



Community Benefits

A Conversation Toolkit

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We acknowledge the Gunaikurnai people, the Traditional Owners of the land and waters where the proposed Blue Mackerel Offshore Wind Project will be located. We pay our respects to their Elders past and present.

We aspire to a genuine partnership with the Gunaikurnai people that delivers mutual benefit and enhanced stewardship of the environment for the benefit of present and future generations.

We acknowledge the rights and responsibilities of all First Nations peoples for their lands and waters where we operate.

If you have questions or need support using the Toolkit – including help facilitating a conversation – **email info@bluemackerel.com.au** or call **+61 3 9021 0602**.

Know someone else who'd like to have their say? Encourage them to complete a Toolkit or take the online survey at **www.bluemackerel.com.au**



Community Benefits

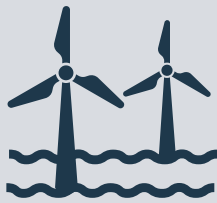
The Blue Mackerel Offshore Wind Project wants to make sure local communities feel better off for hosting a new offshore wind project. If the project progresses to construction, we will deliver a Community Benefits Program. It will be designed with the community, for the community.

Conversation Toolkit

This Toolkit is one of the ways you can have your say. It's a guide to support your conversations about Community Benefits from the Blue Mackerel Offshore Wind Project. We need your help to make sure the program delivers real, long-lasting and meaningful benefits that reflect what matters most to your community.

Thank you for being part of this process and sharing your ideas with us.

This toolkit includes



**Project information
about Blue Mackerel**



**Community Benefits
information**



**Sections to record your
ideas and feedback**



How to use this Toolkit

Use this Toolkit to start a conversation – on your own or with others. Chat with friends, neighbours, or community groups about the potential benefits of the Blue Mackerel project, whether during regular meetings or informal catch-ups.

Want a hand running a session?

The Blue Mackerel team can help facilitate a conversation with you or your community group. Just reach out and we will be glad to support you.

You can use this Toolkit to



Learn about the Blue Mackerel Offshore Wind Project



Find out about potential community benefits



Explore questions to spark conversations and gather feedback



Share your feedback back to us

Blue Mackerel Offshore Wind Project

The proposed Blue Mackerel Offshore Wind Project is off the coast of Brataualung and Tatungalung Country, Gippsland. It's approximately 10 km from shore near Seaspray and Woodside Beach.



The potential to generate
1GW
of electricity by 2032



163km²
Our project area



Approximately
60
wind turbines*
spaced 1km apart

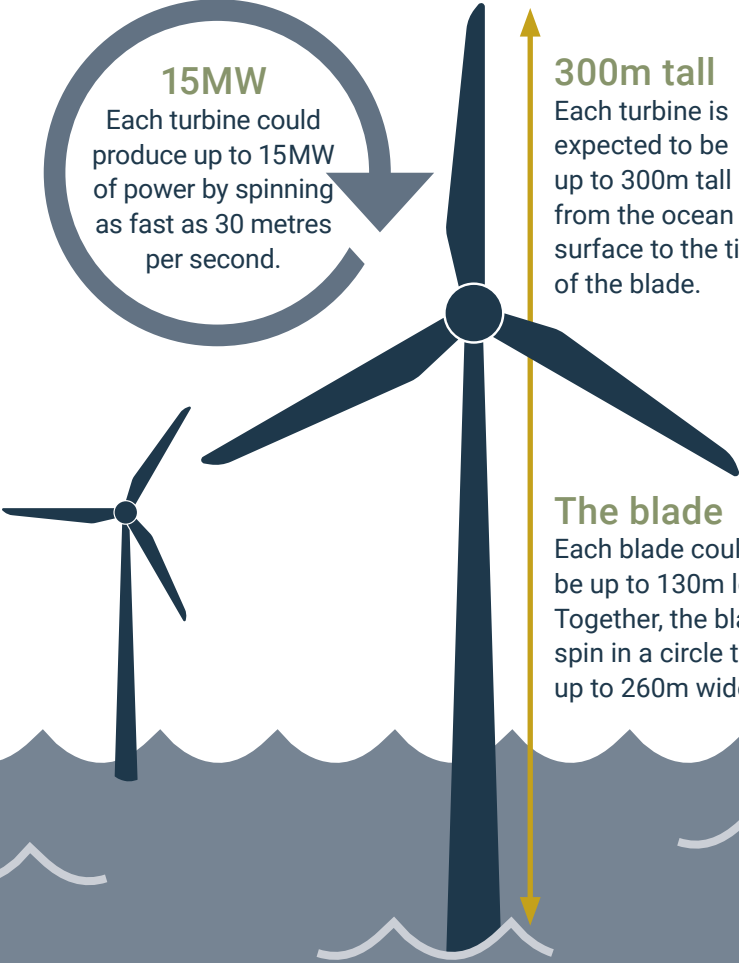


10km
from the shore near the township of Seaspray



Power into the grid for approximately
500,000
homes

* The final number of turbines and their layout will be confirmed during the planning phase. This will be based on feasibility studies, including wind and wave patterns.

