

# Master Specification

## Part PC-CS2

### Local Business Support

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**Government of South Australia**  
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and Transport

**Build.**  
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# PC-CS2 Local Business Support

## 1 General

- a) This Master Specification Part specifies the minimum requirements for local business support, including:
  - i) the documentation requirements, as set out in section 2;
  - ii) the local Business Advisor requirements, as set out in section 3;
  - iii) the local Business Engagement Plan requirements, as set out in section 4;
  - iv) the local business support requirements, as set out in section 5;
  - v) the communication with local business requirements, as set out in section 6;
  - vi) the support measures requirements, as set out in section 7;
  - vii) the complaints management requirements, as set out in section 8; and
  - viii) the Hold Point requirements, as set out in section 9.
- b) The Contractor's Activities in relation to local business support must comply with the Reference Documents, including:
  - i) Department Style Guide (available upon request); and
  - ii) Department Local Business Support Framework (available upon request).
- c) The Contractor must perform its obligations regarding supporting local businesses in accordance with the Contract Documents.
- d) The Contractor must comply with the Department's commitment to work with local businesses (available [https://www.dit.sa.gov.au/\\_data/assets/pdf\\_file/0003/463566/Small\\_Business\\_Fact\\_Sheet.pdf](https://www.dit.sa.gov.au/_data/assets/pdf_file/0003/463566/Small_Business_Fact_Sheet.pdf) from: [https://www.dit.sa.gov.au/\\_data/assets/pdf\\_file/0003/463566/Small\\_Business\\_Fact\\_Sheet.pdf](https://www.dit.sa.gov.au/_data/assets/pdf_file/0003/463566/Small_Business_Fact_Sheet.pdf)).
- e) For the purpose of this Master Specification Part:
  - i) "community" means any person or group that lives or works within proximity to the Project, travels through the Project or has an interest in the Project;
  - ii) "media" means any organisation that communicates through mass communication (broadcasting, publishing, and the internet); and
  - iii) "stakeholder" means any organisation, business, person, community group or interest group that has an interest in the Project or is affected by the Project.

## 2 Documentation

### 2.1 Construction Documentation

In addition to the requirements of PC-CN3 "Construction Management", the Construction Documentation must demonstrate that the works will be constructed in accordance with the construction constraints and requirements identified in the Local Business Support Plan required in section 5.2a).

## 3 Local Business Advisor

### 3.1 General

- a) The Principal may engage an independent Local Business Advisor on an as needs basis, to be determined by the Principal, including:
  - i) at the commencement of the Project;
  - ii) during the works (e.g. shutdowns); and
  - iii) as specific issues arise and are escalated.
- b) Engagement of a Local Business Advisor will be influenced by the severity of the expected impact (e.g. extended or regular road closure, etc.) and be the responsibility of the Principal.
- c) The Local Business Advisor will not be part of the Project team, but will work closely with the Project team to:
  - i) provide a direct and independent link between the Project and the business;
  - ii) act as an advocate for the local business; and
  - iii) assist business plan for construction and work with the Project to minimise impact.

### 3.2 Role of the Local Business Advisor

- a) The role of the Local Business Advisor is to:
  - i) assist businesses to continue to trade during construction, with as little disruption as practicable, and suggest strategies for the businesses to implement;
  - ii) act as an advocate for local businesses, working with the Project team on ways to minimise disruptions where possible; and
  - iii) provide advice or a plan to assist a precinct or 'collection' of businesses that are impacted by the same event.
- b) Assistance will not be targeted, nor individual advice provided, however, with assistance from the Small Business Commissioner, businesses can be referred to appropriate resources.

## 4 Local Business Engagement Plan

- a) The Contractor must develop a Local Business Engagement Plan which must demonstrate how the Contractor will engage with the local business community to understand their needs during construction and opportunities to support local businesses.
- b) The Local Business Engagement Plan required in section 5.2a) must be submitted as a part of the Community and Stakeholder Engagement and Media Management Plan required in PC-CS1 "Community Engagement and Media Management".
- c) Engagement activities with local businesses must not commence until the Hold Point in relation to the Community and Stakeholder Engagement and Media Management Plan containing the Local Business Engagement Plan as set out in PC-PM1 "Project Management and Reporting" has been released.
- d) The Contractor must work with the Principal to ensure that the Contractor has comprehensive knowledge of each business including:
  - i) location of businesses;
  - ii) business operating hours;
  - iii) contact details;
  - iv) preferred method of contact (e.g. phone, written, face to face, etc.);

- v) peak periods for trade (operating hours);
- vi) how would the business prefer to receive notifications (e.g. road closures, changes to traffic conditions);
- vii) access requirements for the business (e.g. local access, pedestrian access, etc.);
- viii) what assistance the businesses like assistance with providing information to their customers;
- ix) key events for the business; and
- x) parking requirements.

