sliced veneer and largest producer of hardwood export woodchips
- Produces premium cool climate wine, owns 10 hardware retail outlets and a construction business
- Gunns was listed on the ASX in 1986, and currently has about 4,500 shareholders
Gunns Limited is a World Leader in Forestry Certification

- Gunns Limited has ISO 14001 environmental accreditation
- Gunns was the first company to achieve the Australian Forestry Standard
- Gunns was the first Australian company to gain PEFC accreditation
- Gunns was the first Australian company to achieve Chain of Custody
Bell Bay Pulp Mill Project

- An 800,000+ tonne pulp mill will be the biggest single private investment ever in Tasmania.

- Finnish forestry consultants Jaakko Poyry concluded in the feasibility study that a pulp mill project could be viable in Tasmania.

Where now?

- Gunns Limited has appointed GHD to undertake a detailed Integrated Impact Statement focusing on environmental, social and economic factors.

- This will be presented to the State Resource Planning and Development Commission later this year.

- It is expected the RPDC will take at least six months to finalise its recommendation.
Gunns Limited’s Board will give final consideration to investing in the project. Construction could start mid 2006 and the mill could start mid 2008.

The proposed pulp mill will be located at Bell Bay, 35km from Launceston. The mill will produce pulp that can be manufactured into premium writing and copying paper.
Environmental best practice
Water

- Modern pulp mills use 70% less water than those of 15 years ago due to best practice recycling technology
- 26GI water will be sourced from the South Esk Catchment
- Positive environmental and social impacts at Pipers River
- Positive benefits for Tas power grid
- Positive impact on environmental flows
- Pipeline will be built alongside the East Tamar Highway

Atmosphere

- The Bell Bay pulp mill will have amongst the lowest emissions in terms of air quality and odour of any in the world
- Emissions to air are predominantly water vapour and naturally occurring carbon dioxide
- A world-class three-tier odour abatement system is planned to capture all gasses
- The mill will be greenhouse gas positive and produce green power eligible for renewable energy certificates
**Effluent**

- No effluent will be released into the Tamar River.
- About 70% less effluent is released from modern pulp mills compared to those built 15 years ago.
- Treated effluent will be released into the ocean up to 4km off shore after primary and secondary treatment.
- Effluent contains naturally occurring inorganic salts (found in oceans) and organic wood constituents.
- People fish, swim and holiday on rivers, lakes and oceans adjacent to modern pulp mills.

**Transport**

- The Bell Bay site has excellent access to a deep water port, road and rail.
- Any extra wood brought into the region from catchments in the North-West or the South would most likely be transported by rail.
- Other inputs will be mostly ocean freighted to the site.
- Pulp will be exported by ship direct from the site.
Visual and Landscape

- Architectural expertise has been engaged to minimise the visual impact of the mill
- Light emissions at night will be minimised
- Modern pulp mill designs have only one discharge stack which improves appearance

Noise

- Little, if any, additional noise will be emitted from the site, compared to existing chip mill operations
- The noisiest component of a pulp mill is the wood yard and chipping facility, both of which have been successfully operating at Bell Bay since 1971
Bleaching

- The mill will use best practice bleaching technology to whiten cellulose fibre for the production of premium pulp.

- The bleaching technology will be elemental chlorine free (ECF) which uses chlorine dioxide. This modern process has replaced the use of elemental chlorine once linked to the potential production of toxic by-products.

- Chlorine itself is not toxic and is commonly used as a purifying agent in food and drinking water. It is derived from table salt (NaCl).

Monitoring

- The State Government has developed world-class environmental, social and economic guidelines for the development of a pulp mill in Tasmania, ensuring it is safe for the community and for the environment.