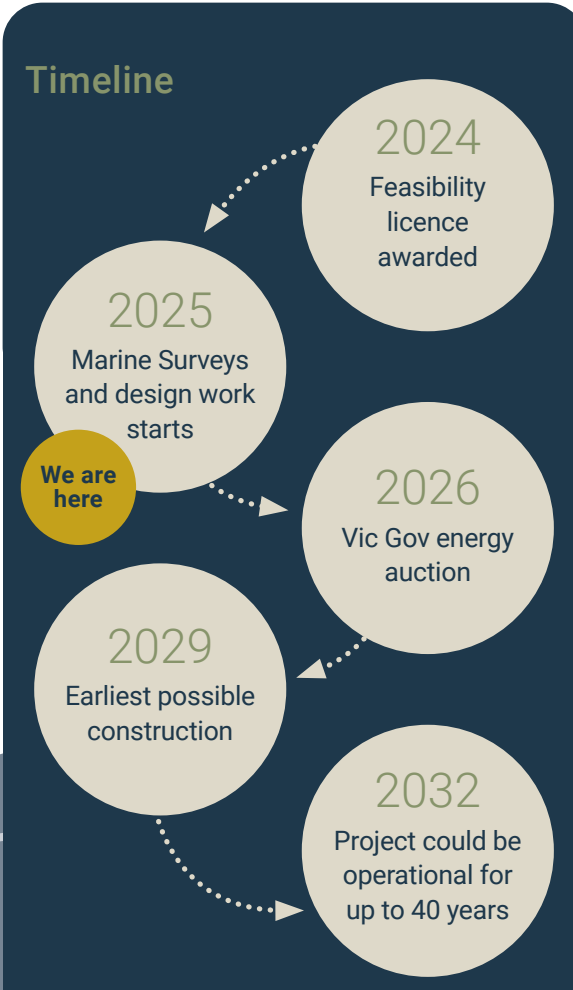


15MW
Each turbine could produce up to 15MW of power by spinning as fast as 30 metres per second.

300m tall
Each turbine is expected to be up to 300m tall from the ocean surface to the tip of the blade.

The blade
Each blade could be up to 130m long. Together, the blades spin in a circle that's up to 260m wide.

Timeline



2024
Feasibility licence awarded

2025
Marine Surveys and design work starts

2026
Vic Gov energy auction

2029
Earliest possible construction

2032
Project could be operational for up to 40 years

We are here



Victoria's Offshore Wind: What You Need to Know



23GW



The 12 feasibility licenses have the potential to generate 23GW of energy.

The Victorian government is planning for

2GW
by 2032

4GW
by 2035

9GW
by 2040



The first offshore energy auction is expected in 2026.



Victoria's Offshore Wind Auction snapshot

Due to the staging of the Victorian Governments offshore wind energy targets (2GW by 2032, 4GW by 2035 and 9GW by 2040) there will be a gradual awarding of contracts and commercial licences to projects.

The Victorian Government will run an auction process designed to maximise the deliverability of the first offshore wind projects. The first offshore wind energy auction is expected in 2026 and not all projects will be successful at that stage.



Where are we now?

The Blue Mackerel project is in the early planning and feasibility stage – it's at the beginning. Right now, marine surveys are being conducted to help design the project. This work will support the project to bid in an energy auction run by the Victorian government in 2026.

If successful after the auction, Blue Mackerel would then complete detailed environmental and planning approvals and apply for a commercial licence, with a plan to start construction of the project in 2029. The project would be operational in 2032 for up to 40-years.

Blue Mackerel will submit for the 2026 auction

The Victorian Government will assess bids based on project cost, deliverability, and local content. "Project deliverability includes the assessment of feasibility licence holders' partnerships with Traditional Owners as well as their broader community engagement and benefits sharing plans"¹.



¹ Offshore Wind Energy Victoria, Offshore Wind Implementation Statement 3
www.energy.vic.gov.au/_data/assets/pdf_file/0026/691181/Offshore-Wind-Energy-Implementation-Statement-3.pdf

Community Benefit Sharing Process

Blue Mackerel is committed to making sure communities near the proposed project share in a long term community benefit program.