## 5 Local business support

### 5.1 Eligibility

- a) The Department Local Business Support Framework applies to businesses that may be impacted by the Works or Temporary Works.
- b) The Contractor must assess the extent of businesses impacted and submit the assessment to the Principal. The extent will generally include those businesses that are likely to be affected by noise, dust, vibration, or property access changes and in particular any impacts on customers.
- c) Submission and acceptance of the assessment of the extent of businesses impacted, required in section 5.1b), will constitute a **Hold Point**. The Contractor must not submit the Local Business Support Plan required in section 5.2a) until this Hold Point has been released.

### 5.2 Local Business Support Plan

- a) Where specified in the Contract Documents, the Contractor must develop a Local Business Support Plan detailing the strategy and measures proposed to support business through the construction of the Works and Temporary Works.
- b) The Local Business Support Plan required in section 5.2a) must:
  - i) be based on the information gathered and the Local Business Engagement Plan developed by the Contractor (refer to section 4), and further developed to incorporate the project-specific construction methodology, including:
    - A. construction staging and impacts to traffic flow (e.g. speed / lane restrictions);
    - B. working hours and impact on businesses trading and operating hours;
    - C. any restrictions or change(s) to vehicular and car parking (including impact for customers, deliveries and employees);
    - D. any restrictions or change(s) to pedestrian access or access from public transport;
    - E. noise and vibration and light spill from the proposed construction methodology;
    - F. loss of visibility to passing traffic or pedestrians due to construction activities and plant; and
    - G. other impacts the business might encounter; and
  - ii) document the following:
    - A. the measures proposed to support local business;
    - B. the business precinct or distinct groups;
    - C. tailored support for individual businesses within the precinct;

- D. the contact person for the businesses to contact;
  - E. how the Contractor will minimise the impacts to local business;
  - F. the strategy to communicate with local business; and
  - G. any recommendations from the Local Business Advisor and how they will be addressed.
- iii) identify and detail innovative initiatives that will be delivered to display a proactive commitment to supporting local business, including using local suppliers for project events and use of voucher promotions for local businesses.
- c) The Local Business Support Plan required in section 5.2a) must be submitted as a part of the Community and Stakeholder Engagement and Media Management Plan required in PC-CS1 "Community Engagement and Media Management".
- d) Contractor's Activities, Works or Temporary Works in the vicinity of local businesses or activities which may impact local businesses must not commence until the Hold Point in relation to the Community and Stakeholder Engagement and Media Management Plan containing the Local Business Support Plan as set out in PC-PM1 "Project Management and Reporting" has been released.

## 6 Engagement with local business

- a) The Contractor must liaise regularly with businesses throughout the Project and provide information as relevant to the business within reasonable timeframes as agreed with the business.
- b) General communication with local business must be integrated with the community and stakeholder engagement and include targeted information pertinent to local business.
- c) Communication methods with local business (e.g. face-to-face, email, phone etc.) must be undertaken based on the individual local businesses advised preferred method.

### 6.2 Pre-construction communication

Prior to the commencement of construction in the vicinity of a business, the Contractor must provide communications with local business, including:

- a) business interview(s), which must build on the information gathered by the Principal and incorporate detail of construction program and methodology and proposed support measures tailored to that business and the Local Business Support Plan for the entire business precinct or distinct groups;
- b) design briefing(s), which must be provided during the early stages of the design process to identify potential issues or concerns and at the finalisation of the design to communicate the final design and how issues have been addressed; and
- c) schedule briefing(s), which must be provided to detail the proposed scheduling strategy and identify any issues or concerns that may need to be considered, particularly in relation to specific construction activity, events, peak trading times and deliveries.

### 6.3 Construction phase communication

Following commencement of construction, the Contractor must provide construction phase communications to advise local business of activities that may impact their business, including:

- a) personalised works notifications for all upcoming Works or Temporary Works that are likely to have an impact (depending on the businesses' communication preferences); and
- b) construction briefing(s) to discuss upcoming works, impacts and potential support measures.