- All emissions to air and water will be monitored and recorded continuously to ensure compliance with the stringent Tasmanian guidelines.
Kraft Pulp Mill

Net job effects

- About 4,000 construction jobs will be created on site and a further 4,000 off site
- About 1,500 direct and indirect jobs will be created once the mill is operational
China Market - a growth opportunity

- China consumes about 49 million tonnes of paper each year - the second largest consumption in the world
- China's GDP growth has averaged more than 8% for the past 26 years (growth of paper consumption is correlated to GDP growth and has experienced the same growth)
- Imported pulp has been growing at 18% a year
- China's per capita consumption of paper is about 35kg per person per year, compared to the average western nation of 280kg (Australia or Japan)

Paper and Board - China
Total consumption and per capita

Source: China Almanac Paper Industry
### China - import of pulp & recycled fibre

![Graph showing import of pulp and recycled fibre](image)

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Source: China Paper Information

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**Thank you...**

*For more information please contact:*

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Appendix C

Project Fact Sheets
Many Tasmanians have just received a pamphlet in their mailboxes detailing claims from the Tamar Residents Action Committee. These emotive claims are incorrect.

Experts from around the world are now working in Tasmania to ensure best practice and the greenest possible technology are engaged to design and construct the mill.

The following explanations are based on science and on meeting the Tasmanian Government’s guidelines — the minimum benchmark for a pulp mill project in Tasmania.

CLAIM: Toxic emissions will come from the mill’s stack

FACT: The Bell Bay pulp mill will have among the lowest emissions in terms of air quality of any operating in the world. The minimal emissions will predominantly be water vapor and naturally occurring carbon dioxide. The State Government guidelines specify world’s best atmosphere emission limits for a pulp mill in Tasmania.

CLAIM: 30 billion litres of effluent containing more than 100 toxic substances will be dumped into Bass Strait and the impact on fish stocks off the northern coast.

FACT: 70 per cent less effluent is released from modern pulp mills compared to those built 15 years ago. All effluent passes through primary and secondary treatment plants before being released into the ocean up to 4km off shore, which is common practice for many mills around the world located on pristine rivers, oceans and lakes. In fact, people breed fish in effluent released from modern pulp mills.

CLAIM: You will smell “rotten egg” gas from the plant

FACT: The pulp mill will feature the most sophisticated odor abatement system in the world. Odor will be collected and destroyed through a burning process in the recovery boiler with the power boiler and a dedicated NCG burner as a back up.

CLAIM: It is expected there will be a steep decline in the 500,000 tourists visiting the region, which will impact on small business.

FACT: Pulp mills around the world are built in cities and on lakes, oceans and rivers, ensuring they coexist in an environmentally friendly manner with local residents, holiday makers and tourists.
CLAIM: Consuming up to 5 million tonnes of native forest a year

FACT: The Bell Bay Pulp Mill will initially require about three million tonnes of chips, which will predominantly be sourced from plantations and regrowth forest. There will be no extra harvesting as a result of the pulp mill. It simply transfers woodchips that were exported to a domestic processing facility, creating jobs and economic growth.

CLAIM: The expected increase in log truck movements will be from about 150,000 a year to 300,000 a year throughout Northern Tasmania.

FACT: Any extra wood brought into the region from catchments in the North-West or the South would most likely be transported by rail, ensuring little – if any – change in log truck movements.

CLAIM: The loss of jobs at the Burnie and Triabunna woodchip mills and wharves as those logs are expected to be diverted to Longreach

FACT: The Bell Bay site was selected for a number of reasons, including the existing wood supply in the North-East area. It is expected that there will be no impact on forest related jobs in this State.

CLAIM: The option of burning coal to fire the lime kiln and steam boiler

FACT: The lime kiln will most likely be fired by gas and the steam boiler by residues. In fact, the mill will be greenhouse gas positive and produce green power to be eligible for renewable energy certificates.

CLAIM: The impacts of building a 15 billion litre dam across Pipers River

FACT: Due to the latest recycling technology, up to 70 per cent less water is required for modern pulp mills compared to those constructed 15 years ago. It is expected that the Curries River Dam, as well as a new dam on Pipers River, will ensure sufficient supply of water. The mill will only use about 30 per cent of Pipers River’s annual flow, ensuring ample water for all users in the area.