What are community benefits?

They are a way for the project to give back to local communities, especially those living closest to the project who may be most affected.

The Clean Energy Council defines community benefit sharing as:

“Sharing the rewards of renewable energy development with local communities. It aims to integrate a development in the local community by contributing to the future vitality and success of the region. It is based on a desire to establish and maintain positive long-term connections to the area and to be a good neighbour.”

How do Community Benefits Programs work?



- A Community Benefits Program sets out the plan for how the project will deliver real benefits to the local community.
- Establishing the Program is a part of the project's planning and approval process.
- Engaging with community is an important step to build a successful program.
- Every program is different. It's built around the needs, strengths, and ideas of the local community.

What are examples of community benefits?

Community benefits can take many forms, and new ideas may emerge on what matters most to your community.



Funding and financial support
(Grants to local clubs/events, small business support, local infrastructure)



Community Partnerships
(Collaboration with schools, sports clubs, health services, festivals)



Infrastructure, Education and Tourism (School programs or training, local tourism initiatives, local infrastructure upgrades)



Innovative financial options
(Community co-investment, energy bill relief)



Local energy solutions
(e.g. Solar panels for community buildings, EV chargers, clean energy trials).



Who can apply for the Community Benefits Program?

- It will be designed to support local people and organisations, who are part of the communities closest to the project.
- Clear guidelines will be provided once the program is finalised.
- The program will remain flexible and adapt to changing community needs over the life of the project.



How will we develop our Community Benefits Program?

We're working with local communities to shape our Community Benefits Program – one that reflects your values, strengths, and ideas.

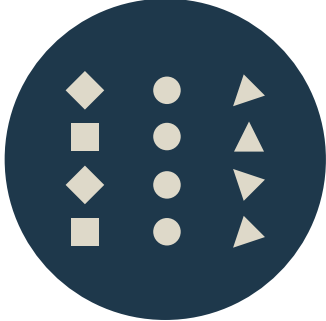
Your input will help us design a program that delivers lasting, meaningful impact.

- Guiding principles**
 These will shape how we design and deliver the program.
- Community assets and values**
 Community-identified assets and values will shape our approach, ensuring the program delivers a positive impact tailored for the community.
- Structure and type of benefit**
 Your input will shape how the program is designed, delivered, and the types of benefits it includes.

We will develop a draft Community Benefits Program this year (2025), but acknowledge that the Program must remain flexible and adaptable to the changing needs of the community over the life of the project and will be subject to change.

Developing community benefits program

We have planned a step-by-step process to develop our Community Benefits Program. We are at the first step: Explore and Inspire. There will be multiple opportunities for community input and insights that will focus on three key areas:

			
	1. Explore and inspire	2. Sort and test	3. Refine
Overview	We will explore what makes your community unique, learn what matters most to you, gather ideas for potential community benefits and identify principles to guide their development	We will sort and test your ideas on possible community benefits	We will work with the community to agree on the final set of principles, structure and share the refined list of benefit ideas
Purpose	- Learn what is important to your community – your assets, needs, values and strengths - Define principles to guide decision making for community benefits - Understand how you want to be involved in the process - Get inspired and share your ideas!	Blue Mackerel will sort and test ideas/suggestions considering: - What we could do or what might be best done by or with others? - Whether the ideas are realistic - Whether they fit with the draft principles - What structure/s will best support delivery of the benefits?	- Finalise the principles - Further develop and prioritise shortlist of potential benefits - Identify preferred structure to support delivery of community benefits in the future
Outcome	- Draft guiding principles - A collection of ideas and suggestions	- A longlist of potential community benefit ideas Blue Mackerel could deliver - A draft plan for how we could deliver them	- Report back - Draft Community Benefits Program developed



Share your thoughts

You can use this Toolkit to



Invite people to join

This could be friends, neighbours or members of a group you are already part of.



Choose how you want to collect everyone's ideas

You can give each person a Toolkit to write their own thoughts or have someone take notes for the whole group.



You don't have to all agree

It's okay to have different ideas. You can record everyone's thoughts, even if they are not the same.



If you have more questions

If you need more information or have questions, just get in touch with our team, we're happy to help!



Group feedback

Notes should reflect the conversation of the group. If individual participants want to, they can also do an individual response via survey online.

About you

Let us know who is in your conversation today.