## 7 Support measures

### 7.1 General

- a) The Contractor must work with affected businesses to identify and put in place support measures designed to mitigate the impacts of construction on businesses.
- b) Support measures will vary on a case-by-case basis depending on the type of business involved, the likely extent of impact, and type of impacts.
- c) Support measures must be identified in collaboration with affected businesses at the first business interview and must be documented in the Local Business Support Plan required in section 5.2a).

### 7.2 Media and advertising campaigns

- a) Media and advertising campaign(s) to reinforce the “open for business” messaging may be recommended to support local business. This may include, radio, print media, or social media.
- b) The Minister may require media and advertising campaigns when the Works or Temporary Works are deemed to be adversely impacting traffic flow in the vicinity of local business or access to businesses.
- c) Upon request by the Principal, the Contractor must plan and provide draft materials suitable for the relevant media and advertising campaign (newspaper and radio etc.). Any media campaigns must reflect a precinct wide focus.
- d) The information to support a media and advertising campaign must be submitted to the Principal in accordance with the “public facing material and information” process set out in PC-CS1 “Community Engagement and Media Management” or PC-CS3 “Community Engagement and Media Management (Construct Only)” (as applicable), including the associated Hold Point.

### 7.3 Business promotional signage

- a) The Contractor must provide “open for business” signage and ensure that the signage is prominent within the Site.
- b) The Contractor must erect and maintain the accuracy of advisory signposting that is required to provide information to businesses and residents regarding traffic arrangements including signage for businesses affected by road closures and roadworks in the vicinity.
- c) The signage required in this section 7.3 must be approved as part of a WTMP and be compliant with the *Disability Discrimination Act 1992* (Cth) and the Department Style Guide.

### 7.4 Business precinct advice

- a) In addition to individual business support, a business precinct or group of businesses may be eligible to receive additional independent advice to assist in developing strategies to help mitigate specific Works or Temporary Works that are likely to impact on business viability such as during extended road closures.
- b) The Contractor must work closely with the Local Business Advisor to facilitate precinct-based engagement with businesses and incorporate within the local business support measures.

### 7.5 Local procurement

- a) The Contractor must investigate the opportunity for procurement of goods and services from local businesses impacted by the Works or Temporary Works.
- b) Key opportunities for local procurement may include the use of local restaurants for catering, the hire of local venues for training or workshops, or the purchase of supplies, services, or materials.



## 7.6 Wayfinding signs

Where the Project requires changes to pedestrian, cyclist, vehicular or public transport access, the support measures must provide wayfinding signage at key locations to assist customers to find their way to affected business areas.

## 7.7 Customer communications

- a) Businesses that rely on regular customers, may need additional support assisting customers to plan access ahead of time, particularly if there is a change in access and particularly where the business is holding an event.
- b) The Contractor must support local business through the development of customer communications including hard copy or electronic instructions and maps to assist customers to find their way to the business.

## 7.8 Cleaning

- a) The Contractor must manage dust in accordance with the EPA and any environmental requirements set out in the Contract Documents. In addition, the Contractor must review the specific impact to business from the creation of dust.
- b) For some food businesses, dust can also present a health issue or impact on food health licences. In these situations, the Contractor must work closely with environmental services at the local council.
- c) Outdoor display yards and service trade operations such as car yards, boat yards, garden centres or hire yards can also be sensitive to dust. For these types of sensitive businesses, the management of dust will need to be on a case-by-case to ensure a balance between the needs of the business and the cost to the Project.

## 7.9 Amenity improvements

- a) The Project may provide assistance to businesses, or groups of businesses, to help activate places during the construction period.
- b) The measures in section 7.9a) should be designed to present an appealing place to attract customers and should help alleviate some of the negative amenity impacts of construction as well as promote businesses to the local community.

## 8 Complaints management

Complaints must be managed in accordance with PC-CS1 “Community Engagement and Media Management” or PC-CS3 “Community Engagement and Media Management (Construct Only)” (as applicable).

## 9 Hold Points

Table PC-CS2 9-1 details the review period or notification period, and type (documentation or construction quality) for each Hold Point referred to in this Master Specification Part.

**Table PC-CS2 9-1 Hold Points**

Section reference	Hold Point	Documentation or construction quality	Review period or notification period
5.1c)	Submission and acceptance of the assessment of the extent of businesses impacted	Documentation	10 Business Days review