For more information: please contact the Gunns Limited Pulp Mill Hotline on 1800 265 297 or visit our website www.gunnspulpmill.com.au

The RPDC guidelines can be found at www.rpdc.tas.gov.au
How a pulp mill works

Modern pulp mills are based on three key principles – recycling, energy efficiency and adding value to the forest resource. New benchmarks of environmental excellence are being achieved in terms of emissions, pulp quality and green power production. Pulp is produced from forest raw material via a 13-step process based on recycling.

1. **WOOD YARD** – The existing wood yard will be utilised to convert the forest resource into chips. The chips are screened from fines and this waste is fed to the power boiler (point 11). The chips are fed to the digester for cooking.

2. **COOKING** – The chips are mixed with recycled white liquor (caustic soda) to dissolve the lignin (a natural gluing agent in wood) and to separate this from the cellulose fibre.

3. **WASHING** – The fibre is separated from the black liquor (lignin) and the white liquor.

4. **OXYGEN DELIGNIFICATION** – Residual lignin is removed from the fibre through the use of oxygen.

5. **BLEACHING** – Commonly used bleaching agents are utilised to eliminate all residual color, leaving white pulp.

6. **PULP DRYING** – The pulp is dried, baled, packaged and stored ready for sale.

7. **EVAPORATION** – Water is removed from the black liquor (point 3) by evaporation to bring the black liquor to a sufficient concentration for use as a fuel in the recovery boiler.

8. **RECOVERY BOILER** – The black liquor is burnt in the recovery boiler, generating steam, which produces electrical energy for the pulp mill and recovers inorganic chemicals for reuse in the digester. The steam is used to dry the pulp.

9. **RECAUSTICISING** – The inorganic chemicals from the recovery boiler are mixed with water and treated with burnt lime to produce white liquor (for the digester) and lime mud, which are both recycled.

10. **LIME KILN** – The lime mud is fed to and burnt in the lime kiln before being recycled for recastisation. Lime is an essential ingredient in the manufacture of caustic soda.

11. **POWER BOILER** – Using the sawdust from sawmills, fines from the woodyard and other waste wood materials, steam and energy are produced for the mill and for the Tasmanian grid, generating renewable energy certificates.

12. **OXYGEN PLANT** – Oxygen is extracted from the air to be utilised for the oxygen delignification process (point 4).

13. **BLEACHING CHEMICAL PREPARATION** – Inorganic salt is utilised to prepare agents for bleaching.
Huge advances have been achieved in minimising effluent from modern pulp mills. In fact, 70 per cent less effluent is released from mills compared to those built 15 years ago.

No effluent would be released from a pulp mill at Bell Bay in to the Tamar River.

All effluent passes through primary and secondary treatment plants before being released to the ocean to ensure it is environmentally safe.

This treated effluent will be released into the ocean up to 4 km off shore, which is common practice for many mills around the world located on pristine rivers, oceans and lakes.

In fact, people fish, swim and holiday in these waterways around the world.

The treated effluent contains naturally occurring inorganic salts (found in oceans) and organic wood constituents.

Modern pulp mills are designed to prevent unwanted outflows by ensuring containment and treatment of all effluent.
Containment

Modern pulp mills are designed to prevent unwanted outflows.

Best practice environmental management ensures that mishaps do not occur.

However, contingency plans will be in place to guarantee any unexpected outflows are captured, collected and pumped back in to the processing line.

This is achieved by floor channels being constructed through each processing area. Any unexpected outflow would run through these channels and then be recycled to the appropriate production area.

All tanks will be enclosed in a secure area, which is achieved by the construction of a containment wall to again prevent the movement of any outflow.

The mill will also have a large emergency spill basin located in the effluent treatment area.

Ultimately, this technology will ensure that it is highly unlikely that any potential spill at any time will exceed the best practice containment systems.
Bleaching

Bleaching is an essential component of the pulp making process, ensuring high quality white paper can be manufactured and easily recycled.

Huge advances in bleaching technology have been achieved in the past decade, ensuring modern pulp mills are able to boost quality while achieving new superior environmental benchmarks.

What is TCF and ECF Bleaching?