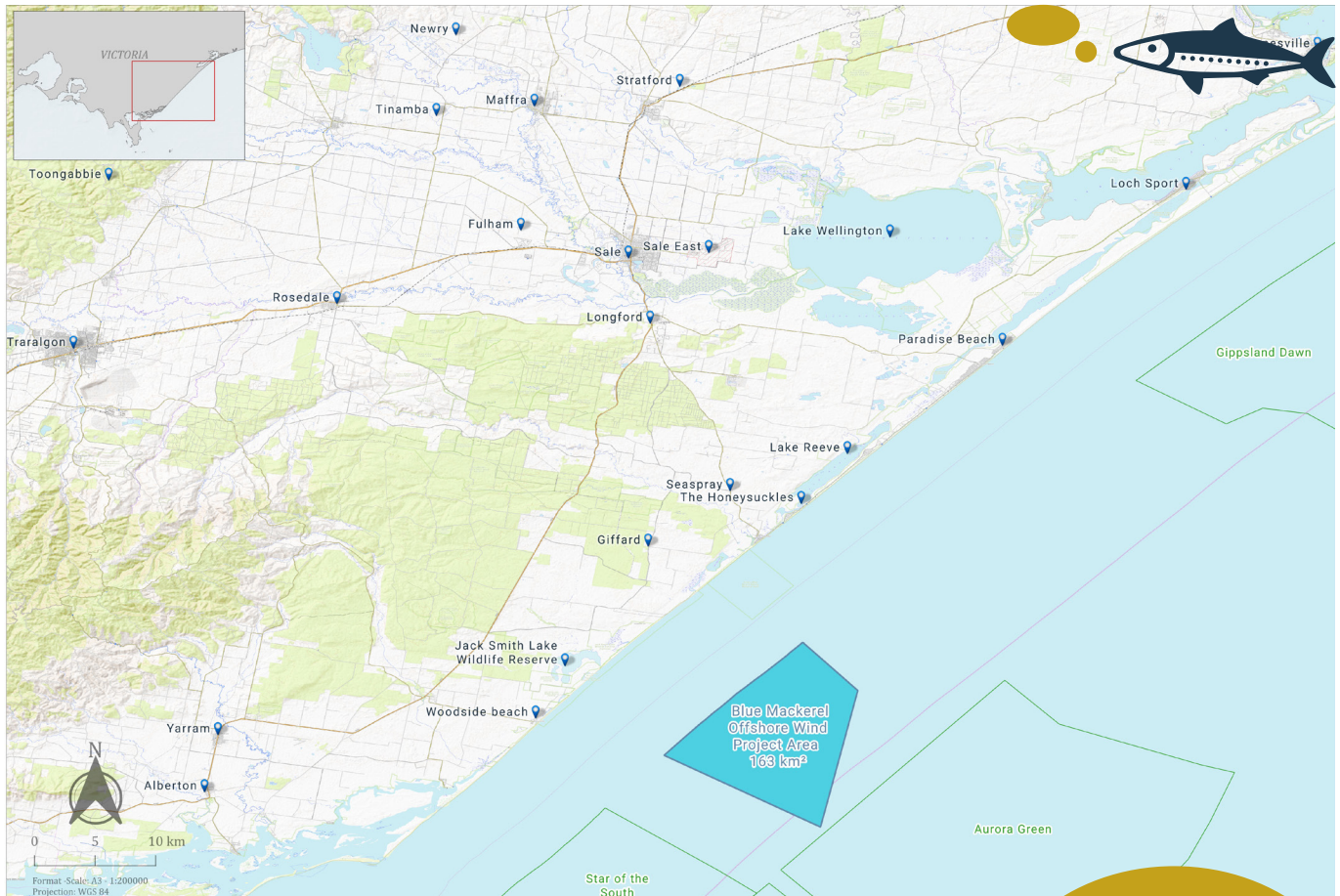
Name	Organisation	Suburb/town	Your connection to Community (work, live, holiday etc)	Email/ phone number (optional)	Would you like to receive regular updates? Please tick.
					☐
					☐
					☐
					☐
					☐
					☐
					☐



Tell us about your local community and your big ideas

Q1. Draw the area that you would call your local community

Use a different color for each person drawing their local community. Please add a circle, or mark with stars the key places that are geographically part of your local community



Q2. What is your big idea for benefits in your community?

Consider what might help your community most. This might be an area there's currently a gap, or where needs aren't met. Consider things such as infrastructure, transport, health services or electricity reliability.



Draft Guiding Principles – Shaping the Community Benefit Program

We have drafted six guiding principles for the Community Benefits Program (based on Australian and international standards). Please share your feedback so they reflect your values.

Q3. Please indicate your level of agreement with the following principles and their statements

You can place a tick (or ticks) to show your answer. For larger groups, create a tally and write the number of people who chose each option.

Appropriate



- The Community Benefits Program will support the local communities most impacted by the project.
- Decisions about the Community Benefits Program will reflect the local context, culture, needs and aim to support community cohesion and wellbeing.
- The program aims to be appropriate to the scale of the project. It should take into consideration local expectations and the level of disturbance experienced by local people.



Strongly Disagree



Disagree



Neutral



Agree



Strongly Agree

Feedback on how to improve the principle:

Flexible

- Our approach will be open to community involvement, influence and negotiation.
- We will allow flexibility to respond to local changes over the life of the project – the program will have the ability to shift to meet community needs.
- We will support a diverse range of initiatives.



Strongly Disagree



Disagree



Neutral



Agree



Strongly Agree

Feedback on how to improve the principle:



Continued from previous page

Q3. Please indicate your level of agreement with the following principles and their statements

Transparent

- Information will be shared proactively, and we will be clear about what is achievable and when benefits could be delivered.
- Benefit sharing will be managed in a transparent and accountable way that involves local stakeholders.
- Benefit sharing will not come with conditions of silence or consent.



**Strongly
Disagree**



Disagree



Neutral



Agree



**Strongly
Agree**

Feedback on how to improve the principle:

Integrated

- Benefit sharing is a key project objective and will be an integrated part of Blue Mackerel's overall project development at each stage.
- The community is involved in the development and delivery of the benefit program.



**Strongly
Disagree**



Disagree



Neutral



Agree



**Strongly
Agree**

Feedback on how to improve the principle:

Continued from previous page

Q3. Please indicate your level of agreement with the following principles and their statements

Mutually beneficial

- The program is mutually beneficial to the local community, the Blue Mackerel project and its owners.
- The program will support the project to be socially, environmentally and financially viable.



**Strongly
Disagree**



Disagree



Neutral



Agree



**Strongly
Agree**

Feedback on how to improve the principle:

Long-term

- We aim to create a positive legacy in the local community and bring ongoing and lasting value to the local area from development through to decommissioning.
- The program will seek to integrate benefit sharing opportunities with broader strategies and local partnerships.



**Strongly
Disagree**



Disagree



Neutral



Agree



**Strongly
Agree**

Feedback on how to improve the principle:



Community Strengths

Q4. What do you think makes the local community you live in or work unique or special?

Working with your community

Q5. What are the gaps or areas that need improving in your community?

Consider what might help your community most. This might be an area there's currently a gap, or where needs aren't met. Consider things such as infrastructure, transport, health services or electricity reliability.



Q6. We want to know about your community's strengths.

Using the boxes below, tell us about the strengths of your local community. You do not need to fill in all boxes if they are not relevant to you.

What are the key skills and knowledge that's held locally?

Example: Fishing and boating skills, First Nations knowledge, community traditions

Who are the key players or people locally that make things happen?

Examples: community leaders, skilled people; leadership development programs

What are the natural assets that are important locally?

Examples: beach views, local parks or reserves, viewing spots, protected flora or fauna, local history

What other assets are there locally?



Continued from previous page

Q6. We want to know about your community's strengths.

What infrastructure is important to your community?

Examples: community hall, pool, sporting grounds, bike paths, heritage buildings

What are the key social groups or networks that help your community thrive?

Examples: Clubs, associations, groups, educational groups/institutions, religious groups, crafting, theatre, sport

Working with your community

Q7. What are your potential concerns about a Community Benefits Program? Are there challenges or risks that you are worried about?

Q8. How can we best engage local community members in the process?

			
In-person events	Webinars	Online survey	Community advisory group or panel
Other			

Q9. How do you want to be kept up to date with the Blue Mackerel Community Benefits Program?

				
Website	Social media	Letterbox drop	Newspaper adverts	Posters
Other				



General comments and questions

Q10. Record any general comments or questions you would like the project team to follow up on here.

Returning the Toolkit

Please return the Conversation Toolkit by 31 July 2025, or as soon as you can.

You can return the toolkit by:



1 Take a photo of each page, or scanning your toolkit and emailing it to: **info@bluemackerel.com.au** or upload your toolkit to **www.bluemackerel.com.au**

2 Using the reply-paid envelope, mail the Toolkit to:

**Capire Consulting Group
The Commons
36/38 Gipps St
Collingwood VIC 3066**

Found the toolkit after July 2025? We would still welcome your feedback.

If you know someone else who may wish to provide feedback, please encourage them to complete a toolkit or respond to the online community benefits survey at **www.bluemackerel.com.au**

If you have any questions, please contact **info@bluemackerel.com.au** or call **+61 3 9021 0602**



Get in touch

Call +61 3 9021 0602,
email info@bluemackerel.com.au
or visit www.bluemackerel.com.au

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