Today, terminology like TCF (Total Chlorine Free) and ECF (Elemental Chlorine Free) is becoming a thing of the past. The greenest bleaching technology is now referred to as Low-Impact or Low-Ox.

ECF only utilises the environmentally friendly oxidising agent chlorine dioxide to whiten the pulp. Chlorine dioxide is a totally different compound to elemental chlorine (chlorine gas), which was used in mills of the past and created toxic impurities such as dioxins and furans.

Chlorine dioxide consists of chlorine and oxygen. Chlorine is used as a water purifying agent and as a cleaning agent in swimming pools. Chloride is found naturally in wood, water and the natural environment and is also the major constituent of table salt (about 60 per cent).

Low-Impact bleaching is now considered by pulp experts around the world as the superior technology choice for sustainable pulp and paper manufacturing – ensuring no formation of dioxins and furans.

Gunns Limited has committed to spending an extra $70 million to adopt Low-Impact bleaching technology in a Bell Bay Pulp Mill.

Advantages of Low-Impact technology include efficient waste water treatment, production of stronger fibres, reduces the number of trees required per tonne of pulp produced and the minimisation of water consumption, solid waste and air emissions.

The Resource Planning and Development Commission, which has established the world’s toughest guidelines for a pulp mill development in Tasmania, says in its Volume One Report dealing with organochlorine levels: “...the United National Environment Program considers the ECF and TCF bleaching methods to be equivalent with respect to the potential formation of PCDD (dioxins) and PCDF (furans)” (p. 39).

“The National Pulp Mill Research Program (Fandry, Johannes and Nelson 1989) has show that 2, 3, 7, 8 TCDD (dioxins) and 2, 3, 7, 8 TCDF (furans)...are non detectable in modern pulp mill effluent, even using the improved analyses now available”.

“A notable accomplishment occurred when the pulp and paper industry changed its process for pulp bleaching by (using) chlorine dioxide (instead of) elemental chlorine. This substitution virtually eliminated the production of dioxins from pulp and paper mills.”

INTERNATIONAL JOINT COMMISSION
Atmosphere

The world’s most stringent environmental guidelines for pulp mill projects have been established and will be implemented by the Tasmanian Government.

Gunns Limited is preparing an Integrated Impact Statement (IIS), as required by the independent Resource and Planning Development Commission. This IIS will address the environmental, economic and social impacts of constructing and operating a pulp mill at Bell Bay.

Gunns Limited will ensure that any mill built in Tasmania will have among the lowest emissions in terms of air quality and odor of any operating in the world. The best available technology will be engaged to ensure that the guidelines are met.

Treated emissions to air originate from the recovery boiler, the power boiler and the lime kiln – all of which are part of the recycling technology to be adopted in the Bell Bay pulp mill.

The minimal emissions will predominantly be water vapor and naturally occurring carbon dioxide.

The latest technology ensures only one stack is required from modern pulp mills. For most of the year, emissions from the stack will be difficult to view.

The mill will be greenhouse gas positive and produce green power to be eligible for renewable energy certificates.

In terms of odor emissions, this pulp mill will feature the most sophisticated odor abatement system in the world.

Odor will be collected and destroyed through a burning process in the recovery boiler with the power boiler as a back up.

When these two boilers are not operating during mill start ups and shut downs, a tertiary system which is a small dedicated incinerator will be used to burn any odorous gases.
Transport

Wood has been transported to Bell Bay chip mills in northern Tasmania since the early 1970s.

Over the past few years, about 2.5 million tonnes of logs have been sourced for the Gunns Bell Bay mills each year.

More recently, other companies have established two woodchip facilities, a fibre board plant and a log export business in the Bell Bay area. Combined, these operations use about 500,000 tonnes of wood a year.

The total wood used in all Bell Bay processing facilities is therefore about three million tonnes.

It is expected the Bell Bay Pulp Mill would initially need about three million tonnes of woodchips per year. This would require the sourcing of additional logs outside the traditional catchment of the current facilities.

Any extra wood brought into the region from catchments in the North-West or the South would most likely be transported by rail.
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